

santa cruz county

Community Assessment Project

2015

comprehensive report



21

YEAR

santa cruz county

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2015

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.



photo credit: marine watkins

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 21, 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.

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COMMUNITY ASSESSMENT PROJECT OVERVIEW

The Santa Cruz County Community Assessment Project (CAP) is entering its third decade, with 2015 marking the 21st year of the project. The CAP was convened in 1994 through a collaboration of the United Way of Santa Cruz County and Dominican Hospital, with Applied Survey Research (ASR) as their research partner.

The CAP assesses quality of life across six subject areas: the economy, education, health, public safety, the social environment, and the natural environment. The CAP features over 90 indicators across these fields, including both primary and secondary data. Biennially, ASR conducts a telephone survey of a representative sample of Santa Cruz County residents; 2015 is a survey year. Secondary data is collected from over 70 sources including at the national, state, and local level.

ASR's 5 Step Assessment Process



Collaboration

Gather a leadership team and project oversight committee that includes diverse perspectives and represents the community



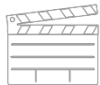
Data Collection

Develop a data collection strategy, prioritize data indicators, collect and analyze available data



Reporting

Create a comprehensive report that clearly presents the data in a way that is meaningful and useful to the community



Action: Community Convening

Spread the word and create an action plan to make meaningful change based upon the needs of your community



Sustainability

Establish a plan to revisit the data, evaluate the outcomes of your actions and develop the funding to continue the assessment cycle

Together with community stakeholders, the CAP is accomplished through a five step process designed by ASR (see left). One of the five steps of the community improvement process involves collaboration, while other steps focus on community action in order to achieve goals and sustain the project.

The CAP in Action

The CAP is one of the oldest projects of its kind with national recognition, with communities throughout the United States and Canada replicating the model.

In 2007, the CAP was chosen as one of the best community indicator projects in the United States, winning first place in the Community Indicators Consortium Innovation Awards sponsored by the Brookings Institution in Washington D.C.

The Community Assessment Project was featured in Santa Cruz County's application and award of the first Robert Wood Johnson Foundation's Culture of Health Prize in 2013. The prize is annually awarded to six communities in America that are making strides to become healthier and more equitable communities. Since that time, the CAP has been nationally featured by the National Academies of Science, Institute of Medicine's Roundtable for Population Health Improvement.

The CAP, at its core, is an actionable document. Below are a sampling of the ways the CAP is being utilized to affect change across Santa Cruz County.

Identifying Health Needs and Leveraging Resources

The CAP helps The Santa Cruz Community Health Centers (SCCHC) to understand and respond to gaps in health access and disparities that exist along the lines of race and income. The CAP is a consistent source of timely, local data that allows the SCCHC to leverage funding to improve community health and insights in order to respond to community health needs.

The Public Health Division of the Santa Cruz County Health Services Agency is currently pursuing Public Health Accreditation, and are utilizing the data from the CAP to help complete various components of their required Community Health Assessment. The Public Health Division also utilizes CAP data in grant applications, specifically demographics, housing information, obesity, nutrition and physical activity data.

Utilizing Data to Reduce Disparities

As a data driven department, the Santa Cruz County Probation Department has used data from the annual CAP report in a number of ways, including improvement of services for Latino youth and residents residing in South County, securing a grant to help renovate juvenile hall and expand youth programming, securing funding to expand programming, particularly for Latino youth and families, and development of a proposal to put in place a culinary arts program at juvenile hall.

The CAP report supports the Probation Department's work around reducing racial and ethnic disparities, particularly for juveniles in the justice system. This type of work necessitates that any practice and policy changes are based on data. The annual demographics provided in the CAP allow the Probation Department to stay ahead of emerging trends and to prepare in order to be culturally and linguistically responsive to the needs of their clients.

Creating Communities for Youth to Thrive

Ecology Action (EA) used the CAP data regarding childhood obesity rates and overall population physical activity levels to assess where youth bike safety and encouragement programs were most needed, and to paint a picture of wellness in South County for a 2011 statewide grant proposal. The detailed CAP data about the disproportionate presence of childhood obesity in South County allowed EA to present a compelling picture of students' lives, and ultimately led to being awarded the grant amidst a very competitive field. The funding allowed EA to deliver new bicycle safety and encouragement programs in three South County schools, these programs began in 2012 and continue today.

The Criminal Justice Council's Youth Violence Prevention Task Force (YVTF) used the unique information found in the CAP to help inform their strategic planning process. Indicators specific to the CAP and the household survey gauge how well the county is doing at creating strong communities where youth can thrive. As they move into the implementation of their strategic plan, this data will help the YVTF to track their success over time.

Publications

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

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).





community indicators that are used as tools for social change. In 2011, the CAP was featured in a book entitled *Diversity and Community Development: An Intercultural Approach*.

Goals and Heroes

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

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 2015 telephone survey data. Absence of this symbol indicates <i>no</i> statistical significance differences between sub-groups for the 2015 data. Footnotes at the bottom of each table/chart 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-one years. A special thank you is extended to the generous financial sponsors of the CAP.

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Seniors Council
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Cruz
United Way of Santa Cruz
County
Volunteer Center of Santa Cruz
Watsonville Community Hospital

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	7.5%	8.7%	
Affordable Housing	Percentage of households able to afford an entry-level home in California	55%	43%	
EDUCATION				
High School Graduation Rates	Graduation rate	81.0%	86.3%	
Educational Attainment	Percentage of adults who have a high school degree or higher	NA	86.5%	
HEALTH				
Access to Health Care	Percentage of CAP survey respondents who said they have a regular source of health care	NA	88%	
Obesity	Percentage of CAP survey respondents who are overweight or obese	NA	59.0%	
PUBLIC SAFETY				
Crime	Crime rate (per 1,000 residents)	28.8	34.6	
Juvenile Arrests	Rate of juvenile felony and misdemeanor arrests (per 1,000 youth ages 10-17)	NA	25.8	
SOCIAL ENVIRONMENT				
Homelessness	The number of homeless individuals counted on one day	NA	1,964	
Food Insecurity	Number of people served by the Second Harvest Food Bank	NA	55,495	
NATURAL ENVIRONMENT				
Concern for Natural Environment	Percentage of CAP survey respondents who said the drought most concerned them about the natural environment	NA	23.6%	
Organic Farming	Number of certified organic producers with more than \$5,000 in sales	NA	107	

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			
Financial Wellbeing	Percentage of CAP survey respondents who felt better off financially this year than last year	37.8%*	28.7%*
Unemployment Rate	Percentage unemployed according to CAP telephone survey	6.5%	8.9%
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	6.0%	11.6%
Higher Education	Percentage of Cabrillo College degrees and certificates awarded	50.6%	37.6%
HEALTH			
Dental Care	Percentage of CAP survey respondents who had dental care in the past 12 months	74.2%*	58.5%*
Teen Births	Number of teen births by ethnicity of mother (19 and under)	17	150
Obesity	Percentage of CAP survey respondents who are overweight or obese	56.3%	66.0%
PUBLIC SAFETY			
Jail Population	Percentage of total inmates for Santa Cruz County	49.6%	40.4%
Juvenile Arrests	Percentage of juvenile arrests (felony and misdemeanor offenses ages 10-17)	34.1%	58.1%
Child Abuse	Rate of substantiated cases of child abuse (per 1,000 children ages 0-17)	5.0	8.4
SOCIAL ENVIRONMENT			
Food Insecurity	Percentage of people served by the Second Harvest Food Bank	31.6%	62.4%
Basic Needs	Percentage of CAP survey respondents going without rent or housing in the past 12 months	3.1%*	13.2%*
Homelessness	Percentage of homeless population by ethnicity	57.3%	37.1%
NATURAL ENVIRONMENT			
Alternative Transportation	Percentage of CAP survey respondents reporting never using alternative transportation (bus, car pool, bicycle)	45.0%	44.4%

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

*Statistically significant difference between White and Latino survey respondents.

2015 HIGHLIGHTS



our population

- Santa Cruz County's population was 271,804 individuals as of 2014.
- 58% of residents were White, 33% were Hispanic, 4% were Asian, 3% were multi-racial, and 1% were Black in 2014.
- 68% of the population 5 years and older spoke only English at home, and over one-fourth (26%) spoke Spanish at home in 2014.



our economy

Jobs and Earnings

- The unemployment rate has been going down over the last four years and was 8.7% in Santa Cruz County in 2014, higher than the state overall (7.5%).
- Median family income is rising in the county and was \$80,788 in 2014, up over \$11,000 annually from \$69,419 in 2010.
- 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 \$535,000 in 2014 to \$625,000 in 2015, a 45% increase over the past five years.
- Rents continue to increase in the county. Average rent for two bedrooms was \$1,876 a month in 2015.
- There were 346 notices of default (the first step in the foreclosure process) in 2013, down from 1,150 in 2011.



our education

Early Education/Child Care

- Over 80% of low income families eligible for subsidized child care do not get it due to funding shortages.

School Enrollment

- There were 40,584 students enrolled in public schools in Santa Cruz County in 2014/15.
- The majority (56%) of the students enrolled in 2014/15 identified as Latino/Hispanic, followed by 36% White, and 2% Asian.

Test Scores

- 29% of Santa Cruz County 11th grade students met or exceeded the standard for the mathematics achievement portion of the California Assessment of Student Performance and Progress (CAASPP) in 2015, and 57% met or exceeded the standard for the English Language Arts/Literacy Achievement portion.

High School Dropout Rates

- The dropout rate for Santa Cruz County was 9% in 2013/14, down from a high of 12% in 2010/11.

College and University Attendance

- There were 13,899 students enrolled at Cabrillo College, and 17,866 at UC Santa Cruz in fall 2014, both similar to the previous year.



Regular Source of Care

- There was a statistically significant difference between the percentage of White (94%) and Latino (80%) CAP survey respondents who had a regular source of health care in 2015.

Health Insurance

- As of 2015, Santa Cruz County has 19,131 individuals enrolled in the state's health insurance marketplace, Covered California.
- The percentage of county children 0-17 with health insurance coverage was 85% in 2014.

Immunizations

- Children in Santa Cruz County have consistently lower rates of immunizations than children in California overall. 83% of county kindergarteners and 90% of California kindergarteners had all of their required immunizations in 2014/15.

Teens

- The teen birth rate increased between 2013-2014 to 17.9 births per 1,000 teens ages 15-19 in 2014, down from 33.6 in 2008.
- Alcohol use by teens has been going down for 7th-11th graders since 2002/03. Thirty-four percent of county 11th graders had used alcohol in the 30 days prior to the survey completed in 2014/16.

Obesity

- 66% of Latino CAP survey respondents were overweight or obese, compared to 56% of White respondents in 2015.

Mental Health

- 22% 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 15% of White respondents in 2015.



our public safety

Crime

- Total crime in Santa Cruz County is at a rate of 34.6 per 1,000 residents in 2014, higher than the state at 28.8.
- The juvenile arrest rate has been decreasing since 2008 when there were 72.4 arrests per 1,000 youth ages 10-17, to 25.8 per 1,000 youth in 2014.

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 6.8 per 1,000 children in 2014.

Elder Abuse

- There were 708 referrals to adult protective services in 2014, and 688 cases were investigated, representing a 36% increase in investigated cases since 2008.



our social environment

Basic Needs and Food Insecurity

- In 2015, Latino CAP respondents (43%) were significantly more likely than white respondents (12%) to be unable to get more food when the food they bought ran out.
- 55,495 people were served by Second Harvest Food Bank in 2015, up from 48,161 in 2008.

Homelessness

- There was a 44% decrease in the number of homeless persons counted in the biennial point-in-time count from 3,536 individuals in 2013 to 1,964 in 2015.

People with Disabilities

- 20% of 2015 CAP survey respondents reported having a member of their household diagnosed with a disability. Of those, almost half (49%) participated in life at the level he or she desired.

Quality of Life

- 61% of CAP survey respondents reported being “very satisfied” with their quality of life in 2015.
- The cost of living/housing was identified by CAP survey respondents as the primary thing (24%) that takes away from their quality of life.

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.”



Water

- Water availability was the #1 environmental concern according to 2015 CAP survey respondents.
- There were 164 swim advisories but no beach closures in 2015.

Protected Land

- Of all the acreage in Santa Cruz County, just under one-third of it (30%) was protected land (including such things as parks, open space, and land trusts) in 2015.

Farmer's Markets

- Almost half (43%) of 2015 CAP respondents reported shopping at least once a week at a farmer's market or produce stand, or community supported agriculture (CSAs).

Waste

- There was a 22% decrease in the total annual tons of waste disposal in Santa Cruz County between 2007 and 2013.

2015 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.



PHOTO CREDIT: PAUL SCHRAUB PHOTOGRAPHY

Front Row (left to right): George Jarrow, Stephanie Conner-Kent, Deborah Blumberg, Barbara Mason, MariaElena de la Garza

Second Row: Jose Joel Vasquez, David Robles, Dr. Tamara Ball, Bob Cagle, Kristen Kittleson

Third Row: Steve Gliessman, Andy Shatney, Sarah Emmert, Phil Kramer, Les Forster

Not Pictured: Susan Freeman, Kathleen King, and Lieutenant Jorge Zamaro

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 better than similarly situated counties in California.
 - » Community Hero: Dr. Tamara Ball, *Impact Designs – Engineering and Sustainability through Student Service (IDEASS) and Apprenticeships in Sustainability Science and Engineering Design (ASCEND) - University of California, Santa Cruz*
- **Goal 2:** By the year 2015, increase the percentage of economic activity with Santa Cruz County by 10% and “re-localize” 10% of our commuting workforce.
 - » Community Hero: Santa Cruz Works
- **Goal 3:** By the year 2015, Santa Cruz County will slow or stop the contraction of municipal budgets through economic development of the underlying economy.
 - » Community Hero: Barbara Mason, *County of Santa Cruz*

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: Susan Freeman, *Arts Education Consultant and Lecturer for the Stanford Graduate School of Education*
- **Goal 2:** By the year 2015, more kindergarteners will be better prepared for school through participation in high quality preschools.

Health

- **Goal 1:** By the year 2015, access to primary care will improve as measured by:
 - 95% of Santa Cruz County residents will report having a regular source of health care;
 - Less than 10% will report the emergency department as one of their regular sources of health care; and
 - No significant difference between the percentage of White and Latino residents reporting a regular source of health care.
 - » Community Hero: Kathleen King, *CEO, Pajaro Valley Community Health Trust*
- **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 California Health Interview Survey.
 - » Community Hero: Stephanie Connor-Kent, *Nurse & Manager, Palo Alto Medical Foundation’s Pediatrics and Psychiatry Behavior Health Department*
- **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: Jose Joel Vasquez, *Jovenes SANOS*

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: Les Forster, *Principal, Cypress Charter High School*
- **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: Sarah Emmert, *Coordinator, Youth Violence Prevention Task Force*
 - » Community Hero: Jorge Zamaro, *Law Enforcement*

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: Phil Kramer, *Goodwill Industries*
- **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 Elena de la Garza, *Community Action Board, Inc.*
- **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: George Jarrow, RN, *Dignity Health Dominican Hospital*

Natural Environment

- **Goal 1:** By the year 2015, reduce water pollution: health of rivers and ocean is improved by reducing erosion, chemical and biological pollution and improving riparian corridors.
 - » Community Hero: Kristen Kittleson, *Water Resources, County of Santa Cruz*
- **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: David Robles, *Intern, Ecology Action's Sustainable Transportation Group*
 - » Community Hero: Steve Gliessman, *Professor, Environmental Studies Program for Community and Agroecology (PICA), University of California, Santa Cruz*
- **Goal 3:** By the year 2015, support clean/alternative energy: use of clean alternative energy and sustainable fuels are increased through financial incentives and reduced policy barriers.
 - » Community Hero: Andy Shatney

Lifetime Achievement Award: Deborah Blumberg

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

WHAT'S NEXT – COMMUNITY GOALS 2020

Over 350 stakeholders came together to establish new Community Goals for the year 2020. CAP 22, which will be released in the fall of 2016, will link data to these new goals in order to measure our progress in attaining these goals. Presented below are the new Community Goals for the year 2020.

Economy

- **Goal 1:** By the year 2020, reduce the winter unemployment rate by one-half percent, creating 725 new winter jobs in Santa Cruz County.
- **Goal 2:** By the year 2020, increase the housing stock by 1,000 units in Santa Cruz County.

Education

- **Goal 1:** By the year 2020, all students will be fully connected and engaged with their school community, and will see their school as a welcoming, essential and safe place.
- **Goal 2:** By the year 2020, all students will have broader access to courses and enrichment activities, including visual and performing arts, career technical education and digital technology.
- **Goal 3:** By the year 2020, all students will be provided sufficient behavior, health, and counseling services to succeed in their chosen educational and career pathways.

Health

- **Goal 1:** By the year 2020, all Santa Cruz County residents will have a regular source of primary care and integrated behavioral health services with a focus on:
 - » Decreasing disparities;
 - » Decreasing reliance on Emergency Rooms as a regular source of health care; and
 - » Increasing access to mental health and substance use disorder treatment.
- **Goal 2:** By the year 2020, obesity in Santa Cruz County will be reduced by 10%.

Public Safety

- **Goal 1:** By the year 2020, the juvenile crime rate will be reduced by 10% through the use of culturally responsive evidence based strategies that promote positive interaction and reduce conflict with public safety officials.
- **Goal 2:** By the year 2020, there will be a 20% reduction in youth reporting gang involvement, resulting in a 10% reduction of gang related criminal activity.
- **Goal 3:** By the year 2020, there will be a 10% decrease in arrests or citations of individuals with chronic SUD/COD through the increase of on-demand treatment for adults with such disorders.
- **Goal 4:** By the year 2020, the violent crime rate of 18 to 25 year olds will be reduced by 10% through the use of targeted gang involvement intervention strategies, including restorative practices, street outreach, and alternatives to adult gang involvement.

Social Environment

- **Goal 1:** By the year 2020, more Santa Cruz County residents will build meaningful social bridges across differences in age, race, ethnicity, class and culture.
- **Goal 2:** By the year 2020, schools and communities will be safe, supportive, and engaging places for children, youth and families.
- **Goal 3:** By the year 2020, more Santa Cruz County residents will feel empowered to experience and pursue long-term quality of life.

Natural Environment

- **Goal 1:** By the year 2020, residential per capita water use will be sustained at or under 2013 baseline levels through 2020.
- **Goal 2:** By the year 2020, 5% of homes in Santa Cruz County will have a solar electric or hot water system.
- **Goal 3:** By the year 2020, stewardship actions for our waters will be increased by 10%.
- **Goal 4:** By the year 2020, 50 miles of urban trails will be constructed within Santa Cruz County to decrease traffic, increase active transportation and connect urban areas to open spaces.



photo credit: shmuel thayer, santa cruz sentinel

demographics

Santa Cruz County Demographic Profile..... 22

SANTA CRUZ COUNTY DEMOGRAPHIC PROFILE

There were nearly 272,000 people in Santa Cruz County in 2014, up more than 7% since 2008. Over half (58%) of residents in the county were White, one-third (33%) were Latino, 4% were Asian, and 1% were African-American in 2014. The percentage of older residents (60 and older) continues to increase, from 17% in 2008 to 20% in 2014. 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 2014. Five percent of residents ages 18 and older were veterans in 2014.

Total Population

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Santa Cruz County	253,137	256,218	263,054	264,298	266,776	269,419	271,804	7.4%
California	36,756,666	36,961,664	37,349,363	37,691,912	38,041,430	38,332,521	38,802,500	5.6%

Source: United States Census Bureau. (2015). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2008-2014 1-year estimates.*

Gender Distribution, Santa Cruz County

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Female	49.9%	50.0%	50.1%	50.1%	50.3%	50.5%	50.2%	0.3
Male	50.1%	50.0%	49.9%	49.9%	49.7%	49.5%	49.8%	-0.3

Source: United States Census Bureau. (2015). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2008-2014 1-year estimates.*

Ethnic Distribution, Santa Cruz County

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Asian	3.5%	3.5%	4.4%	4.4%	4.0%	4.4%	4.3%	0.8
Black	0.9%	1.1%	0.8%	1.0%	1.0%	0.8%	0.8%	-0.1
Hispanic/Latino	29.3%	30.2%	32.2%	32.7%	32.7%	32.9%	33.2%	3.9
White	62.7%	61.9%	59.7%	58.8%	58.7%	58.3%	58.1%	-4.6
Other	0.4%	0.3%	0.6%	0.5%	0.7%	0.1%	0.3%	-0.1
Multi-Race	3.1%	3.0%	2.3%	2.6%	2.9%	3.4%	3.3%	0.2

Source: United States Census Bureau. (2015). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2008-2014 1-year estimates.*

Age Distribution, Santa Cruz County

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Under 5 Years	6.7%	6.6%	5.6%	5.7%	5.6%	5.9%	5.5%	-1.2
5-19 Years	18.6%	19.8%	21.0%	19.5%	20.1%	19.5%	19.5%	0.9
20-34 Years	21.9%	21.2%	20.9%	23.1%	21.9%	22.5%	22.5%	0.6
35-59 Years	36.4%	35.5%	34.6%	33.6%	34.2%	32.7%	32.3%	-4.1
60 Years and Above	16.6%	16.7%	17.8%	18.2%	18.1%	19.4%	20.2%	3.6

Source: United States Census Bureau. (2015). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2008-2014 1-year estimates.*

Households¹ by Type, Santa Cruz County

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Non-Family Households	36.0%	38.3%	36.9%	37.2%	38.0%	39.1%	35.9%	-0.1
Family Households	64.0%	61.7%	63.1%	62.8%	62.0%	60.9%	64.1%	0.1
Married-Couple Family	50.1%	47.5%	45.1%	46.8%	47.0%	47.6%	48.2%	-1.9
Female Householder Family (No Husband Present)	10.7%	9.7%	12.3%	10.9%	10.0%	9.7%	11.7%	1.0
Male Householder Family (No Wife Present)	3.2%	4.5%	5.7%	5.2%	5.0%	3.6%	4.2%	1.0
Total Households	93,759	92,227	91,264	94,775	93,253	93,982	96,127	-
Percentage with Persons Under 18 Years	31.8%	30.2%	31.9%	30.3%	30.1%	26.6%	30.1%	-1.7
Percentage with Persons 65 Years and Older	21.3%	22.2%	23.5%	23.8%	26.3%	26.9%	27.5%	6.2
Total Population in Households	248,825	247,988	241,449	253,650	255,178	257,627	259,829	-
Average Household Size	2.65	2.69	2.65	2.68	2.74	2.74	2.70	-
Average Family Size	3.18	3.27	3.18	3.25	3.32	3.39	3.21	-

Source: United States Census Bureau. (2015). Selected Social Characteristics in the United States, Table DP02. *American Community Survey 2008-2014 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

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
English Only	70.6%	72.5%	69.1%	67.8%	68.1%	67.7%	67.6%	-3.0
Language Other Than English	29.4%	27.5%	30.9%	32.2%	31.9%	32.3%	32.4%	3.0
Asian and Pacific Islander Languages	2.1%	2.0%	2.5%	2.9%	2.9%	3.1%	2.8%	0.7
Spanish	23.5%	22.7%	25.6%	26.5%	25.5%	26.0%	26.3%	2.8
Other Indo-European Languages	3.6%	2.6%	2.2%	2.5%	2.9%	2.9%	2.9%	-0.7
Other Languages	0.2%	0.2%	0.5%	0.3%	0.6%	0.3%	0.4%	0.2
Total Population (Ages 5 Years and Older)	236,235	239,206	248,383	249,132	251,704	253,575	256,877	-

Source: United States Census Bureau. (2015). Selected Social Characteristics in the United States, Table DP02. *American Community Survey 2008-2014 1-year estimates.*

Veteran Status, Santa Cruz County

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Civilian Veterans (Ages 18 and Older)	7.5%	5.8%	6.7%	6.1%	6.2%	5.3%	4.9%	-2.6
Total Civilian Population (Ages 18 Years and Older)	198,541	200,672	207,535	209,323	211,393	213,233	217,577	-

Source: United States Census Bureau. (2015). Selected Social Characteristics in the United States, Table DP02. *American Community Survey 2008-2014 1-year estimates.*

Jurisdictional Distribution, Santa Cruz County

	2009	2010	2011	2012	2013	2014	2015	09-15 % CHANGE
Capitola	10,073	9,918	9,923	9,957	9,988	10,136	10,052	-0.2%
Santa Cruz	58,982	59,946	61,245	61,825	62,372	63,440	63,789	8.1%
Scotts Valley	11,764	11,580	11,581	11,613	11,678	11,954	11,928	1.4%
Watsonville	51,882	51,199	51,226	51,484	51,612	52,508	52,087	0.4%
Unincorporated	135,936	129,739	129,979	130,471	131,012	133,557	133,790	-1.6%

Source: California Department of Finance. (2015). Table 2: E-4. 2009-2015 January Population Estimates for Cities, Counties and the State.



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economy

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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	34.7%	↑
Unemployment Rate	Unemployment rate	7.5%	8.7%	↓
Household Income	Median family income	\$71,015	\$80,788	↔
Poverty Level	Percentage of children under 18 living below the Federal Poverty Level	22.7%	21.0%	↑
Affordable Housing	Percentage of county households able to afford an entry-level home in California	55%	43%	↓

↑ 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 1: 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: Dr. Tamara Ball, *Impact Designs – Engineering and Sustainability through Student Service (IDEASS) and Apprenticeships in Sustainability Science and Engineering Design (ASCEND) - University of California, Santa Cruz*

Goal 2: By the year 2015, increase the percentage of economic activity with Santa Cruz County by 10% and “re-localize” 10% of our commuting workforce.

- Community Hero: Santa Cruz Works

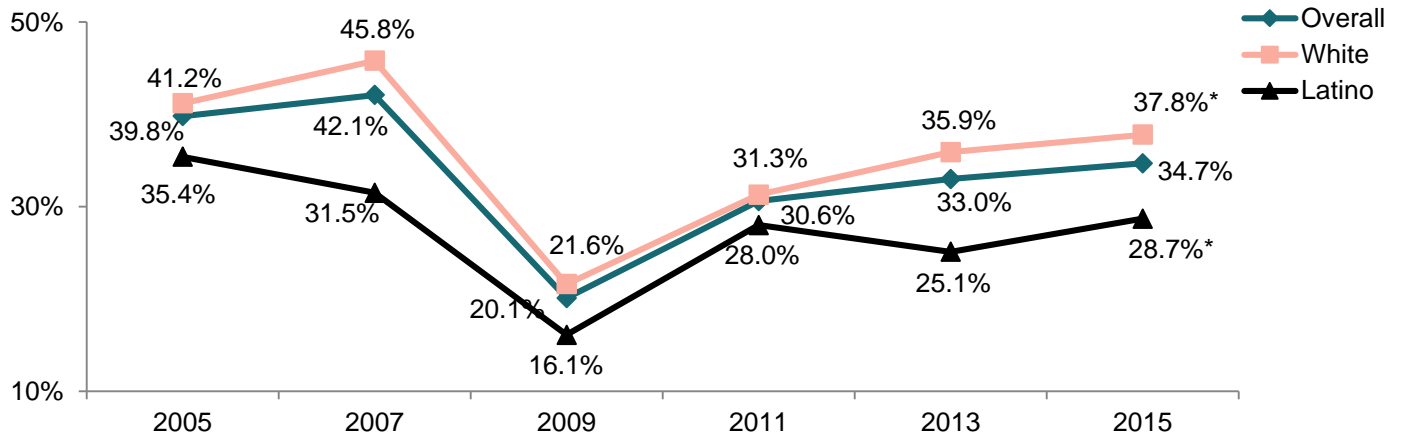
Goal 3: By the year 2015, Santa Cruz County will slow or stop the contraction of municipal budgets through economic development of the underlying economy.

- Community Hero: Barbara Mason, *County of Santa Cruz*

FINANCIAL WELL-BEING

Slightly more than one-third (35%) of 2015 CAP survey respondents felt better off financially this year as compared to last year. A higher percentage of White survey respondents felt better off financially (38%) when compared to Latino survey respondents (29%).

☎ Do you feel you are better off financially this year than last year? (Respondents answering "Yes")



2015- Overall n: 775; White n: 422; Latino n: 218.

Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

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 2015.

AGRICULTURAL PRODUCTION

Overall crop production value increased by 28%, from \$477 million in 2008 to \$611 million in 2014. Berries continue to be the highest grossing crop produced in the county, valued at more than \$395 million in 2014. Nursery and ornamental crops have rebounded in value recently, increasing from \$108 million in 2013 to \$120 million in 2014, while berries have had the largest increase in value since 2008.

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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Berries	\$287.2	\$306.2	\$324.6	\$363.2	\$367.9	\$390.1	\$395.8	37.8%
Nursery/Ornamental Crops	\$107.8	\$118.5	\$118.8	\$122.6	\$113.5	\$107.9	\$119.7	11.0%
Vegetables	\$60.7	\$ 47.0	\$61.8	\$55.8	\$57.8	\$74.2	\$72.2	18.9%
Tree and Vine Products	\$13.4	\$10.7	\$16.7	\$14.7	\$18.1	\$16.8	\$16.2	20.9%
Livestock and Animal Products	\$8.2	\$5.6	\$5.8	\$6.6	\$6.5	\$6.9	\$7.3	-11.0%
Field Crops	\$0.1	\$0.1	\$0.1	\$0.1	\$0	\$0	\$0	-
Total Crops Value	\$477.4	\$488.1	\$527.8	\$562.9	\$563.9	\$595.9	\$611.2	28.0%
Timber Farming	\$7.9	\$3.5	\$4.8	\$2.8	\$2.3	\$3.4	\$5.3	-32.9%
Total Production Value	\$485.3	\$491.6	\$532.5	\$565.7	\$566.2	\$599.3	\$616.5	27.0%

Source: County Agricultural Commissioner. (2014). 2008-2014 *Santa Cruz County Crop Report*.

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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Strawberries	\$160.4	\$172.6	\$197.2	\$198.3	\$191.1	\$201.8	\$228.1	42.2%
Raspberries	\$105.8	\$104.3	\$91.7	\$132.4	\$142.4	\$152.2	\$131.3	24.1%
Cut Flowers & Greens	NA	NA	NA	NA	NA	\$33.7	\$42.3	-
Apples	\$10.1	\$7.2	\$13.3	\$12.7	\$12.5	\$11.9	\$10.9	7.9%
Livestock and Animal Products	\$8.2	\$5.6	\$5.8	\$6.6	\$6.5	\$6.9	\$7.3	-11.0%
Timber Farming	\$7.9	\$3.5	\$4.8	\$2.8	\$2.4	\$3.4	\$5.3	-32.9%
Brussels Sprouts	\$6.3	\$8.8	\$7.5	\$9.9	\$9.4	\$14.6	\$11.3	79.4%
Lettuce, Head & Leaf	\$12.1	\$15	\$15.9	\$13.1	\$13.0	\$17.8	\$19.4	60.3%
Wine Grapes	\$2.9	\$3.2	\$3.1	\$1.6	\$5.4	\$4.6	\$4.9	69.0%

Source: County Agricultural Commissioner. (2014). 2008-2014 *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 8,510 jobs generated by tourism in 2013, a small increase (3%) to the number of jobs created in 2007.

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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Direct Travel Spending	\$729.0	\$736.4	\$688.8	\$711.1	\$759.4	\$769.3	\$788.3	8.1%
Industry Earnings	\$203.0	\$205.6	\$196.7	\$191.8	\$200.4	\$208.3	\$221.5	9.1%
Local Tax Receipts	\$21.8	\$21.9	\$20.9	\$21.2	\$22.4	\$23.2	\$24.8	13.8%
State Tax Receipts	\$34.7	\$34.6	\$35.4	\$37.2	\$37.6	\$36.0	\$37.9	9.2%
Number of Jobs Generated by Tourism	8,300	8,120	8,000	7,580	8,050	8,200	8,510	2.5%

Source: Dean Runyan Associates. (2014). 2007-2013 *California Travel Impacts by County*.

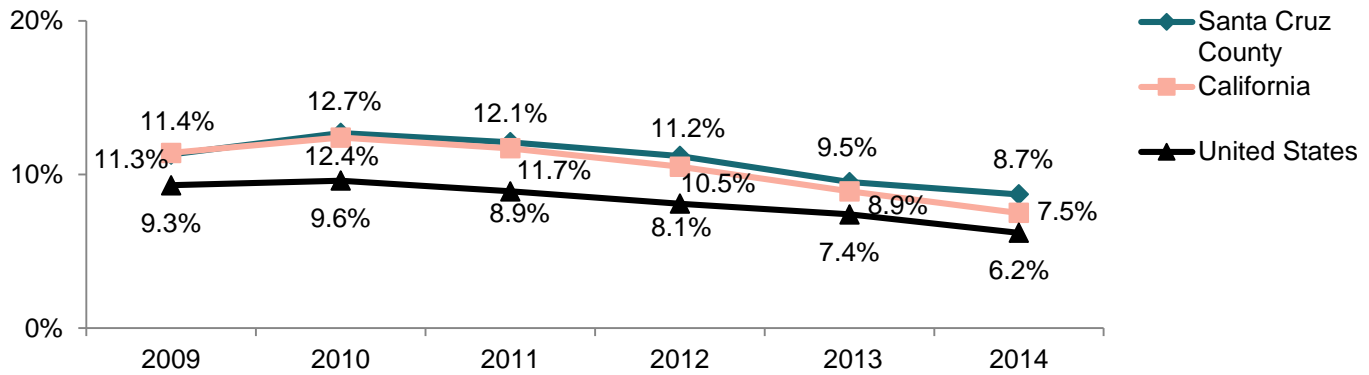
Note: Data presented are the most recent available.

UNEMPLOYMENT RATES

The unemployment rate was 8.7% in Santa Cruz County in 2014, slightly higher than the state overall (7.5%). The unemployment rate in Santa Cruz County fell from a high of 12.7% in 2010, to 8.7% in 2014.

When asked about employment status, CAP survey respondents reported that they were employed full-time (37%), retired (25%), employed part-time (12%), self-employed (12%), and unemployed (8%) in 2015.

Unemployment Rate



Source: State of California Employment Development Department. (2015). 2009-2015 *Labor Market Information Division*. U.S. Department of Labor (2015). 2009-2014 *Bureau of Labor Statistics*.

Unemployment Rate by Jurisdiction

	2009	2010	2011	2012	2013	2014	09-14 NET CHANGE
Aptos	4.4%	5.0%	4.8%	4.4%	3.7%	8.5%	4.1
Ben Lomond	4.6%	5.4%	5.0%	4.6%	3.9%	9.7%	5.1
Capitola	6.4%	7.3%	6.9%	6.3%	5.3%	7.0%	0.6
Live Oak	9.3%	10.6%	10.0%	9.2%	7.8%	7.8%	-1.5
Rio Del Mar	6.8%	7.8%	7.4%	6.8%	5.7%	5.3%	-1.5
Santa Cruz	9.4%	10.7%	10.1%	9.3%	7.9%	7.8%	-1.6
Scotts Valley	5.4%	6.2%	5.9%	5.4%	4.5%	8.0%	2.6
Soquel	8.5%	9.7%	9.2%	8.5%	7.2%	6.9%	-1.6
Watsonville	23.4%	26.0%	24.9%	23.2%	20.1%	11.2%	-12.2
Santa Cruz County	11.3%	12.7%	12.1%	11.2%	9.5%	8.7%	-2.6
California	11.4%	12.4%	11.7%	10.5%	8.9%	7.5%	-3.9
United States	9.3%	9.6%	8.9%	8.1%	7.4%	6.2%	-3.1

Source: State of California Employment Development Department, Labor Market Information Division. (2015). 2009-2014 *Industry Employment & Labor Force*. U.S. Department of Labor (2015). 2009-2014 *Bureau of Labor Statistics*.

What is your employment status? By Ethnicity

	2005	2007	2009	2011	2013	2015	05-15 NET CHANGE
Employed full-time	38.1%	33.5%	33.0%	32.3%	37.4%	36.8%	-1.3
White	38.0%	29.6%	30.3%	27.5%	34.2%	32.2%*	-5.8
Latino	40.5%	47.6%	40.9%	43.9%	47.9%	45.3%*	4.8
Retired	22.5%	33.9%	25.6%	29.0%	27.6%	24.9%	2.4
White	28.9%	38.5%	32.9%	35.7%	33.9%	36.9%*	8.0
Latino	2.0%	19.5%	6.7%	8.2%	8.4%	8.7%*	6.7
Self-employed	8.1%	8.4%	11.7%	11.9%	9.5%	11.6%	3.5
White	10.1%	10.7%	13.4%	13.3%	11.3%	12.5%	2.4
Latino	1.8%	0.8%	5.1%	8.4%	4.5%	9.0%	7.2
Unemployed	9.5%	5.8%	10.6%	10.5%	9.1%	7.8%	-1.7
White	5.3%	4.1%	8.2%	9.5%	6.2%	6.5%	1.2
Latino	21.2%	11.8%	16.2%	14.9%	15.7%	8.9%	-12.3
Employed part-time	11.7%	9.9%	10.4%	10.4%	11.9%	12.1%	0.4
White	11.5%	11.0%	10.7%	8.6%	10.7%	8.9%*	-2.6
Latino	12.1%	5.1%	9.1%	16.5%	16.0%	16.2%*	4.1
Homemaker, parent, or caregiver	5.0%	5.7%	6.5%	3.6%	3.2%	4.3%	-0.7
White	4.2%	3.8%	3.4%	2.6%	2.4%	1.6%*	-2.6
Latino	8.7%	11.6%	17.1%	7.4%	5.6%	7.9%*	-0.8
Student	5.0%	2.8%	2.1%	2.4%	1.0%	2.2%	-2.8
White	2.1%	2.4%	1.1%	2.8%	0.9%	0.8%*	-1.3
Latino	13.7%	3.6%	4.8%	0.8%	1.8%	3.9%*	-9.8
Volunteer¹	NA	NA	NA	NA	0.3%	0.3%	-
White	NA	NA	NA	NA	0.5%	0.6%	-
Latino	NA	NA	NA	NA	0.0%	0.0%	-
Total Respondents	705	702	846	713	706	779	-
White	494	497	595	500	495	422	-
Latino	159	158	190	161	159	288	-

Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

¹The option of "volunteer" was added in 2013.

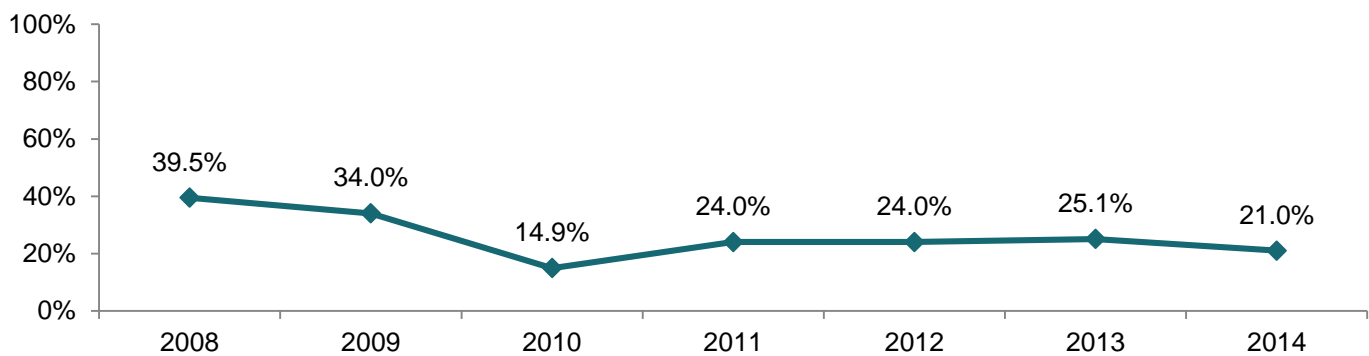
*Significance testing: Latino respondents were significantly more likely than White respondents to have their employment status be employed full-time, employed part-time, student, or a homemaker, parent or caregiver. White respondents were significantly more likely than Latino respondents to have their employment status be retired in 2015.

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-nine percent of youth ages 16-19 were employed in Santa Cruz County in 2008, dropping to 21% in 2014.

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



Source: United States Census Bureau. (2014). 2008-2014 American Community Survey.

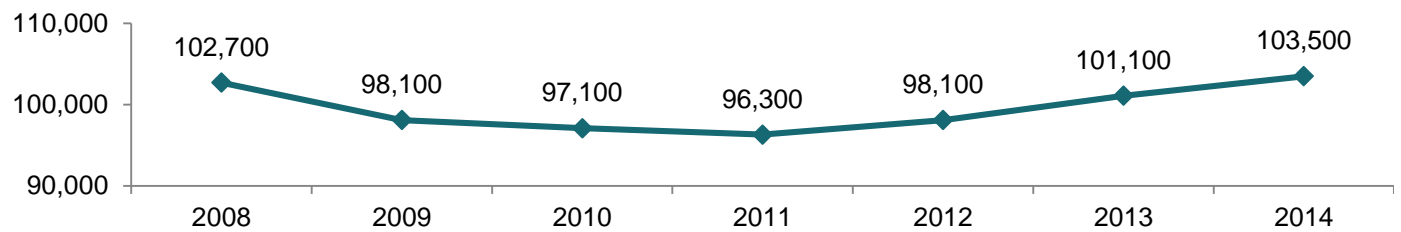
Note: Employed youth is found by dividing the number of employed youth 16-19 by the total number of youth 16-19.

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

NET JOB GROWTH

Total employment in Santa Cruz County in 2014 increased for the third consecutive year, rising from 96,300 jobs in 2011 to 103,500 in 2014. 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. (2015). 2008-2014 *Industry Employment & Labor Force*.

Net Job Growth by Industry, Santa Cruz County

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Government	22,300	20,800	19,400	20,400	20,500	20,800	20,900	-6.3%
Education & Health Services	12,500	13,000	13,300	14,000	13,900	16,300	16,800	34.4%
Retail Trade	12,300	11,600	11,400	11,400	11,500	11,600	11,800	-4.1%
Leisure & Hospitality	11,300	11,100	11,000	11,400	11,600	12,200	12,900	14.2%
Professional & Business Services	10,000	9,300	8,900	9,600	9,700	10,200	9,500	-5.0%
Manufacturing	5,900	5,200	5,300	5,100	5,600	5,900	6,300	6.8%
Mining, Logging, & Construction	4,600	3,200	3,000	2,800	3,000	3,200	3,400	-26.1%
Wholesale Trade	4,100	3,800	3,600	3,500	3,500	3,500	3,600	-12.2%
Financial Activities	3,500	3,400	3,300	3,100	3,200	3,400	3,500	0.0%
Transportation, Warehousing, & Utilities	1,500	1,400	1,400	1,700	1,500	1,400	1,300	-13.3%
Information	1,100	1,000	900	900	800	800	800	-27.3%
Other Services	4,000	3,700	3,600	3,600	3,700	4,000	4,400	10.0%
Total Employment, Non-farm Industries	93,000	87,400	85,200	87,300	88,400	93,100	95,300	2.5%
Total Employment, Farm Industries	8,600	9,500	9,600	8,700	8,500	8,400	8,300	-3.5%
Total Employment ¹, All Industries	102,700	98,100	97,100	96,300	98,100	101,100	103,500	0.8%
Comparison: Labor Force ²	146,100	147,700	141,700	141,400	142,300	142,200	142,600	-2.4%

Source: State of California Employment Development Department, Labor Market Information Division. (2015). 2008-2014 *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 and increased in 2013 to \$54,970. Median family income⁵ in Santa Cruz County was \$80,788 in 2014, close to its previous high in 2008 of \$83,997.

Per Capita Personal Income¹

	2008	2009	2010	2011	2012	2013	08-13 % CHANGE
Santa Cruz County	\$51,140	\$49,145	\$47,409	\$48,883	\$52,442	\$54,970	7.5%
California	\$43,852	\$42,395	\$42,514	\$44,666	\$46,477	\$48,434	10.4%
United States	\$40,166	\$39,635	\$39,937	\$42,298	\$43,735	\$44,765	11.4%

Source: U.S. Department of Commerce, Bureau of Economic Analysis. (2014). *2008-2013 Regional Economic Information System*.

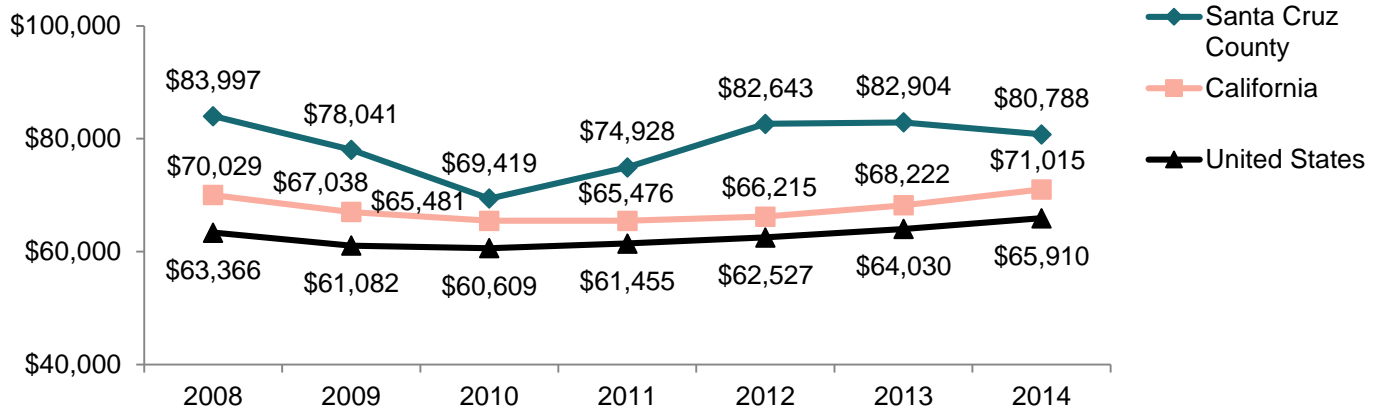
Note: Data presented are the most recent available.

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"

Median Family Income



Source: United States Census Bureau. (2015). 2008-2014 American Community Survey.
 1 See appendices for definition of

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

	2009	2011	2013	2015	NET CHANGE
\$34,999 or less	34.0%	41.9%	36.3%	37.0%	3.0
\$35,000 to \$74,999	32.7%	28.5%	29.1%	28.6%	-4.1
\$75,000 or more	33.3%	29.5%	34.4%	34.4%	1.1
Total Respondents	746	659	643	696	-

Source: Applied Survey Research. (2015) 2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

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, for instance Head Start, Supplemental Nutrition Assistance Program (formally know as food stamps), the School Lunch Program, Low Income Home Energy Assistance Program, the Children’s Health Insurance Program, and Medicare, that use these guidelines, or percentages of the guidelines (for example 125% or 185% of the federal poverty guidelines). In general, cash assistance programs, like 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 2015 was \$24,250 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 like child care, transportation, medical, and housing costs.

In Santa Cruz County, 21% of children under the age of 18 were living in poverty in 2014, up from 14% in 2012. Poverty among seniors however, decreased from 9% in 2010 to 7% in 2014.

Federal Poverty Guidelines by Family Size, United States

	2009	2010	2011	2012	2013	2014	2015
1	\$10,830	\$10,830	\$10,890	\$11,170	\$11,490	\$11,670	\$11,770
2	\$14,570	\$14,570	\$14,710	\$15,130	\$15,510	\$15,730	\$15,930
3	\$18,310	\$18,310	\$18,530	\$19,090	\$19,530	\$19,790	\$20,090
4	\$22,050	\$22,050	\$22,350	\$23,050	\$23,550	\$23,850	\$24,250
5	\$25,790	\$25,790	\$26,170	\$27,010	\$27,570	\$27,910	\$28,410
6	\$29,530	\$29,530	\$29,990	\$30,970	\$31,590	\$31,970	\$32,570
7	\$33,270	\$33,270	\$33,810	\$34,930	\$35,610	\$36,030	\$36,730
8	\$37,010	\$37,010	\$37,630	\$38,890	\$39,630	\$40,090	\$40,890

Source: U.S. Department of Health and Human Services. (2015). 2009-2015 *Federal Register*.

Note: For families larger than 8, an additional \$4,160 is added for each additional person in 2015.

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

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

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Santa Cruz County								
Under 18 Years	17.8%	14.9%	17.3%	15.5%	14.0%	18.4%	21.0%	3.2
18 to 64 Years	13.4%	14.7%	14.8%	16.0%	14.3%	15.4%	17.4%	4.0
65 Years and Over	6.7%	6.8%	8.5%	7.2%	7.5%	6.6%	7.4%	0.7
California								
Under 18 Years	18.5%	19.9%	22.0%	22.8%	23.8%	23.5%	22.7%	4.2
18 to 64 Years	12.0%	12.8%	14.5%	15.3%	15.6%	15.6%	15.3%	3.3
65 Years and Over	8.7%	8.7%	9.7%	10.0%	10.4%	10.4%	10.6%	1.9
United States								
Under 18 Years	18.2%	20.0%	21.6%	22.5%	22.6%	22.2%	21.7%	3.5
18 to 64 Years	11.9%	13.1%	14.2%	14.8%	14.8%	14.8%	14.6%	2.7
65 Years and Over	9.9%	9.5%	9.0%	9.3%	9.5%	9.6%	9.5%	-0.4

Source: United States Census Bureau. (2015). 2008-2014 *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, compared to the 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. SSIS also accounts for changing costs over time, and at various rates. For example, food costs, which the official poverty thresholds are based, have not increased as quickly as housing costs. This failure to account for varying inflation rates for 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%

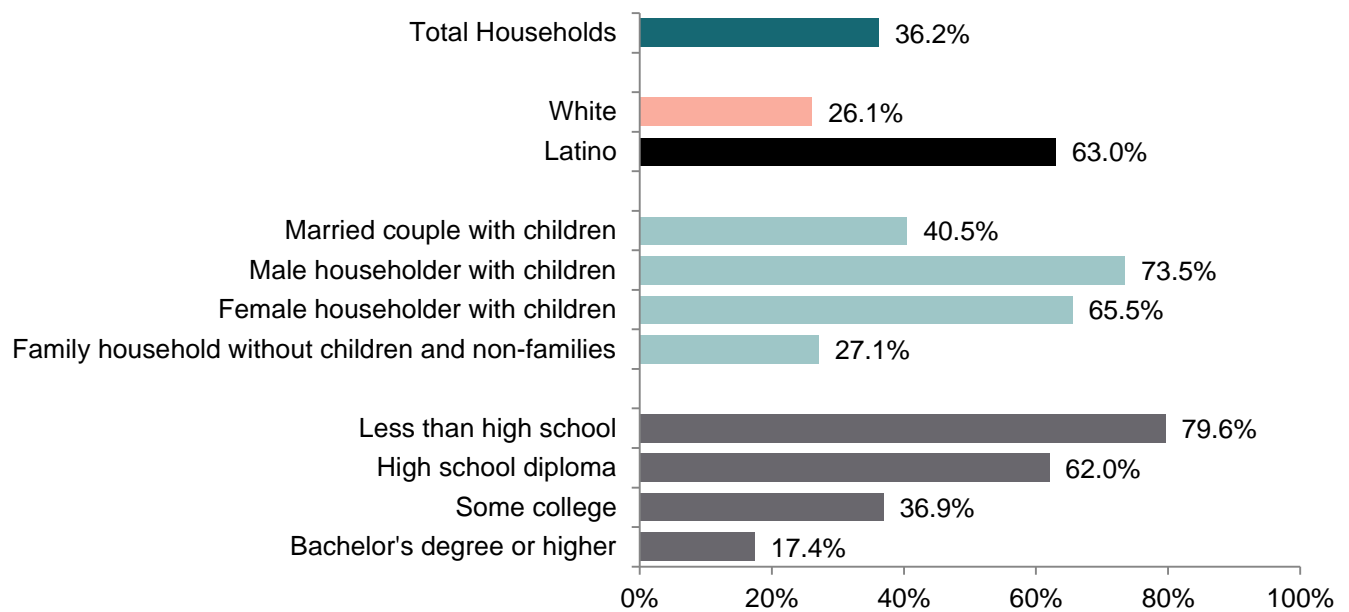
Source: Insight Center for Community Economic Development. (2015). 2003-2014 *The Self-Sufficiency Standard for California*.

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

	TWO ADULTS + 1 PRE-SCHOOLER AND 1 SCHOOL-AGE CHILD				
	2003	2008	2011	2014	03-14% CHANGE
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

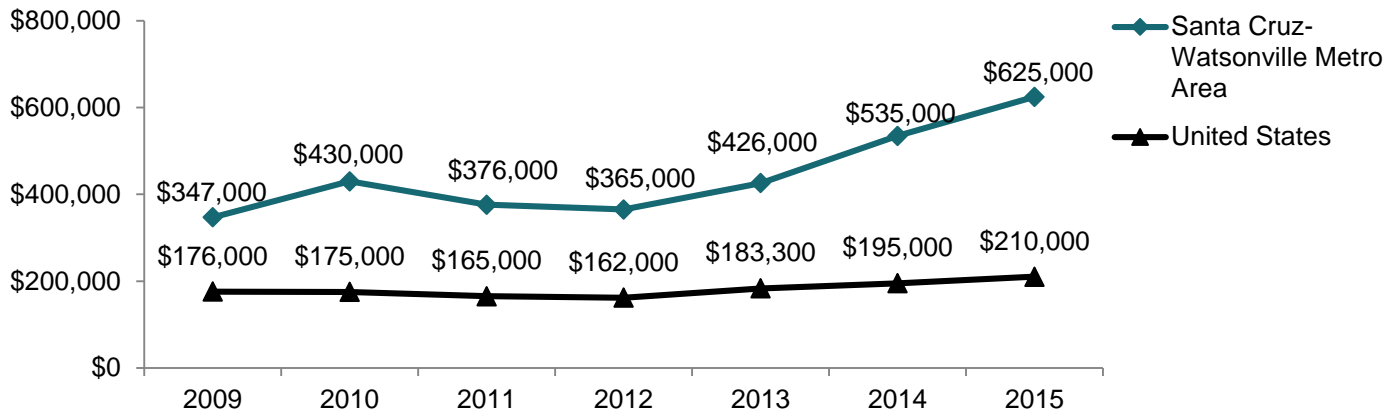


Source: Insight Center for Community Economic Development. (2014). 2012 *The Self-Sufficiency Standard for California*.
 Note: Data presented are the most recent available.

AFFORDABLE HOUSING

The median sale price of homes in the Santa Cruz-Watsonville Metro Areas was \$625,000 in the 1st quarter of 2015, 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 22% in the 1st quarter of 2015. The average rent for a two bedroom house was \$1,876 a month in 2015.

Median Sale Price, All Home Types¹



Source: National Association of Home Builders. (2015). 2009-2015 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

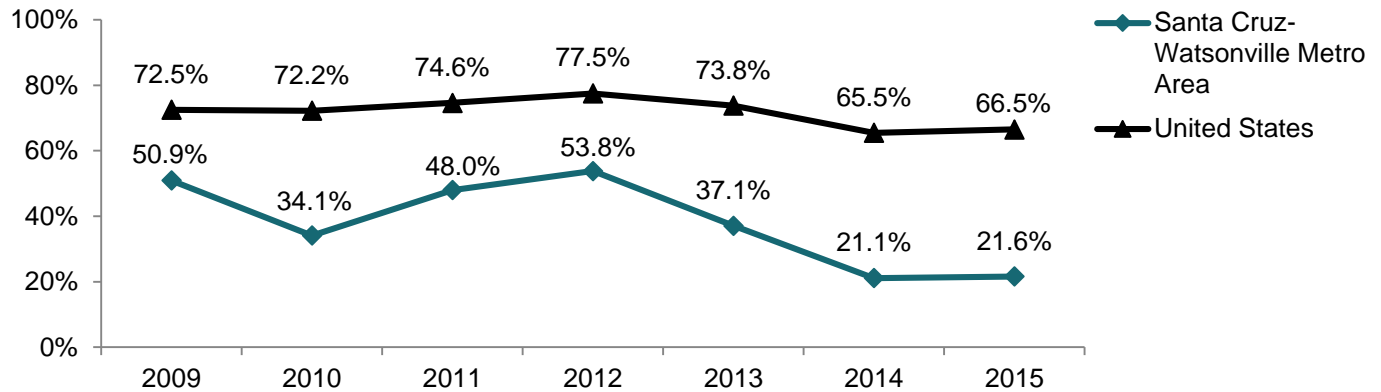
¹Includes new and existing condominiums and other types of homes.

Median Sale Price, All Home Types by Metro Area

	2009	2010	2011	2012	2013	2014	2015	09-15 % CHANGE
Salinas	\$209,000	\$232,000	\$235,000	\$254,000	\$340,000	\$385,000	\$425,000	103.3%
San Francisco-San Mateo	\$525,000	\$585,000	\$550,000	\$549,000	\$675,000	\$815,000	\$907,000	72.8%
San Jose-Santa Clara	\$373,000	\$431,000	\$425,000	\$420,000	\$550,000	\$631,000	\$696,000	86.6%
Santa Cruz-Watsonville	\$347,000	\$430,000	\$376,000	\$365,000	\$426,000	\$535,000	\$625,000	80.1%
United States	\$176,000	\$175,000	\$165,000	\$162,000	\$183,300	\$195,000	\$210,000	19.3%

Source: National Association of Home Builders. (2015). 2009-2015 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

Percentage of Homes Affordable for Median Income Families



Source: National Association of Home Builders. (2015). 2009-2015 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

Percentage of Homes Affordable for Median Income Families by Metro Area

	2009	2010	2011	2012	2013	2014	2015	09-15 NET CHANGE
Salinas	69.0%	56.2%	62.4%	62.6%	44.4%	23.0%	24.6%	-44.4
San Francisco-San Mateo	32.1%	23.4%	33.2%	39.9%	28.9%	13.3%	14.1%	-18.0
San Jose-Santa Clara	61.5%	45.1%	53.5%	59.1%	43.3%	27.2%	26.1%	-35.4
Santa Cruz-Watsonville	50.9%	34.1%	48.0%	53.8%	37.1%	21.1%	21.6%	-29.3
United States	72.5%	72.2%	74.6%	77.5%	73.7%	65.5%	66.5%	-6.0

Source: National Association of Home Builders. (2015). 2009-2015 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

	2009	2010	2011	2012	2013	2014	2015	09-15 NET CHANGE
County								
Marin	41%	41%	50%	47%	37%	36%	38%	-3
San Francisco	39%	37%	46%	43%	34%	34%	27%	-12
San Mateo	51%	42%	53%	46%	36%	31%	29%	-22
Santa Clara	62%	55%	62%	56%	45%	45%	44%	-18
Santa Cruz	53%	45%	58%	56%	41%	41%	43%	-10
Region								
U.S.: Single Family	76%	79%	NA	81%	75%	77%	77%	1
CA: Single Family	69%	66%	NA	69%	56%	56%	55%	-14
S.F. Bay Area	62%	53%	NA	NA	45%	46%	45%	-17
Monterey Region	71%	67%	NA	NA	57%	49%	53%	-18

Source: California Association of REALTORS. (2015). 2009-2015 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

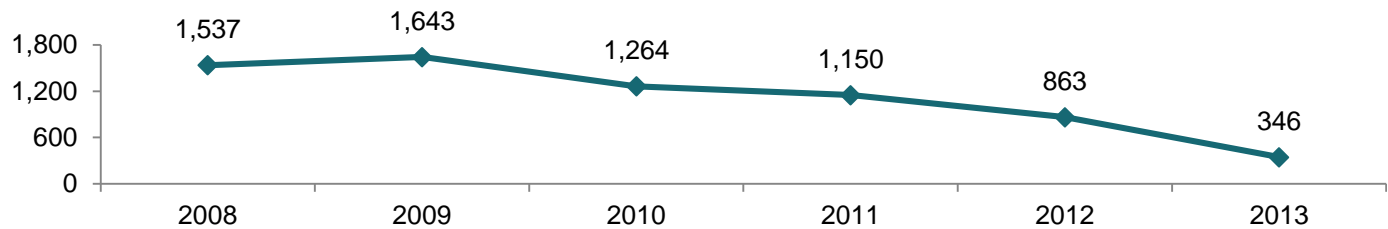
	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	09-15 % CHANGE
0 bedrooms	\$1,113	\$1,160	\$1,212	\$1,058	\$1,039	\$1,051	\$1,146	3.0%
1 bedroom	\$1,309	\$1,363	\$1,424	\$1,248	\$1,257	\$1,271	\$1,387	6.0%
2 bedrooms	\$1,713	\$1,784	\$1,864	\$1,627	\$1,700	\$1,750	\$1,876	9.5%
3 bedrooms	\$2,494	\$2,598	\$2,714	\$2,341	\$2,191	\$2,217	\$2,418	-3.0%
4 bedrooms	\$2,669	\$2,779	\$2,904	\$2,413	\$2,444	\$2,473	\$2,698	1.1%

Source: U.S. Department of Housing and Urban Development. (2015). 2009-2015 HUD USER Data Sets.

FORECLOSURES

There were 346 notices of default (the first step in the foreclosure process) in Santa Cruz County in 2013, continuing with a downward trend from a high of 1,643 in 2009. There was a 76% decrease in notices of default between 2008 and 2013 in the county.

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



Source: DataQuick News. (2014). 2008-2013 Foreclosure Press Releases.

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

	2008	2009	2010	2011	2012	2013	08-13 % CHANGE
Monterey County	5,222	4,606	2,831	2,243	1,713	599	-88.5%
San Francisco County	1,493	2,230	1,885	1,749	1,128	444	-70.3%
Santa Clara County	11,740	15,040	9,538	8,069	5,073	1,948	-83.4%
Santa Cruz County	1,537	1,643	1,264	1,150	863	346	-77.5%
California	404,620	377,355	304,165	257,664	220,360	82,749	-79.5%

Source: DataQuick News. (2015). 2008-2013 Foreclosure Press Releases.

ASSISTANCE FOR NEEDY FAMILIES

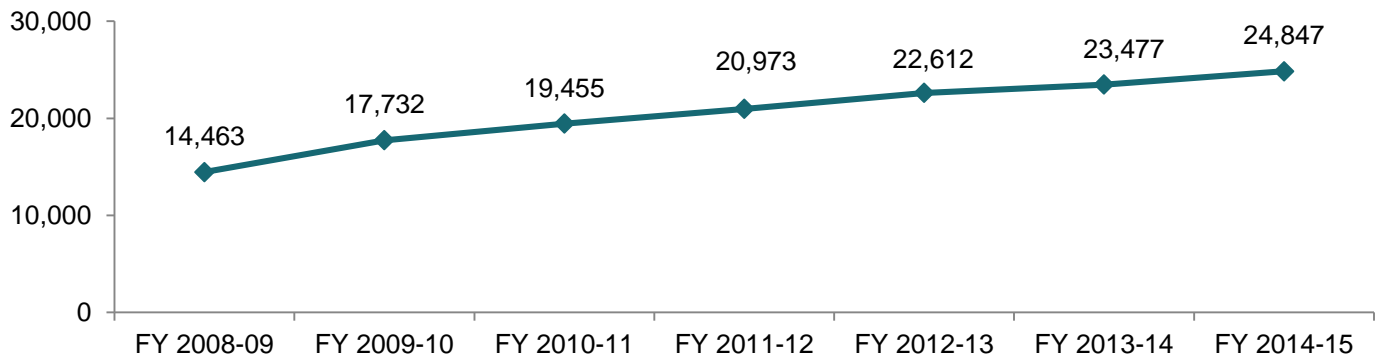
CalFresh, California's Supplemental Nutrition Assistance Program (previously known as the Food Stamp Program), serves as the first line of defense against hunger. CalFresh benefits provide critical basic support to low income families and individuals, enabling them to purchase nutritious food with an Electronic Benefit Transfer card.

The average number of people served monthly by CalFresh increased from 14,463 people in FY 2008-09, to nearly 25,000 in FY 2014-15.

CalWORKs offers employment services and cash assistance to needy families who have children under 19 years of age. The program helps families meet basic needs for shelter, food, and clothing, while increasing job readiness skills. Adult cash aid benefit recipients have a lifetime limit of 60 months, and the majority 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 2014-15, a slight decrease from the previous year. Nearly 83,000 people in Santa Cruz County received aid from one or more forms of public assistance in FY 2014-15, an increase of nearly 15,000 from FY 2013-2014.

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



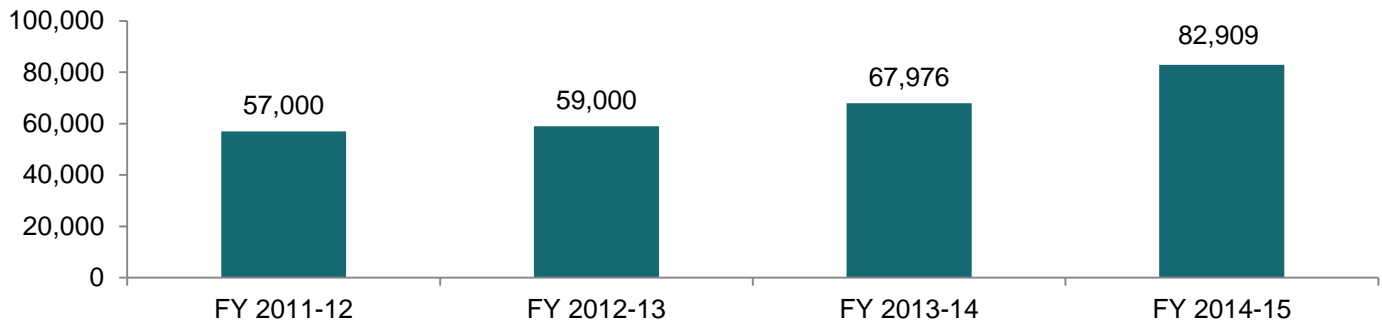
Source: County of Santa Cruz Human Services Department Annual Report. (2015) 2008-2015.

Average Monthly Caseload, Santa Cruz County

	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15
General Assistance	138	162	196	174	171	171
CalWORKs	2,389	2,366	2,226	2,059	1,974	1,884

Source: County of Santa Cruz Human Services Department Annual Report. (2015) 2009-2015.

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. (2015) 2011-2015.



photo credit: shmuel thayer, santa cruz sentinel

education

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EDUCATION SNAPSHOT OF SANTA CRUZ COUNTY

INDICATOR	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
Child Care	Percentage of children with parents in the labor force with licensed child care spaces available	NA	32.4%	↔
Test Scores	Percentage of 3 rd grade students meeting or exceeding English Language Arts/Literacy Standard	38%	33%	NA
High School Graduation Rate	Graduation rate	81.0%	86.3%	↑
Community College Enrollment	Cabrillo College headcount	NA	13,899	↓
Educational Attainment	Percentage of adults who have a high school degree or higher	NA	86.5%	↔

↑ 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

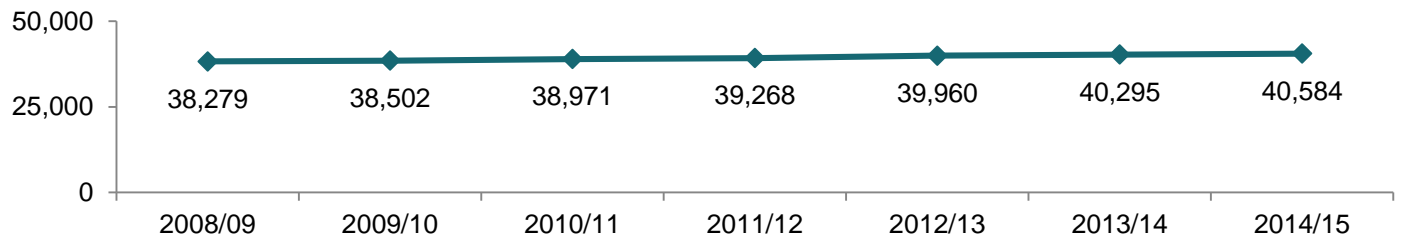
- Goal 1:** By the year 2015, all students will graduate with the skills and knowledge required to compete in a 21st century global economy.
- Community Hero: Susan Freeman, *Arts Education Consultant and Lecturer for the Stanford Graduate School of Education*

- Goal 2:** By the year 2015, more kindergarteners will be better prepared for school through participation in a high quality preschool.

STUDENT ENROLLMENT

The total number of students enrolled in public K-12 schools in Santa Cruz County was 40,584 in 2014/15, an increase of 6% from 38,279 in 2008/09. The majority (56%) of the students enrolled in 2014/15 identified as Latino/Hispanic, followed by 36% White, and less than 2% Asian.

Student Enrollment, Santa Cruz County



Source: California Department of Education. (2015). 2008-2015 *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

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	08-15 % CHANGE
County Office of Education	1,219	1,397	1,389	1,106	1,393	1,349	1,289	5.7%
Bonny Doon Union Elementary	125	117	114	129	132	127	146	16.8%
Happy Valley Elementary	129	128	135	133	127	129	134	3.9%
Live Oak Elementary	2,162	2,089	2,108	2,061	2,118	2,081	2,108	-2.5%
Mountain Elementary	159	133	120	123	132	131	120	-24.5%
Pacific Elementary	106	104	110	110	104	106	108	1.9%
Pajaro Valley Unified	19,477	19,381	19,542	19,914	20,001	20,362	20,438	4.9%
San Lorenzo Valley Unified	3,610	3,771	4,025	4,264	4,444	4,514	4,613	27.8%
Santa Cruz City Elementary	2,165	2,193	2,257	2,336	2,360	2,351	2,361	9.1%
Santa Cruz City High	4,759	4,779	4,718	4,691	4,716	4,666	4,731	-0.6%
Scotts Valley Unified	2,595	2,566	2,574	2,506	2,479	2,474	2,482	-4.4%
Soquel Union Elementary	1,773	1,844	1,879	1,895	1,954	2,005	2,054	15.8%
Santa Cruz County Total	38,279	38,502	38,971	39,268	39,960	40,295	40,584	6.0%
California Total	6,252,031	6,189,908	6,217,113	6,214,204	6,214,199	6,236,672	6,235,520	-0.3%

Source: California Department of Education. (2015). 2008-2015 *Educational Demographics Office*.

Student Enrollment by Ethnicity, Santa Cruz County

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	08-15 NET CHANGE
African American	1.2%	1.2%	1.1%	1.0%	0.9%	0.9%	0.8%	-0.4
Alaska Native/ American Indian	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%	-0.1
Asian	2.0%	2.0%	2.0%	1.8%	1.8%	1.8%	1.8%	-0.2
Filipino	0.9%	0.9%	0.9%	0.9%	0.8%	0.8%	0.8%	-0.1
Hispanic/ Latino	52.0%	53.0%	53.6%	54.3%	54.8%	55.6%	56.1%	4.1
Pacific Islander	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.0
White (Not Hispanic)	40.0%	40.8%	39.4%	38.0%	37.3%	36.5%	36.3%	-3.7
Multiple or No Response	3.3%	1.6%	2.4%	3.4%	3.7%	3.9%	3.6%	0.3

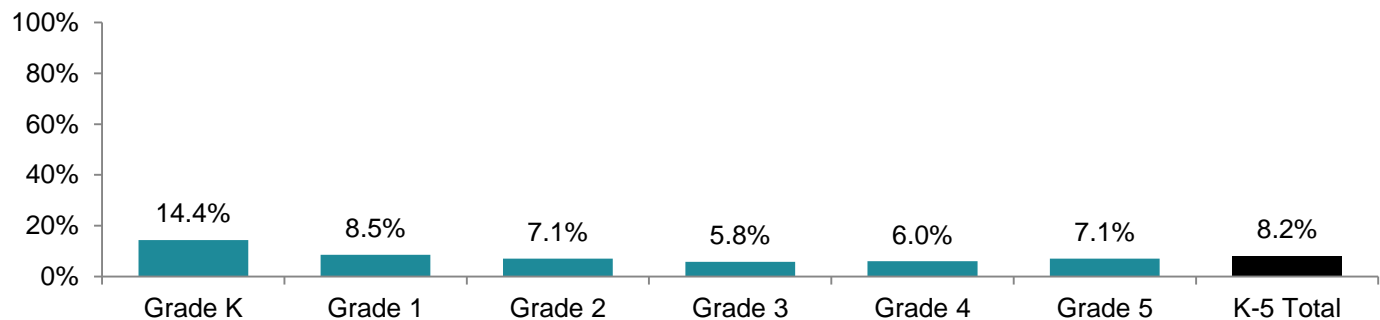
Source: California Department of Education. (2015). 2008-2015 *Educational Demographics Office*.

ATTENDANCE

Elementary school attendance is vital to student 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 an effective 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.

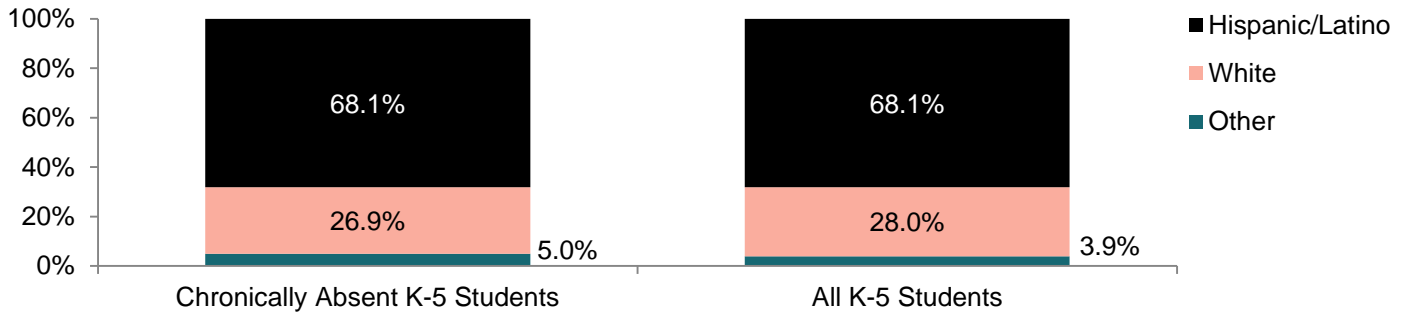
Percentage of Santa Cruz County Students that are Chronically Absent, 2014



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 County Students that are Chronically Absent Compared to All Students, 2014



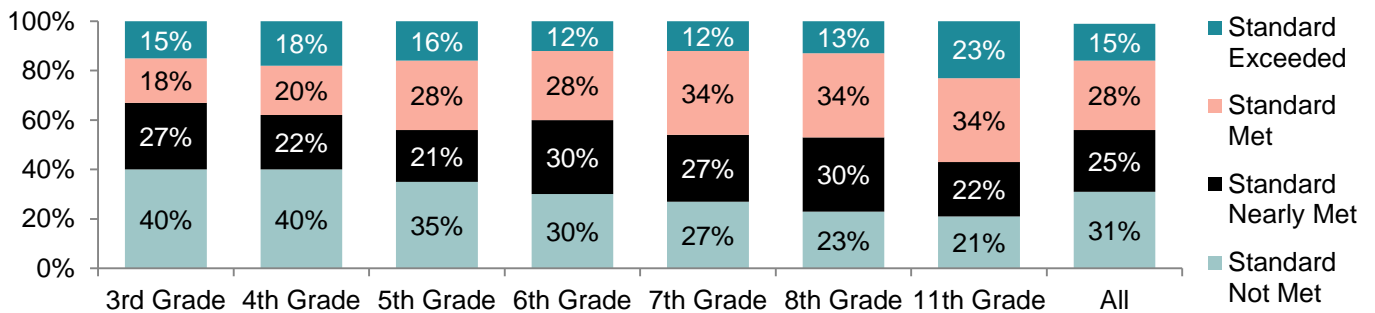
Source: Santa Cruz County, Keeping Kids in School (KKIS) Collaborative. (2014).

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 ASSESSMENT OF STUDENT PERFORMANCE AND PROGRESS (CAASPP)

In March of 2013 it was announced that the STAR testing was set to expire and that California would replace the STAR test with the CAASPP⁷ test to follow the new Common Core State Standards. Sixty-seven percent of 3rd grade students did not meet the English Language Arts/Literacy standards, while 66% of 3rd grade students did not meet the Mathematics standards.

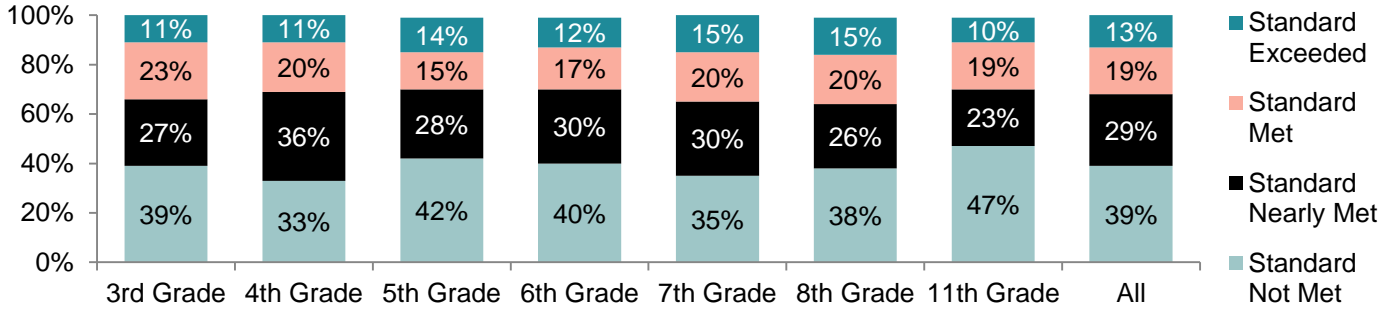
English Language Arts/Literacy Achievement Level Distribution – Santa Cruz County, 2015



Source: California Assessment of Student Performance and Progress. (2015). 2015 Test Results for English Language Arts/Literacy and Mathematics. Retrieved September 2015 from <http://caaspp.cde.ca.gov>.

⁷ Please see Appendix II for definition of “California Assessment of Student Performance and Progress (CAASPP).”

Mathematics Achievement Level Distribution – Santa Cruz County, 2015

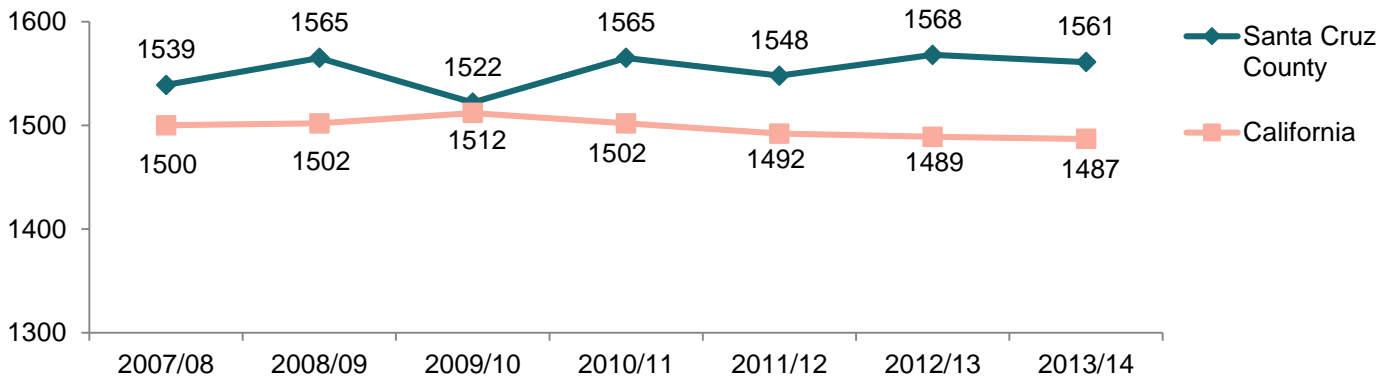


Source: California Assessment of Student Performance and Progress. (2015). 2015 Test Results for English Language Arts/Literacy and Mathematics. Retrieved September 2015 from <http://caaspp.cde.ca.gov>.

TEST SCORES – SAT

The total average Santa Cruz County high school student SAT⁸ score was 1561 in 2013/14, higher than the state at an average of 1487. Depending on the high school, there was a wide range of scores, with a low of 1328 at Pajaro Valley High School and a high of 1667 at Santa Cruz High School in 2013/14. Thirteen percent of Santa Cruz County 9th through 12th grade students took the SAT, lower than the state average of 15% in 2013/14. However, the percentage of Santa Cruz County 9th through 12th graders taking the ACT test, which assesses students' academic readiness for college, was five percent, the same as the state.

Total Average SAT Score



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

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

Percentage of 9th-12th Grade Students Who Took the SAT or ACT, 2013-14

	SAT	ACT
Aptos High	15.3%	7.0%
Harbor High	13.7%	3.2%
Pajaro Valley High	9.6%	6.7%
San Lorenzo Valley High	21.9%	3.6%
Santa Cruz High	23.4%	3.3%
Scotts Valley High	21.6%	10.7%
Soquel High	16.9%	5.2%
Watsonville High	11.5%	6.6%
Santa Cruz County	13.3%	5.0%
California	15.2%	5.0%

Source: California Department of Education. (2015). 2013-2014 SAT Report.

Average Total SAT Score, by High School

	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012 /13	2013/ 14	07-14 % CHANGE
Aptos High	1597	1622	1571	1598	1574	1584	1599	0.1
Harbor High	1690	1657	1656	1686	1618	1607	1538	-9.0
Pajaro Valley High	1160	1237	1233	1173	1223	1241	1328	14.5
San Lorenzo Valley High	1603	1652	1657	1655	1589	1634	1580	-1.4
Santa Cruz High	1652	1683	1655	1691	1687	1732	1667	0.9
Scotts Valley High	1614	1664	1636	1682	1621	1653	1637	1.4
Soquel High	1608	1654	1666	1626	1653	1568	1580	-1.7
Watsonville High	1266	1313	1255	1322	1305	1270	1343	6.1
Santa Cruz County	1539	1565	1522	1565	1548	1568	1561	1.4
California	1500	1502	1512	1502	1492	1489	1487	-0.9

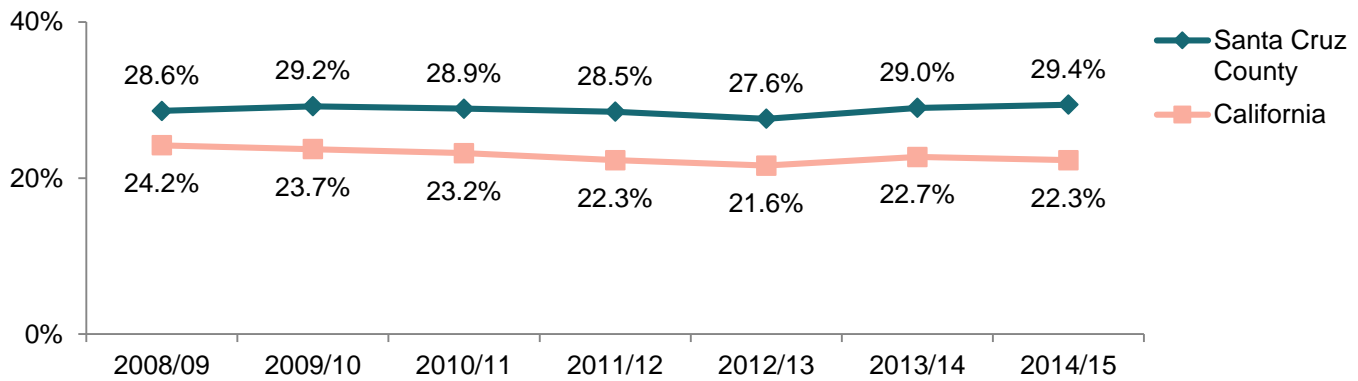
Source: California Department of Education. (2015). 2007-2014 SAT Report.

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 2014/15 school year, 29% of all Santa Cruz County students were English Learners, slightly higher than in California overall at 22%.

Percentage of English Learner Students



Source: California Department of Education. (2015). 2008-2015 *Educational Demographics Office*.

Percentage of English Learner Students by School District

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	08-15 NET CHANGE
County Office of Education	13.4%	10.8%	26.1%	15.8%	18.4%	17.4%	13.8%	0.4
Bonny Doon Union Elementary	0.8%	2.6%	0.9%	1.6%	0.8%	0.0%	1.4%	0.6
Happy Valley Elementary	0.8%	0.0%	0.0%	0.8%	1.6%	1.6%	1.5%	0.7
Live Oak Elementary	31.2%	30.9%	31.6%	32.3%	32.6%	32.7%	33.5%	2.3
Mountain Elementary	2.5%	2.3%	2.5%	3.3%	0.8%	0.0%	0.0%	-2.5
Pacific Elementary	9.4%	10.6%	10.9%	9.1%	10.6%	12.3%	13.0%	3.6
Pajaro Valley Unified	44.9%	46.7%	45.9%	45.4%	44.0%	46.5%	47.3%	2.4
San Lorenzo Valley Unified	1.1%	0.8%	1.1%	1.3%	1.8%	1.7%	2.0%	0.9
Santa Cruz City Elementary	28.6%	27.9%	27.2%	25.7%	24.4%	25.7%	25.0%	-3.6
Santa Cruz City High	8.1%	8.8%	7.9%	7.7%	6.7%	7.2%	7.6%	-0.5
Scotts Valley Unified	2.5%	2.5%	1.7%	2.1%	1.7%	2.3%	3.0%	0.5
Soquel Union Elementary	13.4%	13.1%	14.0%	12.1%	13.2%	11.8%	12.4%	-1.0
Santa Cruz County	28.6%	29.2%	29.1%	28.5%	27.6%	29.0%	29.4%	0.8
California	24.2%	23.7%	23.2%	22.3%	21.6%	22.7%	22.3%	-1.9

Source: California Department of Education. (2015). 2008-2015 *Educational Demographics Office*.

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

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 86% in 2013-14, and has consistently been higher than the state.

Cohort¹ Outcome Graduation Rates by School District

	2009/10	2010/11	2011/12	2012/13	2013/14	09-14 NET CHANGE
Pajaro Valley Unified	84.8%	81.6%	85.9%	88.6%	89.7%	4.9
San Lorenzo Valley Unified	86.9%	90.1%	96.3%	94.4%	96.8%	9.9
Santa Cruz City High	91.4%	90.2%	90.5%	89.8%	91.9%	0.5
Scotts Valley Unified	97.1%	96.7%	96.7%	97.9%	97.7%	0.6
Santa Cruz County	80.6%	80.0%	81.6%	84.9%	86.3%	5.7
California	74.7%	77.1%	78.9%	80.4%	81.0%	6.3

Source: California Department of Education. (2015). 2009-2014 *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."

Cohort¹ Outcome Graduation Rates by Ethnicity, Santa Cruz County

	2009/10	2010/11	2011/12	2012/13	2013/14	09-14 NET CHANGE
Hispanic/Latino	72.7%	73.1%	74.7%	80.4%	82.6%	9.9
White	87.7%	86.7%	88.7%	90.6%	90.8%	3.1

Source: California Department of Education. (2015). 2009-2014 *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

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 9% in 2013/14. Hispanic/Latino students had higher dropout rates (12%) than White students at 6% in 2013/14.

Cohort¹ Outcome Dropout Rates by School District

	2009/10	2010/11	2011/12	2012/13	2013/14	09-14 NET CHANGE
Pajaro Valley Unified	7.8%	10.7%	7.5%	10.4%	8.4%	0.6
San Lorenzo Valley Unified	3.7%	2.2%	0.6%	3.0%	1.6%	-2.1
Santa Cruz City High	3.3%	2.9%	3.5%	4.7%	4.2%	0.9
Scotts Valley Unified	1.0%	1.7%	1.1%	1.1%	0.6%	-0.4
Santa Cruz County	11.2%	12.3%	11.4%	10.5%	9.1%	-2.1
California	16.6%	14.7%	13.1%	11.6%	11.5%	-5.1

Source: California Department of Education. (2015). 2009-2014 *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	2010/11	2011/12	2012/13	2013/14	09-14 NET CHANGE
Hispanic/Latino	15.4%	16.2%	15.4%	13.4%	11.6%	-3.8
White	7.4%	8.3%	7.3%	6.8%	6.0%	-1.4

Source: California Department of Education. (2015). 2009-2014 *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.

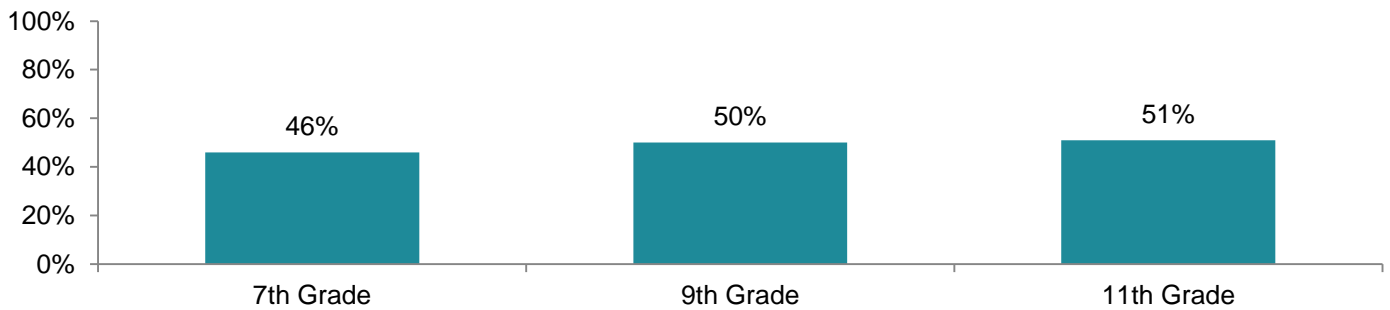
¹Please see Appendix II for definition of "Cohort."

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. 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. 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 46% and 51% of 7th, 9th, and 11th graders reported having high levels of peer caring relationships in Santa Cruz County in 2014/15. Between 44% and 49% of 7th, 9th and 11th graders reported having high levels of community caring relationships in 2014/15.

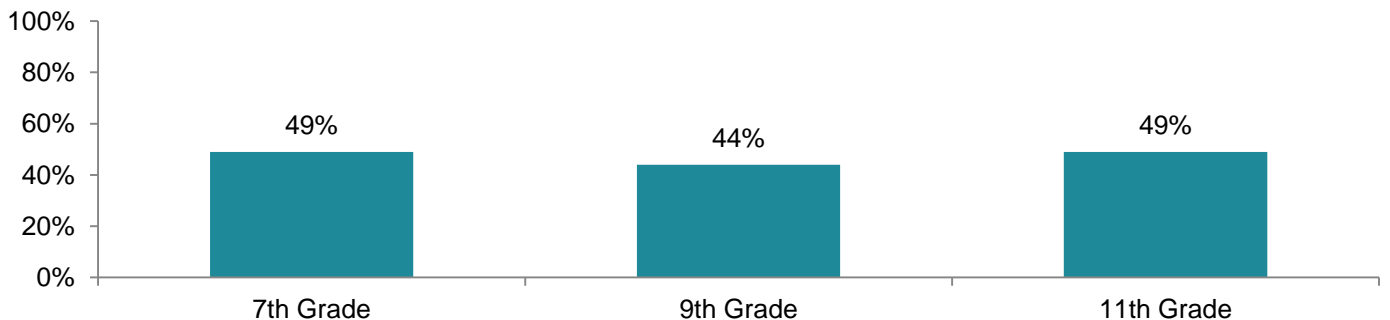
Percentage of Students with a “High” Level of Peer Caring Relationships¹ by Grade, Santa Cruz County, 2014/15



Source: West Ed. (2015). 2014/15 California Healthy Kids Survey.

¹Peer Caring Relationships include the following survey questions: “I have a friend about my own age who... really cares about me...who talks with me about my problems...who helps me when I’m having a hard time.”

Percentage of Students with a “High” Level of Community Caring Relationships¹ by Grade, Santa Cruz County, 2014/15



Source: West Ed. (2015). 2014/15 California Healthy Kids Survey.

¹Community Caring Relationships include the following survey questions: “Outside of my home and school, there is an adult who...really cares about me... notices when I am upset about something... ..whom I trust.”

CHILD CARE

Enabling parents to work, contribute to the tax base, and be less dependent on public assistance is fundamental to the foundation of our local economy. Ensuring Santa Cruz County students are able to read by the 3rd grade, graduate high school, access and complete postsecondary education, hinges on quality Early Childhood Education (ECE). Yet, access to early care is severely lacking, particularly for low income families residing in Santa Cruz County. Over 80% or 15,242 low income families eligible for subsidized child care in 2015 did not get it due to state funding shortages. In 2014/15, 775 children were enrolled in Head Start, leaving 537 children on the waitlist. The 2015-16 California budget is attempting to build back from the Great Recession and losses in Early Childhood Education funding.

Child Care Need and Availability

	2004	2006	2008	2010	2012	2014	04-14% CHANGE
Number of Children ¹ with Parents in the Labor Force	25,905	25,189	22,892	26,632	27,857	26,179	1.1%
Number of Licensed Child Care Spaces	8,380	7,669	7,879	8,149	8,456	8,500	1.4%
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%	32.4%	-

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, 2015

	0 – 24 MONTHS OLD	2 – 5 YEARS OLD	6 – 13 YEARS OLD
Centers	\$1,184	\$ 880.00	\$659.00
Family Child Care Homes	\$990.00	\$958.90	\$923.00

Source: Child Development Resource Center, Resource & Referral Agency (2015).

Subsidized Child Care, Santa Cruz County

	2009	2010	2011	2012	2013	2014	2015	09-15% CHANGE
Number of Children (0-13) Receiving Subsidized Child Care	3,901	NA	3,901	NA	3,438	3,574	3,955	1.4%

Source: Santa Cruz County Child Care Planning Council Priorities Report, (2015).

Subsidized Child Care, Santa Cruz County by Zip Code, 2015

	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	256	43	83%	1,011	49	95%
95005	144	9	94%	537	12	98%
95006	203	8	96%	759	22	97%
95007	16	0	100%	59	8	86%
95010	85	22	74%	352	28	92%
95017	20	10	49%	71	0	100%
95018	175	3	98%	655	19	97%
95019	175	96	45%	653	188	71%
95033	131	0	100%	489	0	100%
95060	546	169	69%	2,179	258	88%
95062	336	140	58%	1,387	162	88%
95064	69	15	78%	283	30	89%
95065	111	20	82%	422	19	95%
95066	336	10	97%	1,263	33	97%
95073	161	13	92%	599	33	97%
95076	1,875	818	56%	7,124	1,724	76%
Santa Cruz County	4,638	1,376	70%	17,821	2,579	86%

Source: Santa Cruz County Child Care Planning Council Priorities Report, 2015.

Head Start¹ Program Enrollment, Santa Cruz County

	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15	08-15% CHANGE
Enrollment	621	795	795	722	751	775	775	24.8%
Waiting List	426	261	452	434	511	558	537	26.1%

Source: Santa Cruz County Head Start. (2015). *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

	2009	2010	2011	2012	2013	2014	2015	09-15 % CHANGE
Enrollment	722	735	728	761	753	769	747	3.5%
Waiting List	205	221	71	68	103	115	95	-53.7%

Source: Migrant and Seasonal Head Start (2015). *Personal Correspondence*.

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

COLLEGE PREPARATION COURSES

High school students should have access to the appropriate challenging courses (College Preparation Courses¹¹) to prepare for college admittance and success. Fifty-five percent of all county high school graduates completed all UC/CSU required courses in 2013/14, a seven percent increase from the 2012/13 school year. Girls completed the requirements (61%) at a much higher rate than boys (50%). Similarly, more than half of Whites (62%) completed them, as compared to approximately half (49%) of Latinos.

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

	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	07-14 NET CHANGE
Pajaro Valley Unified	NA	39.7%	42.8%	43.3%	43.4%	57.7%	67.8%	NA
San Lorenzo Valley Unified	37.7%	36.7%	38.5%	40.1%	49.3%	46.3%	70.9%	33.2
Santa Cruz City High	40.3%	40.5%	37.8%	40.0%	44.2%	44.3%	43.7%	3.4
Scotts Valley Unified	93.1%	83.8%	88.3%	51.1%	65.5%	62.0%	67.3%	-25.8
Santa Cruz County	50.1%	42.5%	42.4%	40.1%	45.3%	48.5%	55.2%	5.1
California	33.9%	35.3%	35.6%	40.3%	38.3%	39.4%	41.9%	8.0

Source: California Department of Education. (2015). 2007-2014 *Educational Demographics Office*.

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

	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	07-14 NET CHANGE
Female	53.6%	44.4%	46.1%	45.5%	51.7%	55.3%	60.5%	6.9
Male	46.4%	40.6%	38.7%	34.6%	39.0%	41.4%	49.9%	3.5

Source: California Department of Education. (2015). 2007-2014 *Educational Demographics Office*.

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

	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	07-14 NET CHANGE
Hispanic/Latino	46.8%	29.1%	29.1%	27.8%	32.5%	40.1%	48.9%	2.1
White	53.0%	52.6%	52.3%	50.6%	57.1%	57.4%	62.4%	9.4

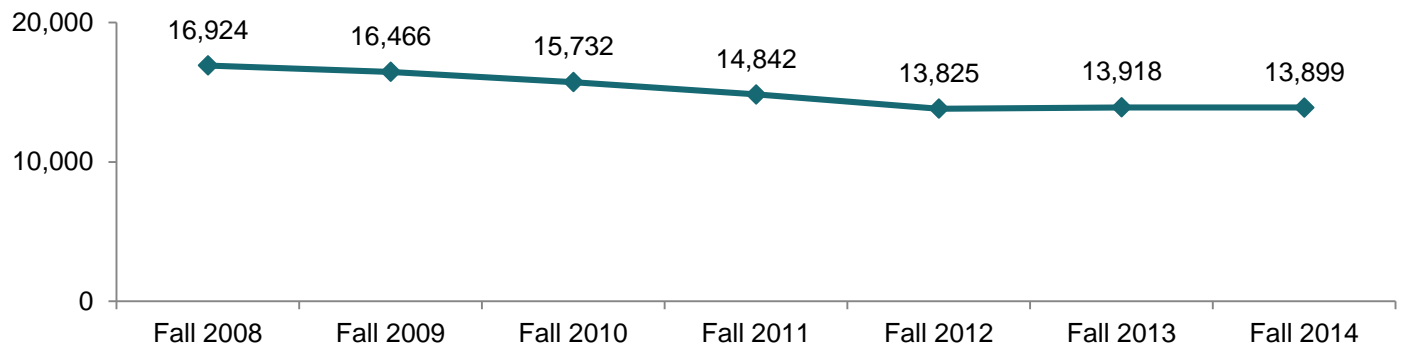
Source: California Department of Education. (2015). 2007-2014 *Educational Demographics Office*.

¹¹ Please see Appendix II for definition of "College Preparation Courses."

CABRILLO COLLEGE ATTENDANCE

Cabrillo College’s headcount decreased slightly from 13,918 students in Fall of 2013 to 13,899 in Fall 2014. There were 1,387 degrees or certificates awarded in 2014/15, a decrease from 1,585 in 2012/13. The percentage of Cabrillo College graduates who were Hispanic/Latino increased from 26% in 2007/08 to 38% in 2014/15, while the number of graduates who were White decreased from 60% in 2007/08 to 51% in 2014/15.

Cabrillo College Headcount



Source: Cabrillo College. (2015). 2008-2014 *Planning & Research Office*. Personal Correspondence.

Cabrillo College Enrollment by Age Group

	FALL 2008	FALL 2009	FALL 2010	FALL 2011	FALL 2012	FALL 2013	FALL 2014	08-14 NET CHANGE
Under 18 Years	7.0%	6.0%	4.4%	3.5%	3.6%	3.7%	4.3%	-2.7
Age 18-20 Years	27.3%	29.4%	30.3%	31.2%	31.8%	30.7%	29.0%	1.7
Age 21-24 Years	18.1%	18.5%	19.2%	19.9%	22.0%	22.2%	22.0%	3.9
Age 25-30 Years	13.2%	13.8%	14.5%	14.5%	14.5%	14.8%	14.8%	1.6
Age 31-40 Years	11.5%	11.5%	11.5%	11.5%	10.6%	11.1%	11.8%	0.3
Age 41-50 Years	10.0%	9.5%	9.3%	9.1%	7.7%	7.3%	7.3%	-2.7
Age 51-60 Years	8.5%	7.7%	7.0%	6.4%	5.9%	6.2%	6.1%	-2.4
Age 61 Years & Older	4.3%	3.7%	3.8%	3.9%	3.9%	4.0%	4.6%	0.3
Total Headcount	16,924	16,466	15,732	14,842	13,825	13,918	13,899	-
Average Age	30.7	30.0	29.9	29.7	29.0	29.2	29.1	-
Median Age	24.2	24.0	23.9	23.7	23.2	23.4	23.0	-

Source: Cabrillo College. (2015). 2008-2014 *Planning & Research Office*. Personal Correspondence.

Number of Cabrillo College Degrees and Certificates Awarded

	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15	07-15 % CHANGE
Associate of Arts	542	464	554	558	635	794	500	504	-7.0%
Associate of Science	320	322	351	352	380	399	460	456	42.5%
Certificates of Achievement (18+ Units)	84	364	545	520	305	168	262	192	128.6%
Skills Certificate (<18 Units)	153	190	146	202	236	224	259	235	53.6%
Total Awards	1,099	1,340	1,596	1,632	1,556	1,585	1,481	1,387	26.2%

Source: Cabrillo College. (2014). 2007-2015 Planning & Research Office. Personal Correspondence.

Percentage of Cabrillo College Degrees and Certificates Awarded by Ethnicity

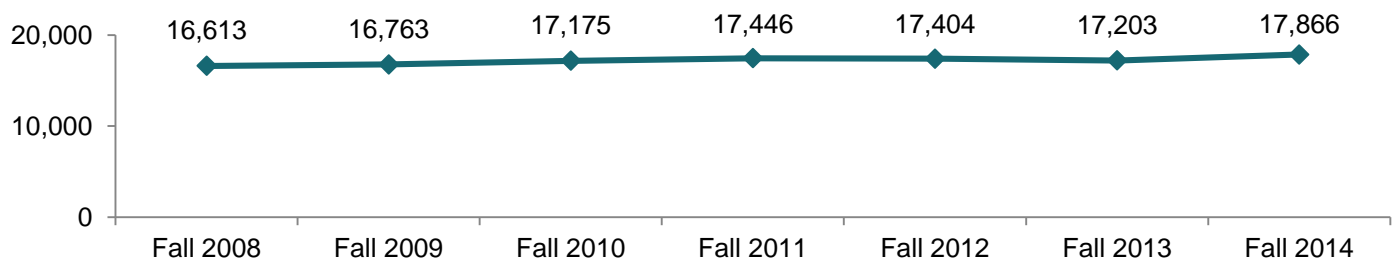
	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15	07-15 NET CHANGE
African American	0.9%	1.4%	0.9%	1.1%	1.4%	1.0%	1.1%	0.9%	0.0
Asian	3.8%	3.2%	2.7%	2.8%	2.2%	1.7%	1.0%	3.0%	-0.8
Filipino	1.4%	1.2%	0.9%	1.5%	0.9%	1.1%	1.0%	1.1%	-0.3
Hispanic/Latino	25.6%	27.2%	28.9%	27.9%	31.1%	34.7%	37.4%	37.6%	12.0
Native American	1.8%	1.3%	0.4%	0.8%	0.8%	0.4%	1.0%	1.2%	-0.6
Pacific Islander	0.3%	0.3%	0.3%	0.9%	0.5%	0.8%	0.3%	0.3%	0.0
White	59.8%	58.9%	59.1%	56.7%	55.2%	52.8%	50.1%	50.6%	-9.2
Multiple/Other	2.0%	0.7%	0.7%	1.0%	0.8%	2.3%	5.0%	2.4%	0.4
Unknown	4.5%	5.8%	6.1%	7.5%	7.1%	5.1%	3.2%	2.9%	-1.6
Total Awards	1,099	1,340	1,596	1,632	1,556	1,585	1,481	1,387	-

Source: Cabrillo College. (2014). 2007-2015 Planning & Research Office. Personal Correspondence.

UC SANTA CRUZ ATTENDANCE

Student enrollment at the University of California Santa Cruz (UCSC) increased nearly 8% from 16,613 undergraduate and graduate students in Fall 2008 to 17,866 students in Fall 2014. The number of degrees awarded at UCSC increased 8% since 2007/08 (from 3,905 in 2007/08 to 4,206 in 2013/14).

UC Santa Cruz Enrollment



Source: University of California - Santa Cruz. (2015). 2008-2014 Office of Institutional Research and Policy Studies.

UC Santa Cruz Degrees by Type of Degree

	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	07-14 % CHANGE
Bachelors Awarded	3,468	3,276	3,488	3,701	4,301	4,038	3,766	-8.6%
Masters and Certificates Awarded	302	283	287	330	310	280	261	-13.6%
Doctorates Awarded	135	146	152	148	172	160	179	32.6%
Total Degrees Awarded	3,905	3,705	3,927	4,179	4,783	4,478	4,206	7.7%

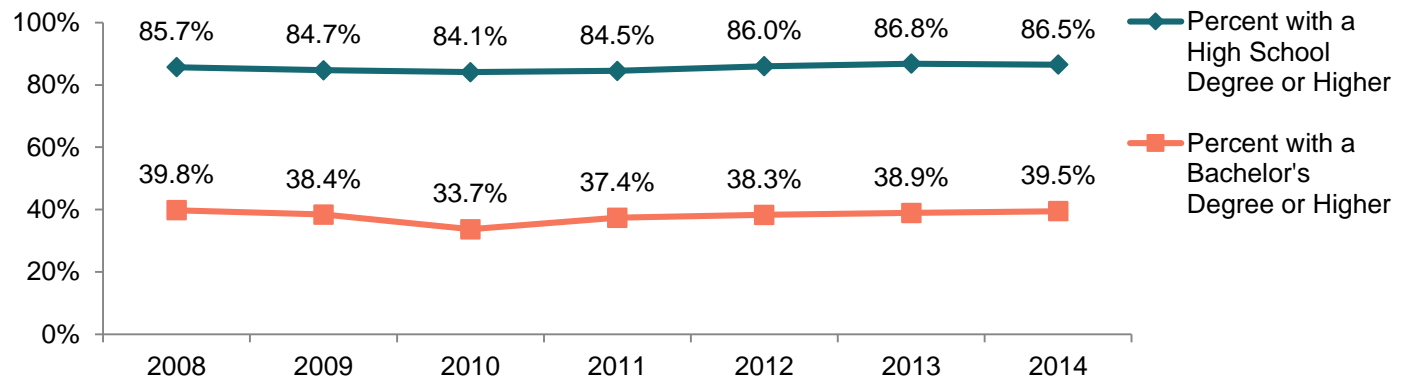
Source: University of California - Santa Cruz. (2015). 2007-2014 Office of Institutional Research and Policy Studies.

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 has remained relatively constant since 2008 (ranging from 84% to 87%), while the percentage of adults with a Bachelor’s degree or higher increased slightly from 34% in 2010 to 40% in 2014. Pajaro (26%) and Watsonville (54%) were two areas in Santa Cruz County with low percentages of the population with a high school degree.

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



Source: United States Census Bureau. (2015). 2008-2014. American Community Survey.

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

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Less than 9th Grade	7.8%	8.7%	10.1%	9.2%	8.9%	8.1%	9.7%	1.9
9th to 12th Grade, No Diploma	6.5%	6.7%	5.7%	6.4%	5.1%	5.1%	3.8%	-2.7
High School Graduate (Includes Equivalency)	17.4%	16.9%	16.5%	15.7%	16.1%	14.1%	16.8%	-0.6
Some College, No Degree	21.0%	20.8%	26.3%	23.3%	22.7%	24.1%	21.0%	0.0
Associate's Degree	7.5%	8.6%	7.6%	8.1%	8.9%	9.8%	9.2%	1.7
Bachelor's Degree	21.7%	24.0%	21.3%	23.1%	23.1%	23.5%	24.4%	2.7
Graduate or Professional Degree	18.2%	14.4%	12.4%	14.3%	15.2%	15.4%	15.1%	-3.1
Percentage with a High School Degree or Higher	85.7%	84.7%	84.1%	84.5%	86.0%	86.8%	86.5%	0.8
Percentage with a Bachelor's Degree or Higher	39.8%	38.4%	33.7%	37.4%	38.3%	38.9%	39.5%	-0.3

Source: United States Census Bureau. (2015). 2008-2014 *American Community Survey*.

Educational Attainment (Population Ages 25 Years and Older), 2009-2013 5-Year Estimate

	PERCENTAGE WITH A HIGH SCHOOL DEGREE OR HIGHER	PERCENTAGE WITH A BACHELOR'S DEGREE OR HIGHER
Aptos	97.4%	46.5%
Capitola	92.4%	40.6%
Live Oak	85.2%	35.3%
Pajaro	26.0%	2.3%
San Lorenzo Valley	81.9%	20.1%
Santa Cruz	92.4%	49.4%
Scotts Valley	95.6%	45.2%
Soquel	95.8%	41.9%
Watsonville	54.2%	9.3%

Source: United States Census Bureau. (2015). 2009-2013 *American Community Survey 5-year estimates*.



photo credit: shmuely thayer, santa cruz sentinel

health

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Birth Weight	77	Hospitalizations	101
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Dental Care	82	Reported Communicable Diseases	107
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HEALTH SNAPSHOT OF SANTA CRUZ COUNTY

INDICATORS	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
Access to Health Care	Percentage of CAP survey respondents who said they have a regular source of health care	NA	88.0%	↔
Immunization Levels	Percentage of kindergarten entrants with all required immunizations	90.4%	83.4%	↔
Physical Health	Percentage of CAP survey respondents who indicated that their general health was “good,” “very good,” or “excellent”	NA	79.6%	↓
Obesity	Percentage of CAP survey respondents who are overweight or obese	NA	59.0%	↔
Alcohol Use	Percentage of CAP survey respondents who engaged in binge drinking in the past 30 days	NA	19.0%	↑

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

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

HEALTH COMMUNITY GOALS

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: Kathleen King, *CEO, Pajaro Valley Community Health Trust*

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 California Health Interview Survey.

- Community Hero: Stephanie Connor-Kent, *Nurse & Manager, Palo Alto Medical Foundation’s Pediatrics and Psychiatry Behavior Health Department*

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: Jose Joel Vasquez, *Jovenes SANOS*

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 collected by the Behavioral Risk Factor Surveillance System (BRFSS). Rankings are based on nearly all of the 58 counties in California, where a lower ranking is better than a higher ranking.

Between 2014 and 2015, Santa Cruz County improved in the quality of life and physical environment rankings. Among the various indicators, Santa Cruz County's best scores were in health behaviors and clinical care, scoring seventh best out of 57 in 2015. 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 2015.

Health Rankings, Santa Cruz County

	2010	2011	2012	2013	2014	2015
Health Outcomes	8	7	10	13	11	12
Length of Life	6	7	10	10	10	18
Quality of Life	7	7	13	20	12	11
Health Factors	8	10	10	10	11	11
Health Behaviors	2	1	3	4	6	7
Clinical Care	19	24	13	12	6	7
Social & Economic Factors	14	17	23	21	16	20
Physical Environment	37	5	10	9	23	22

Source: University of Wisconsin, Population Health Institute. (2015). *County health rankings*. Madison, WI.

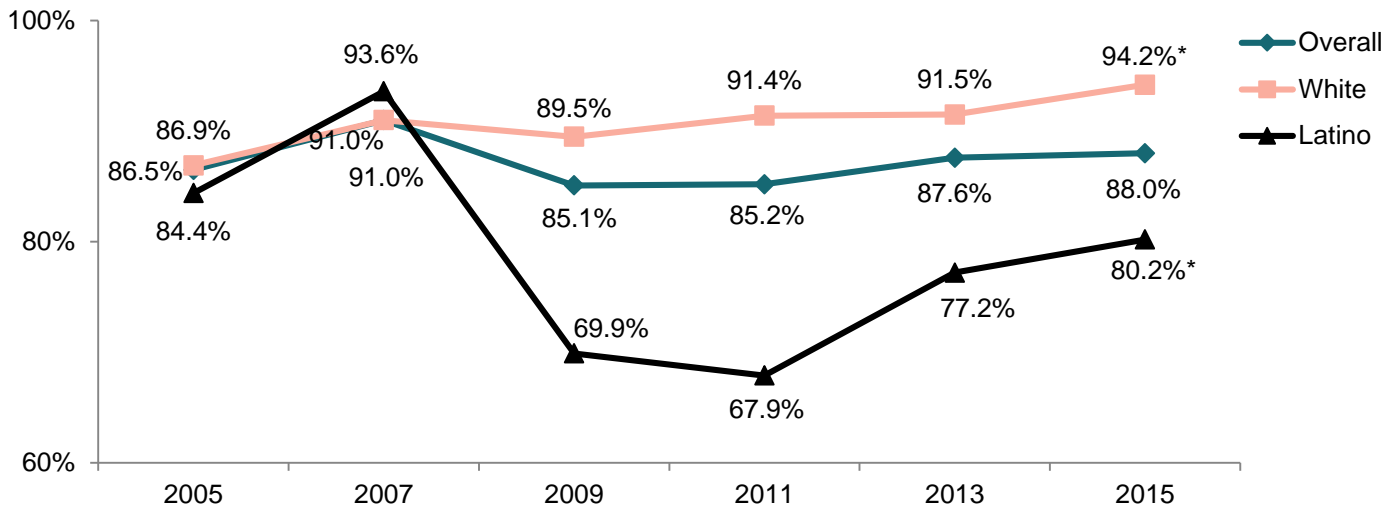
Note: 2010 through 2012 county health rankings are out of 56 counties. 2013 and 2014 county health rankings are based on 57 counties.

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.^{12,13}

Ninety-four percent of White CAP survey respondents reported having a regular source of health care in 2015, as compared to only 80% 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.

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



2015 - Overall n: 780; White n: 424; Latino n: 284.

Source: Applied Survey Research. (2015). 2005-2015 *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 2015.

¹² U.S. Department of Health and Human Services, Agency for Healthcare Research and Quality. (2011). *National Healthcare Disparities and Quality Report*. Washington, D.C.

¹³ 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	2015
Private Practice	75.5%	72.6%
White	83.9%	81.9%*
Latino	46.7%	55.8%*
Urgent Care Clinics	2.1%	6.0%
White	1.7%	5.1%
Latino	1.4%	7.5%
Emergency Room	0.7%	2.4%
White	0.0%	1.7%
Latino	3.3%	3.5%
Alternative Care Practices	0.2%	1.4%
White	0.1%	2.0%
Latino	0.5%	0.6%

	2013	2015
Community and County Clinics	15.5%	14.9%
White	8.5%	6.9%*
Latino	43.9%	29.4%*
Out of County	4.7%	2.2%
White	4.5%	2.3%
Latino	4.2%	2.1%
Other	1.4%	0.4%
White	1.4%	0.1%
Latino	0.0%	1.1%

2015 - Overall n: 682, White n: 396, Latino n: 227.

Source: Applied Survey Research. (2015). *2013-2015 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	2015
Private Practice	31.5%	28.6%
White	40.0%	54.5%*
Latino	19.5%	17.6%*
Urgent Care Clinics	16.0%	9.6%
White	27.6%	10.1%
Latino	4.7%	7.9%
Emergency Room	17.6%	20.2%
White	14.2%	13.6%
Latino	26.3%	17.7%
Alternative Care Practices	4.7%	2.3%
White	3.1%	8.4%
Latino	2.4%	0.0%

	2013	2015
Community and County Clinics	24.0%	35.3%
White	12.4%	11.7%*
Latino	34.2%	52.9%*
Out of County	5.2%	0.0%
White	0.9%	0.0%
Latino	12.9%	0.0%
Other	1.0%	3.9%
White	1.9%	1.8%
Latino	0.0%	3.9%

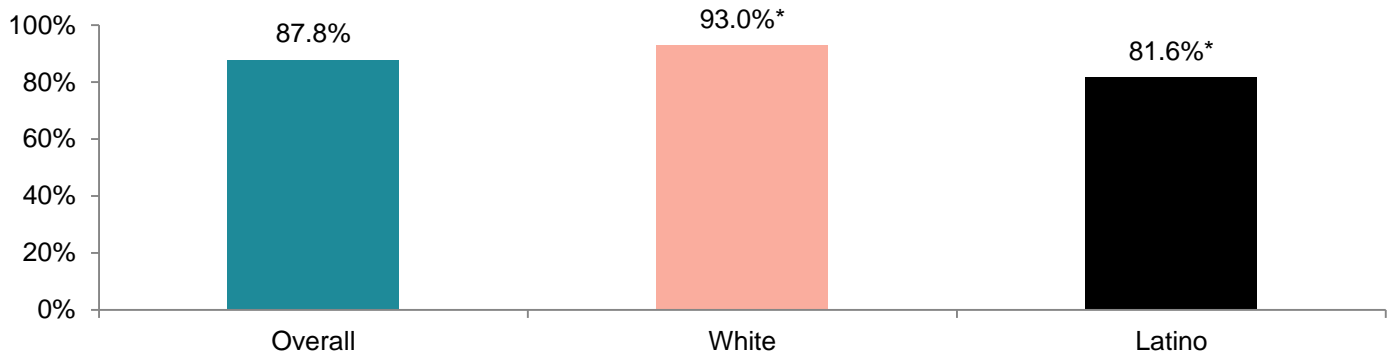
2015 - Overall n: 82, White n: 23, Latino n: 48.

Source: Applied Survey Research. (2015). *2013-2015 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.

📞 In the past 12 months, were you able to receive the health care you needed? (Respondents answering "Yes") By Ethnicity - 2015



2015 - Overall n: 779; White n: 424; Latino n: 284.

Source: Applied Survey Research. (2015). *Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

Note: Survey question was modified in 2015 and is therefore not comparable to previous years.

*Significance testing: White respondents were significantly more likely than Latino respondents to have received the health care they needed in 2015.

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

	2015
No Insurance	32.9%
Insurance Wouldn't Cover It	18.8%
Medi-Cal/MediCruz Problems	4.7%
Couldn't Afford the Premium	8.3%
Too Expensive	8.3%
Couldn't Afford the Co-pay	6.7%
Other	11.6%
Total Respondents	33

Source: Applied Survey Research. (2015). *Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

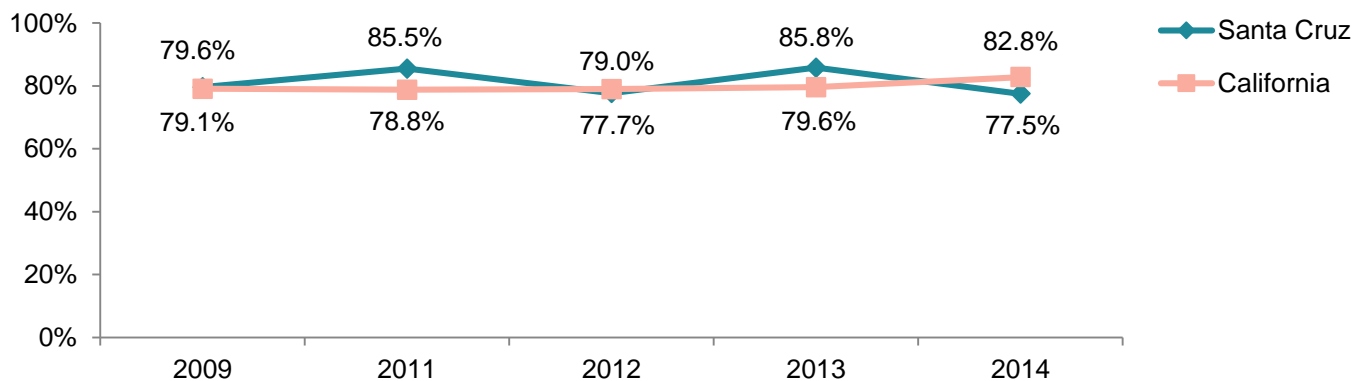
Note: Survey question was modified in 2015 and is therefore not comparable to previous years.

HEALTH INSURANCE

A lack of health insurance coverage is a significant barrier to accessing health services. Families and individuals without health insurance coverage often have unmet health needs, receive fewer preventive services, suffer delays in receiving appropriate care and experience more hospitalizations.¹⁴ Seventy-eight percent adults were currently insured in 2014, down from 86% in 2013. Eighty-five percent of children ages birth through 17 were currently insured in 2014, down from the previous year.

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. During the second open enrollment period an additional 4,060 individuals enrolled bringing the total to 19,131 enrolled in Santa Cruz County.

Currently Insured Adults (Ages 18-64)



Source: UCLA Center for Health Policy Research. (2015). *California Health Interview Survey, 2009-14*.

¹⁴ U.S. Department of Health and Human Services. (2011). Healthy People 2020 objectives. Retrieved from <http://healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=1>.

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

¹⁶ Ibid

Percentage of Children Currently Insured (Ages Birth through 17)

	2009	2011	2012	2013	2014	09-14 NET CHANGE
Santa Cruz County	84.3%	88.7%	84.5%	87.4%	85.0%	0.7
Children Birth-4 Years	92.1% ¹	95.9% ¹	100.0% ¹	68.0% ¹	100.0% ¹	7.9
Children 5-11 Years	99.1% ¹	88.0% ¹	100.0% ¹	100.0% ¹	100.0% ¹	0.9
Children 12-14 Years	89.9% ¹	100.0% ¹	77.9% ¹	100.0% ¹	65.4% ¹	-24.5
Children 15-17 Years	71.9% ¹	100.0% ¹	95.0% ¹	100.0% ¹	100.0% ¹	28.1
California	85.5%	85.6%	85.5%	86.2%	88.1%	2.6
Children Birth-4 Years	96.4%	96.4%	96.7%	98.3%	97.0% ¹	0.6
Children 5-11 Years	95.4%	96.2%	96.4%	97.3%	95.1% ¹	-0.3
Children 12-14 Years	93.4%	94.9%	94.2%	95.4% ¹	95.3% ¹	1.9
Children 15-17 Years	94.0%	96.4%	93.5%	95.7%	95.2% ¹	1.2

Source: UCLA Center for Health Policy Research. (2015). *California Health Interview Survey, 2009-14*.

¹Statistically unstable due to a low number of respondents.

Individuals Enrolled in Covered California, by County, October 1, 2013 – February 22, 2015

	FIRST OPEN ENROLLMENT	SECOND OPEN ENROLLMENT	TOTAL
Monterey County	16,523	5,224	21,747
San Benito County	2,121	595	2,716
Santa Clara County	64,924	21,856	86,780
Santa Cruz County	15,071	4,060	19,131
California	1,395,929	495,073	1,891,002

Source: Covered California. (2015). *2015 Regional Open Enrollment Data*. Sacramento, CA.

Note: Data include individuals who finished their applications and selected plans through February 22, 2015.

LOW-INCOME HEALTH INSURANCE

Central California Alliance for Health (the Alliance) is a locally-governed, non-profit health plan that serves 330,000 members in Santa Cruz, Monterey and Merced counties. Their programs include Medi-Cal Managed Care serving Santa Cruz, Monterey and Merced counties; Healthy Kids in Santa Cruz County; Alliance Care In-Home Supportive Services (IHSS) in Monterey County; and the Medi-Cal Access Program (MCAP) in Monterey County.

Over the past seven years, the number of Alliance Medi-Cal members in Santa Cruz County increased by 105%, from 31,415 in 2009 to 64,329 in 2015. As of April 2015, near half (46%) of Alliance members were Latino/Hispanic and living in South Santa Cruz County (49%). Beginning January 1, 2014, implementation of Medi-Cal expansion under the Affordable Care Act (ACA) took effect; an expansive health care change that increased Alliance membership by 55% from January 2014 to April 2015.

Alliance Members Enrolled in Medi-Cal (Santa Cruz County), By Primary Care Provider Type

	2009	2010	2011	2012	2013	2014	2015
Clinic	12,717	14,582	13,160	12,190	13,303	16,290	28,027
Private Practice	14,929	15,178	10,798	13,289	17,125	19,411	22,657
Administrative Members (Not Linked) ¹	3,769	3,801	9,785	10,224	9,529	11,495	13,645
Total CCAH Medi-Cal Members	31,415	33,561	33,743	35,703	39,957	47,196	64,329

Source: Central California Alliance for Health. (2015). [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. The total number of administrative members includes members not yet linked to a primary care provider (PCP) in the 30-day initial period during which a member selects a PCP, as well as members with other health coverage (primarily Medicare).

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

Percentage of Alliance Members Enrolled in Medi-Cal (Santa Cruz County), By Ethnicity

	2009	2010	2011	2012	2013	2014	2015
White	32%	32%	32%	31%	28%	29%	33%
Hispanic	59%	59%	58%	59%	60%	56%	46%
Other	9%	9%	8%	10%	12%	15%	21%
Total CCAH Medi-Cal Members	31,415	33,561	33,743	35,703	39,957	47,196	64,329

Source: Central California Alliance for Health. (2015). [Membership enrollment report]. Unpublished data. Scotts Valley, CA.

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

Alliance Members Enrolled in Medi-Cal (Santa Cruz County), By Region

	2009	2010	2011	2012	2013	2014	2015
South County ¹	56%	55%	56%	54%	56%	54%	49%
North County ²	43%	44%	43%	42%	41%	43%	46%
Out of County	1%	1%	1%	4%	3%	4%	5%
Total CCAH Medi-Cal Members	31,415	33,561	33,743	35,703	39,957	47,196	64,329

Source: Central California Alliance for Health. (2015). [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.

Alliance Medi-Cal Enrollment since Medi-Cal Expansion¹

	2013	2014	2015	MEMBERSHIP GROWTH 2013-2015
Medi-Cal Expansion ¹ Category	0	14,011	16,661	16,661
All Other Categories	41,508	47,529	47,668	6,160
Both Programs	41,508²	61,540²	64,329	22,821 (55%)

Source: Central California Alliance for Health. (2015). [Membership enrollment report]. Unpublished data. Scotts Valley, CA

Note: Overall data reflects members enrolled as of December for 2013 and 2014, and as of April for 2015.

¹Medi-Cal Expansion as a result of the Affordable Care Act (ACA) came into effect on January 1, 2014. The Medi-Cal Expansion Category reflects members enrolled under an ACA

Medi-Cal eligibility code.

²Totals for 2013 and 2014 show slight increase from previously reported numbers due to retro-eligibility in the Medi-Cal program.

BIRTHS

The number of births to Santa Cruz County residents has increased by 6% over the last year, from 3,349 births in 2013 to 3,546 in 2014. The number of preterm births to Santa Cruz County residents decreased by 36% over the last 7 years, from 285 in 2008 to 182 in 2014. Fifty-four percent of county births were paid by Medi-Cal in 2014. Eighty-eight percent of all births at Watsonville Community Hospital were funded by Medi-Cal in 2014, compared to 28% at Sutter Maternity and Surgery Center and 44% at Dominican Hospital.

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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Dominican Hospital	1,017	932	861	846	855	845	895	-12.0%
Sutter Maternity & Surgery Center	829	871	845	892	853	922	1,034	24.7%
Watsonville Community Hospital	1,435	1,236	1,213	1,232	1,098	1,299	1,318	-8.2%
Out of County	192	193	195	185	195	210	228	18.8%
Non-Hospital	53	58	56	67	74	73	71	34.0%
Santa Cruz County Total	3,526	3,290	3,170	3,222	3,075	3,349	3,546	0.6%

Source: County of Santa Cruz, Public Health Department. (2015). *Births, Santa Cruz County, 2014*. Santa Cruz County, CA.

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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Dominican Hospital	125	126	125	96	111	119	79	-36.8%
Sutter Maternity & Surgery Center	9	13	19	19	16	19	23	^
Watsonville Community Hospital	106	69	69	68	51	95	47	-55.7%
Out of County	44	49	46	43	31	60	33	-25.0%
Non-Hospital	1	2	1	3	0	1	0	^
Santa Cruz County Total	285	259	260	226	209	294	182	-36.1%
Preterm Births as a Percentage of All Births	8.1%	7.9%	8.2%	7.0%	6.8%	8.8%	5.1%	-

Source: County of Santa Cruz, Public Health Department. (2015). *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)

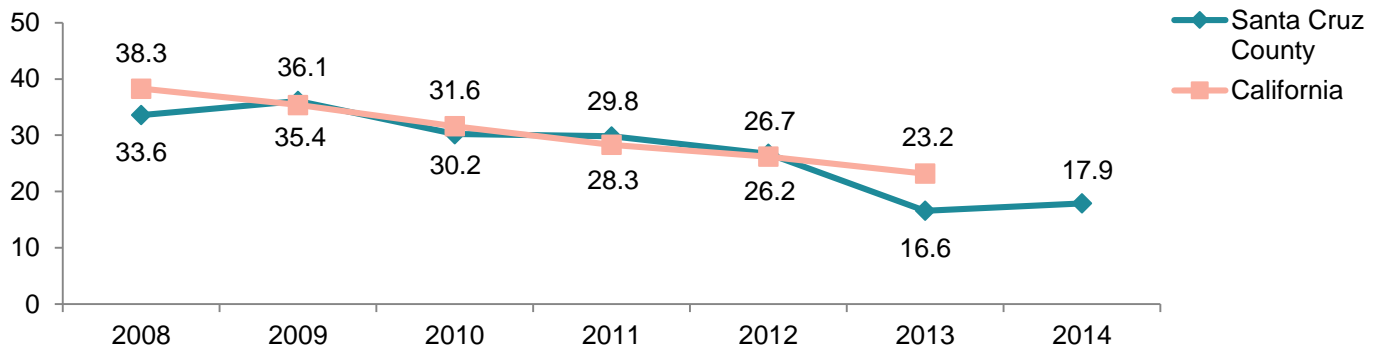
	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Dominican Hospital	40.3%	43.0%	45.3%	42.8%	45.4%	40.5%	44.1%	3.8
Sutter Maternity & Surgery Center	30.7%	30.1%	31.3%	30.5%	26.4%	28.1%	27.9%	-2.8
Watsonville Community Hospital	77.4%	79.5%	85.4%	84.2%	85.4%	85.0%	87.7%	10.3
Santa Cruz County Total	51.4%	51.4%	54.5%	53.4%	52.0%	52.4%	53.6%	2.2

Source: County of Santa Cruz, Public Health Department. (2015). *Births, Santa Cruz County, 2014*. 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 33.6 births per 1,000 teens in 2008 to 17.9 in 2014. The number of teen births to Latina mothers (150) was much higher than the number of teen births to White mothers (17), making up 88% of all teen births to residents of Santa Cruz County in 2014.

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



Source: County of Santa Cruz, Public Health Department. (2015). *Births, Santa Cruz County, 2014*. Santa Cruz County, CA.
 California Department of Public Health, Maternal, Child, and Adolescent Health. (2015). *Adolescent Births in California 2000-2013*.
 U.S. Department of Health & Human Services, Centers for Disease Control and Prevention.
 Note: Birth rates per 1,000 teens ages 15-19 include only births to mothers who were residents of Santa Cruz County.
 Note: 2014 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.

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

	2008	2009	2010	2011	2012	2013 ¹	2014 ¹
Dominican Hospital	51	61	57	45	42	41	34
Sutter Maternity & Surgery Center	36	51	26	38	29	13	32
Watsonville Community Hospital	207	195	166	164	143	153	168
Out of County	10	10	8	9	10	6	4
Non-Hospital	0	2	1	0	0	0	0
Total Number of Births to Teens	304	319	258	256	224	213	206

Source: County of Santa Cruz, Public Health Department. (2015). *Births, Santa Cruz County, 2014* Santa Cruz County, CA.

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

¹Births to teens includes births that were not Santa Cruz County residents in 2013-2014.

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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Under 15 Years	2	5	1	5	2	1	2	^
15-17 Years	99	114	88	83	71	56	53	-46.5%
18-19 Years	203	200	169	168	151	122	116	-42.9%
Total Number of Births to Teens	304	319	258	256	224	179	171	-43.8%

Source: County of Santa Cruz, Public Health Department. (2015). *Births, Santa Cruz County, 2014*. 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

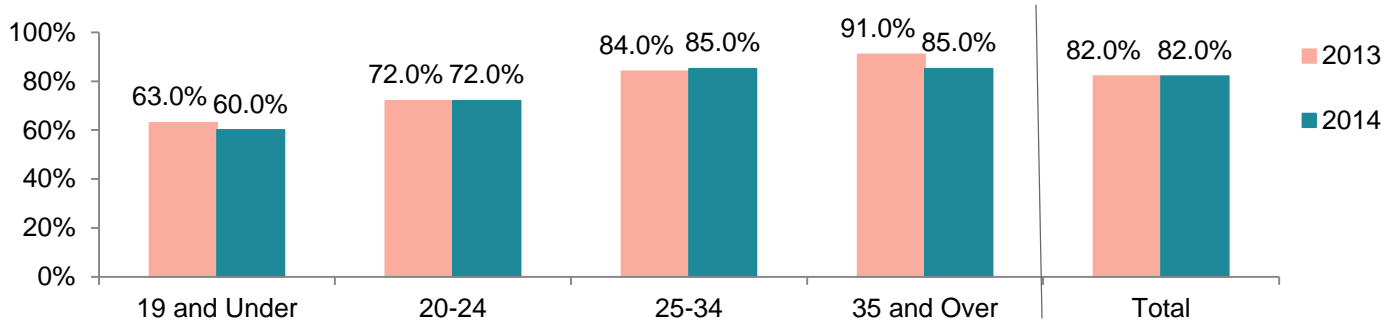
	2008	2009	2010	2011	2012	2013	2014
African American	5	8	1	0	3	0	1
Asian and Pacific Islander	1	1	1	1	0	1	0
White	28	32	27	22	19	13	17
Latina	267	273	225	229	195	164	150
Other/Unknown	3	5	4	4	7	1	3
Total Number of Births to Teens	304	319	258	256	224	179	171

Source: County of Santa Cruz, Public Health Department. (2015). *Births, Santa Cruz County, 2014* Santa Cruz County, CA.

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. Eighty-two percent of all births and 60% of teen births in Santa Cruz County had prenatal care in the first trimester.

Percentage of Births with 1st Trimester Prenatal Care by Age Group



Source: County of Santa Cruz, Public Health Department. (2015). *Births, Santa Cruz County, 2015*. Santa Cruz County, CA.

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

	2007	2008	2009	2010	2011	2012	2013	2014	07-14 NET CHANGE
Dominican Hospital	8.2%	7.1%	9.2%	6.9%	9.2%	10.9%	8.8%	11.7%	3.5
Sutter Maternity & Surgery Center	11.6%	14.1%	13.3%	12.1%	10.1%	9.0%	11.1%	11.5%	-0.1
Watsonville Community Hospital	35.0%	33.6%	30.7%	28.7%	28.5%	27.1%	30.3%	31.4%	-3.6
Out of County	12.0%	11.0%	13.1%	15.5%	16.8%	17.1%	13.2%	10.1%	-1.9
Non-Hospital	14.9%	17.0%	19.0%	17.9%	25.4%	27.0%	23.9%	28.2%	13.3
Santa Cruz County	19.6%	20.1%	18.9%	17.4%	17.6%	17.0%	18.5%	19.2%	-0.4

Source: County of Santa Cruz, Public Health Department. (2015). *Births, Santa Cruz County, 2015*. Santa Cruz County, CA.

Note: Data presented are the most recent data available.

Percentage of All Births With Prenatal Care During the First Trimester, by Delivery Location, Santa Cruz County Residents

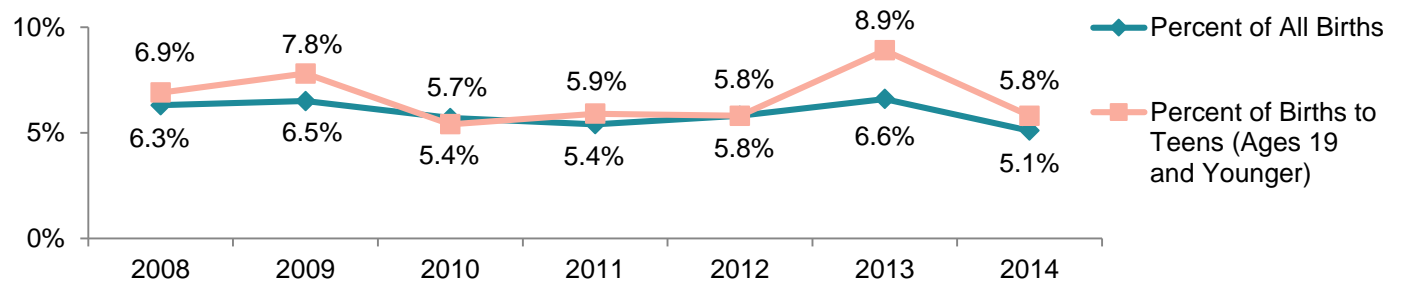
	2011	2012	2013	2014	11-14 NET CHANGE
Dominican Hospital	91%	89%	91%	88%	-3
Sutter Maternity & Surgery Center	89%	91%	89%	88%	-1
Watsonville Community Hospital	71%	70%	70%	69%	-2
Santa Cruz County	82%	82%	81%	81%	-1

Source: County of Santa Cruz, Public Health Department. (2015). *Births, Santa Cruz County, 2014*. Santa Cruz County, CA.

BIRTH WEIGHT

When babies are born at low birth weight throughout 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, 5% of all babies were born at low birth weight in 2014, a return to the 2011 rate and a large decrease from the 2013 rate of 9%.

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



Source: County of Santa Cruz, Public Health Department. (2015). *Births, Santa Cruz County, 2014*. Santa Cruz County, CA.

¹Babies born weighing less than 2,500 grams.

Percentage of Low Birth Weight Deliveries, by Delivery Location

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Dominican Hospital	9.3%	9.5%	9.1%	8.3%	10.1%	10.3%	7.5%	-1.8
Sutter Maternity & Surgery Center	1.4%	1.4%	0.9%	1.5%	3.0%	1.8%	1.2%	-0.2
Watsonville Community Hospital	5.6%	4.1%	4.3%	4.1%	3.6%	3.8%	4.5%	-1.1
Out of County	17.7%	25.4%	22.6%	22.7%	13.3%	28.1%	18.4%	0.7
Non-Hospital	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	2.4
Santa Cruz County	6.3%	6.1%	5.7%	5.4%	5.8%	6.3%	5.1%	1.2

Source: County of Santa Cruz, Public Health Department. (2015). *Births, Santa Cruz County, 2014*. Santa Cruz County, CA.

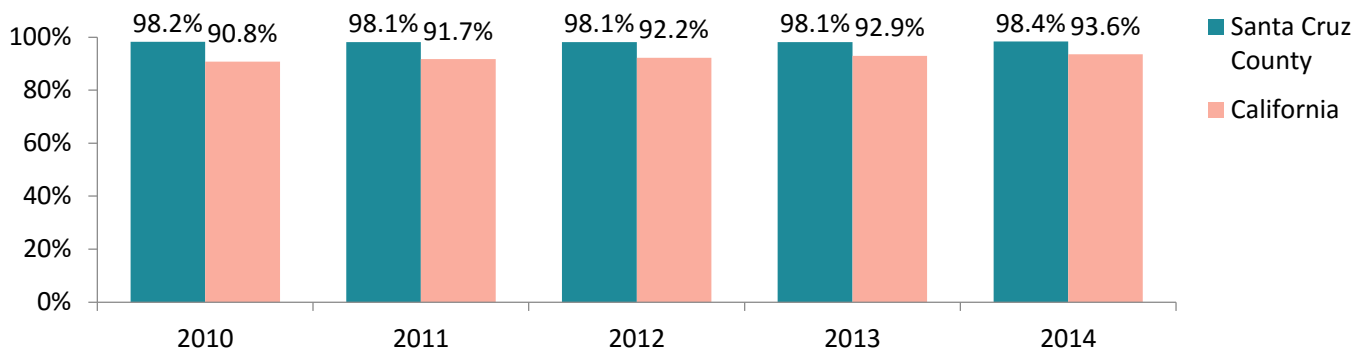
¹⁸ Community Health Network. (2011). *High-Risk Newborn— Low Birth weight*. Retrieved January 4, 2011 from <http://www.ecommunity.com/health/index.aspx?pageid=P02382>.

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

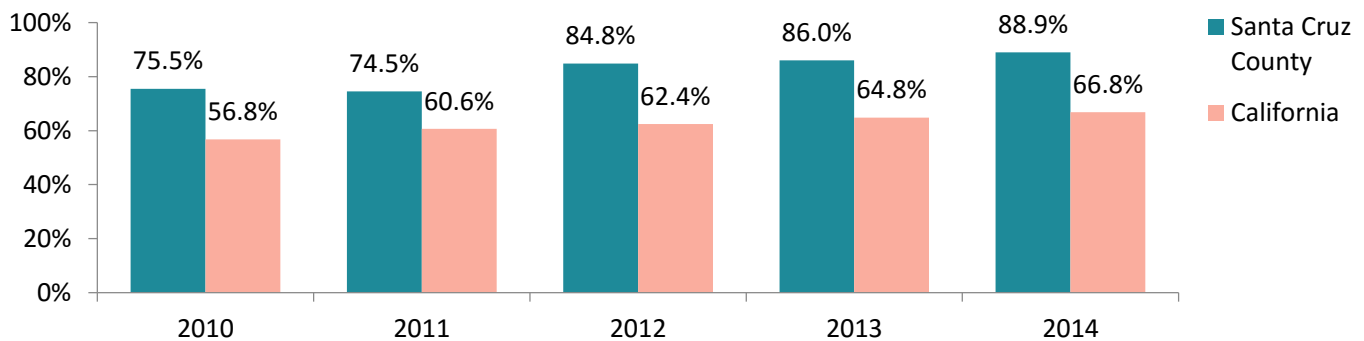
In 2014, 89% of Santa Cruz County mothers engaged in exclusive in-hospital breastfeeding, higher than California overall (67%). The percentage of Latina mothers who exclusively breast-fed in-hospital increased over the past five years, from 65% in 2010 to 85% in 2014. However, Latina mothers continue to have a much lower percentage of exclusive in-hospital breastfeeding (85%) when compared with White mothers (95%).

Any In-Hospital Breastfeeding



Source: California Department of Public Health, Maternal, Child, & Adolescent Health Division. (2015). *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. (2015). *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	2014
Dominican Hospital					
Any Breastfeeding	98.6%	98.8%	99.0%	98.7%	98.8%
Exclusive Breastfeeding	91.0%	91.0%	94.8%	94.7%	97.4%
Sutter Maternity & Surgery Center					
Any Breastfeeding	98.8%	98.7%	98.5%	99.2%	99.4%
Exclusive Breastfeeding	92.6%	91.7%	94.3%	93.1%	93.5%
Watsonville Community Hospital					
Any Breastfeeding	97.5%	97.2%	97.2%	96.4%	98.1%
Exclusive Breastfeeding	53.4%	52.9%	71.4%	74.8%	81.1%
Santa Cruz County					
Any Breastfeeding	98.1%	98.1%	98.1%	98.1%	98.4%
Exclusive Breastfeeding	74.0%	74.5%	84.8%	86.0%	88.9%
California					
Any Breastfeeding	90.8%	91.7%	92.2%	92.9%	93.6%
Exclusive Breastfeeding	56.6%	60.6%	62.4%	64.8%	66.8%

Source: California Department of Public Health, Maternal, Child, & Adolescent Health Division (2015). *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	2014
Asian					
Any Breastfeeding	100.0%	100.0%	100.0%	98.2%	96.9%
Exclusive Breastfeeding	80.8%	90.9%	90.7%	82.1%	89.1%
White					
Any Breastfeeding	98.7%	97.9%	98.5%	98.6%	99.1%
Exclusive Breastfeeding	92.3%	90.6%	95.7%	94.3%	95.4%
Hispanic/Latina					
Any Breastfeeding	97.8%	97.9%	97.7%	97.9%	98.0%
Exclusive Breastfeeding	65.3%	65.0%	78.0%	80.5%	84.6%
Multiple Race					
Any Breastfeeding	98.7%	97.5%	98.9%	100.0%	98.9%
Exclusive Breastfeeding	90.7%	82.7%	92.5%	95.8%	92.6%

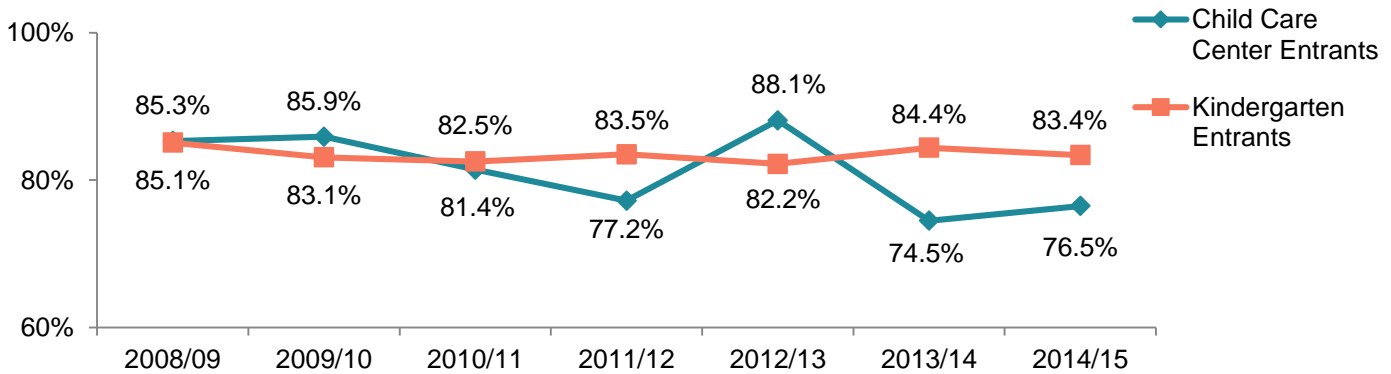
Source: California Department of Public Health, Maternal, Child, & Adolescent Health Division (2015). *California in-hospital breastfeeding statistics as indicated on the newborn screening test form*. Sacramento, CA.

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

IMMUNIZATION LEVELS

The percentage of children in child care centers that had received all required immunizations²⁰ decreased from 88% in 2012/13 to nearly 77% in 2014/15, while the percentage of kindergarten entrants who had received all required immunizations increased slightly, from 82% to 83%, during the same period.

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



Source: California Department of Health Services, Immunization Branch. (2015). *Kindergarten assessment results*. Sacramento, CA. California Department of Health Services, Immunization Branch. (2015). *Child care assessment results*. Sacramento, CA.

Immunization Levels of Child Care Center Entrants

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	08-15 NET CHANGE
Number of Children	3,516	4,576	3,348	3,347	2,998	3,297	3,163	-
Number of Child Care Centers	79	85	89	99	88	95	93	-
Percentage with Permanent Medical Exemptions	0.2%	0.1%	0.3%	0.4%	0.5%	0.4%	0.6%	0.4
Percentage with Personal Belief Exemptions	5.4%	4.8%	7.0%	7.1%	7.9%	7.0%	7.6%	2.2
Percentage Needing One or More Immunizations (Conditional Entrants)	9.3%	9.2%	11.3%	15.4%	11.9%	18.2%	15.4%	6.1
Santa Cruz County – Percentage with All Required Immunizations	85.1%	85.9%	81.4%	77.2%	88.1%	74.5%	76.5%	-8.6
California – Percentage with All Required Immunizations	92.9%	91.9%	90.6%	89.5%	92.3%	89.3%	89.4%	-3.5

Source: California Department of Health Services, Immunization Branch. (2015). *Child care assessment results*. Sacramento, CA
 Note: Includes children ages 2 years to 4 years.

²⁰ Please see Appendix II for definitions of “Required Immunizations.”

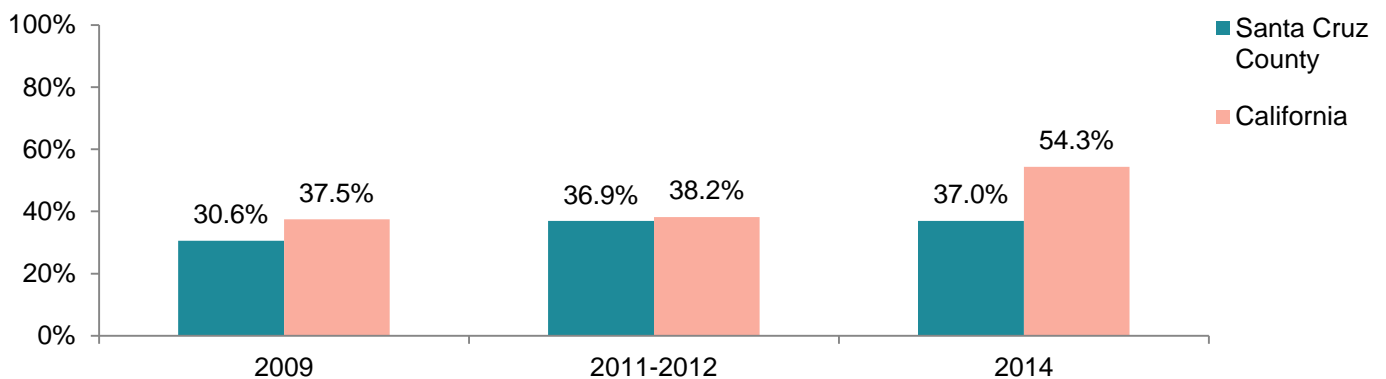
Immunization Levels of Kindergarten Entrants

	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15	08-15 NET CHANGE
Number of Students	2,941	3,371	3,452	3,637	3,580	3,637	3,680	-
Number of Schools	58	63	64	63	65	60	63	-
Percentage with Permanent Medical Exemptions	0.5%	0.3%	0.1%	0.2%	0.3%	0.3%	0.3%	-0.2
Percentage with Personal Belief Exemptions	7.3%	6.5%	9.8%	9.1%	9.6%	9.5%	9.4%	2.1
Percentage Needing One or More Immunizations (Conditional Entrants)	6.9%	10.2%	7.6%	7.3%	8.0%	5.8%	6.6%	-0.3
Santa Cruz County – Percentage with All Required Immunizations	85.3%	83.1%	82.5%	83.5%	82.2%	84.4%	83.4%	-1.9
California – Percentage with All Required Immunizations	91.7%	91.1%	90.7%	91.0%	90.3%	90.2%	90.4%	-1.3

Source: California Department of Health Services, Immunization Branch. (2015). *Kindergarten assessment results*. Sacramento, CA.

Note: Includes children ages 4 years to 6 years.

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



Source: UCLA Center for Health Policy Research. (2015). *California Health Interview Survey, 2009, 2011/2012, and 2014*.

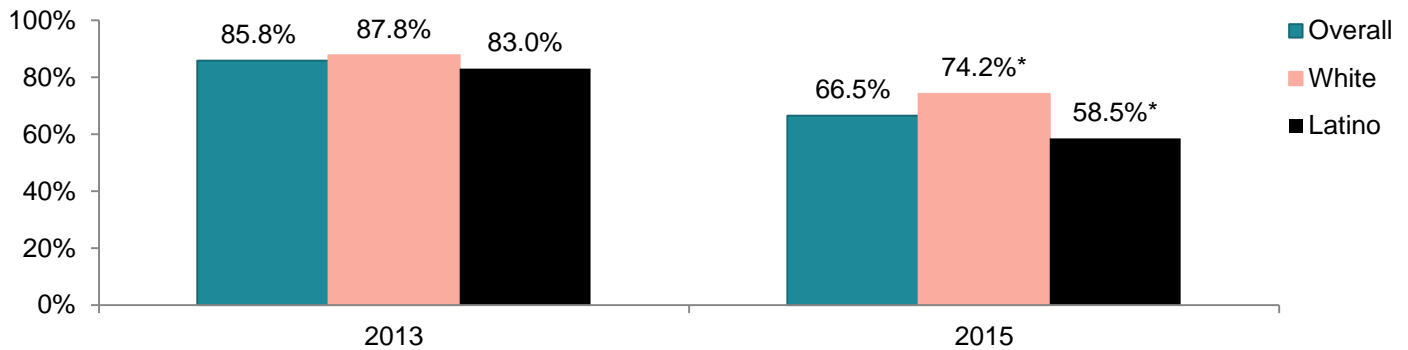
Note: Data presented are the most recent data available.

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

Although the majority of CAP survey respondents (67%) reported being able to get the dental care they needed in the past year, White respondents (74%) reported getting the dental care they needed at a higher percentage when compared to Latino respondents (59%) in 2015, a statistically significant difference.

In the past 12 months, have you had dental care? (Respondents answering "Yes") By Ethnicity



2015 - Overall n: 780; White n: 423; Latino n: 286.

Source: Applied Survey Research. (2015). 2015 Santa Cruz County Community Assessment Project, Telephone Survey.

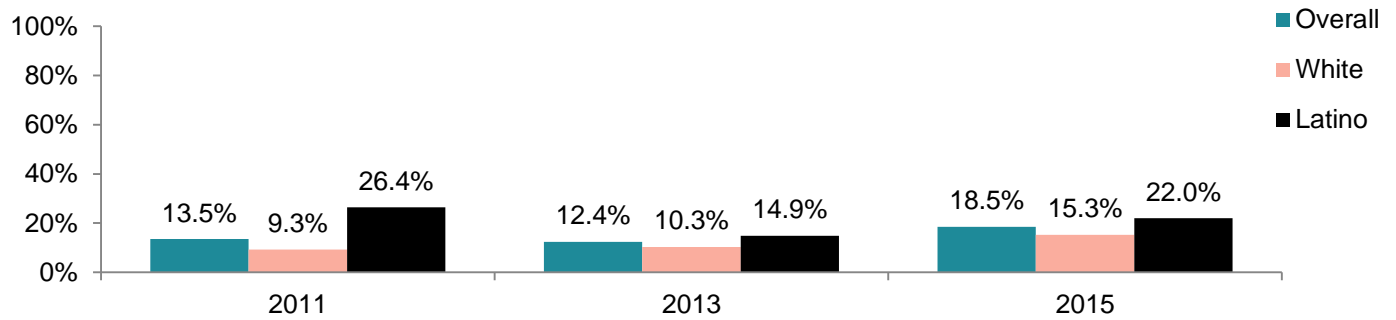
Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*Significance testing: White respondents were significantly more likely than Latino respondents to have had dental care in the past year in 2015.

MENTAL HEALTH

When asked about their mental health, Latino CAP survey respondents (22%) were more likely than White respondents (15%) 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 6,195 clients of Santa Cruz County Mental Health Services in 2014/15. The top diagnoses for these clients were depression and mood disorders, psychosis, and adjustment disorders.

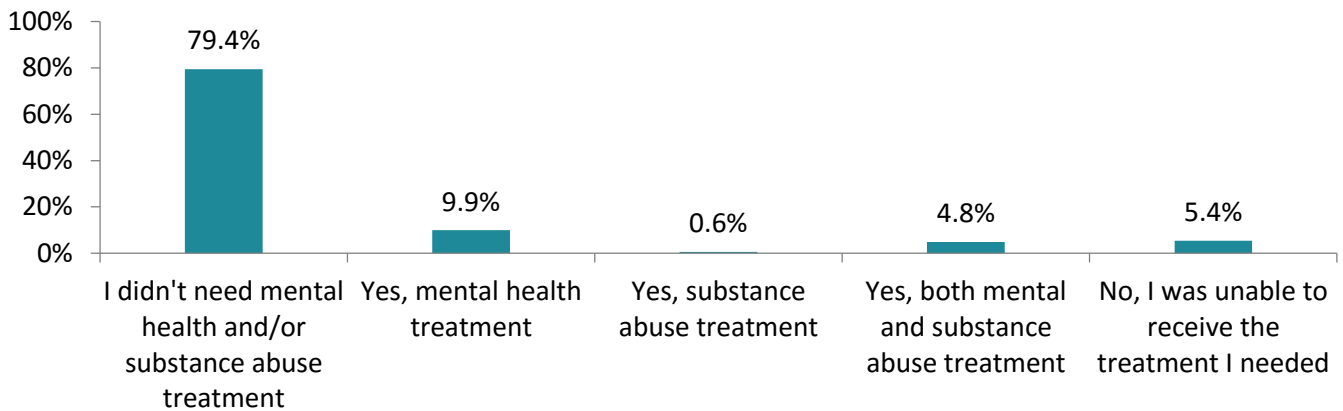
📞 During the past 12 months, did you ever feel so sad or hopeless almost every day for two weeks or more in a row that you stopped doing some usual activities? (Respondents answering "Yes") By Ethnicity



2015 - Overall n: 783; White n: 424; Latino n: 288.

Source: Applied Survey Research. (2015). *2011-2015 Santa Cruz County Community Assessment Project, Telephone Survey.* Watsonville, CA.

📞 In the past 12 months, were you able to receive the mental health and/or substance abuse treatment you needed? – 2015



2015 – Overall n: 760.

Source: Applied Survey Research. (2015). *Santa Cruz County Community Assessment Project, Telephone Survey.* Watsonville, CA.

Note: Survey question was modified in 2015 and is therefore not comparable to previous years.

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

	2013	2015
Insurance wouldn't cover it	29.3%	21.6%
Lack of services or services unavailable	27.9%	10.3%
Couldn't afford it	21.5%	14.4%
Didn't want people to find out	10.9%	11.9%
There were waiting lists	9.8%	0.9%
Other	22.9%	3.0%
Total respondents	11	32
Total responses	13	33

Source: Applied Survey Research. (2015). *2013-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

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

	2007	2009	2011-12	2014
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%	26.7%
California	16.5%	14.3%	15.8%	15.9%
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%	20.7%
California	12.4%	10.9%	12.1%	12.0%
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%	13.1%
California	10.0%	9.7%	10.1%	10.1%

Source: UCLA Center for Health Policy Research. (2015). *California Health Interview Survey, 2007-2011/2012, and 2014*.

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 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15
Depression & Mood Disorders	1,616	1,725	1,678	1,661	1,625	1,961	2,287
Psychosis	997	991	999	990	1,004	1,045	1,064
Adjustment Disorders	934	749	712	802	1,087	1,092	964
Anxiety Disorders	694	662	662	662	394	477	539
Childhood & Adolescence	677	701	701	762	704	719	628
Substance-Related Disorders	131	156	94	132	144	158	179
Delirium, Dementia	56	80	93	82	72	NA	69
Impulse Control Disorders	22	24	18	9	0	0	0
Personality Disorder	13	18	20	18	24	18	7
Eating Disorders	7	4	5	6	0	0	0
Somatoform Disorders	2	3	2	4	0	2	3
Dissociative Disorders	1	NA	1	0	0	0	0
Mental Disorders	1	NA	2	2	2	0	0
Sexual & Gender Disorders	1	1	4	4	5	5	4
Sleep Disorders	0	2	0	0	0	0	0
Other Disorders	781	707	806	793	657	972	451
Santa Cruz County Total Mental Health Services Clients	5,933	5,823	5,797	5,927	5,718	6,539	6,195

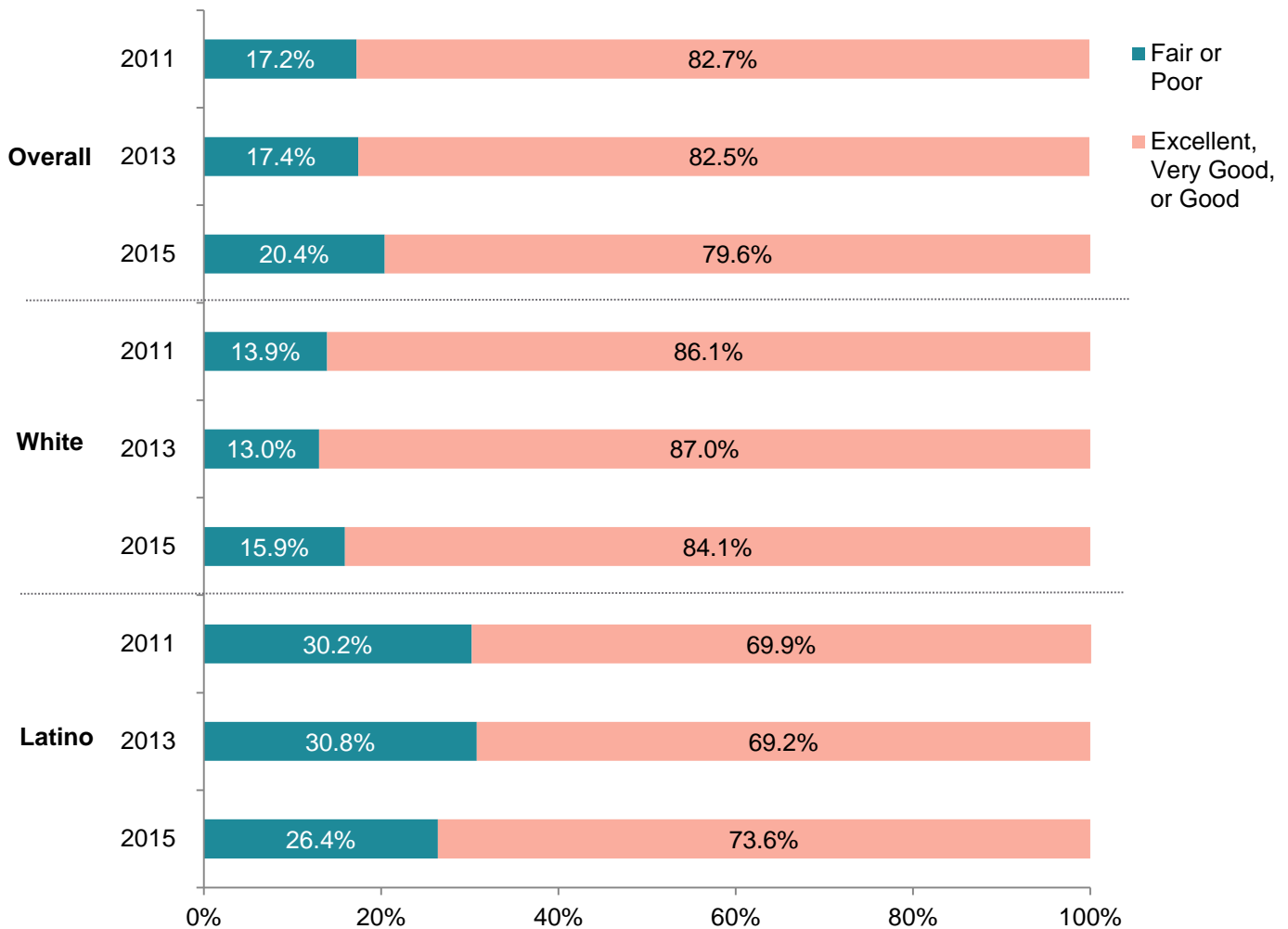
Source: Santa Cruz County Mental Health Services Agency. (2015). *Personal correspondence with program representative.*

Note: Data are unduplicated counts.

PHYSICAL HEALTH

Overall, 80% of 2015 CAP survey respondents reported that their general health status was “good,” “very good,” or “excellent.” Just over one quarter (26%) of Latino CAP survey respondents indicated that their overall health was “fair” or “poor” compared to 16% of White respondents in 2015.

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



2015 - Overall n: 780; White n: 424; Latino n: 288.

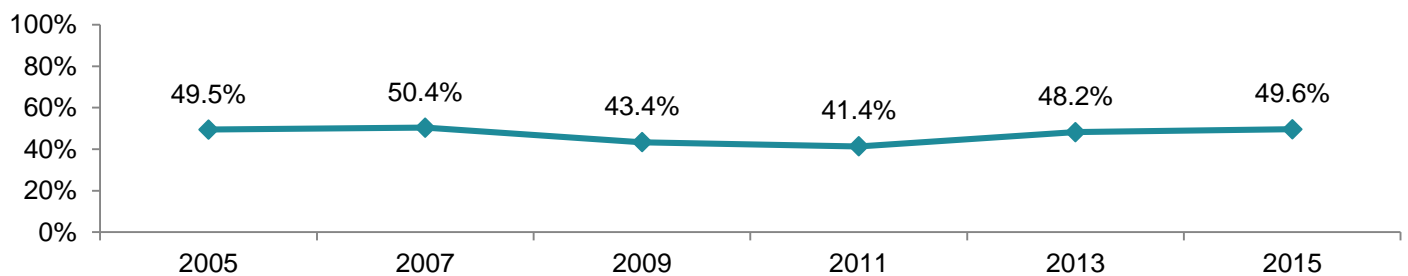
Source: Applied Survey Research. (2015). *Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

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 50% in 2015. Half (50%) of 5th graders met at least 5 out of 6 physical fitness goals in the 2013/14 academic year in Santa Cruz County, while slightly more than half (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, bicycling, dancing, swimming, or gardening) for a combined total of 30 minutes per day? (Respondents answering "5 or more times a week")



2015 - Overall n: 781.

Source: Applied Survey Research. (2015). *2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

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

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	07-14 NET CHANGE
Santa Cruz County								
5 th Grade	54.6%	53.0%	54.0%	48.9%	47.9%	50.1%	50.4%	-4.2
7 th Grade	64.2%	63.4%	57.2%	55.9%	55.8%	57.1%	53.3%	-10.9
9 th Grade	66.7%	67.6%	63.1%	61.4%	60.9%	57.1%	59.1%	-7.6
California								
5 th Grade	55.1%	55.9%	55.4%	48.4%	48.6%	48.6%	49.9%	-5.2
7 th Grade	59.3%	60.7%	61.8%	54.9%	55.0%	55.3%	56.5%	-2.8
9 th Grade	62.7%	64.8%	66.1%	59.4%	59.4%	59.5%	61.6%	-1.1

Source: California Department of Education. (2015). *Physical fitness test report*. Sacramento, CA.

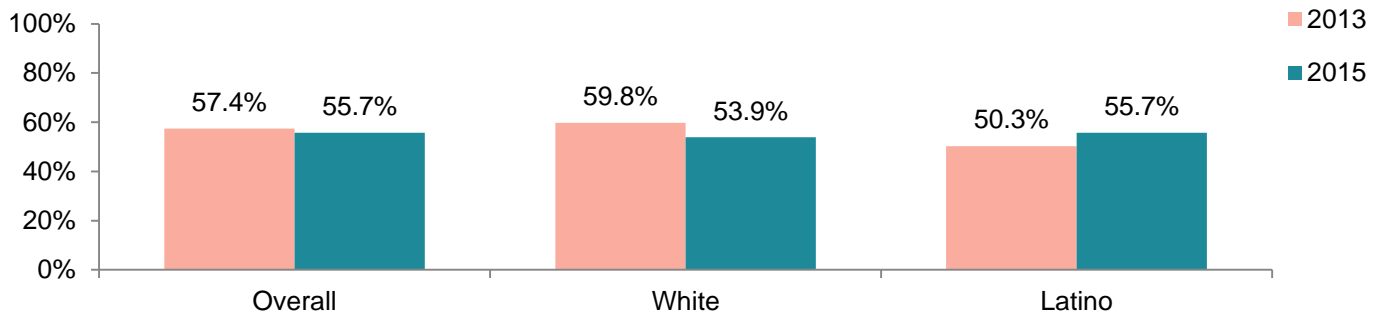
Note: The Fitness Areas include aerobic capacity, body composition, abdominal strength, trunk extensor strength, upper body strength, and flexibility.

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 (56%) of CAP survey respondents reported eating 5 or more servings of fruits and vegetables per day in 2015. Fifty-four percent of White respondents and 56% of Latino respondents reported eating 5 or more servings of fruits and vegetables per day in 2015.

📞 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)

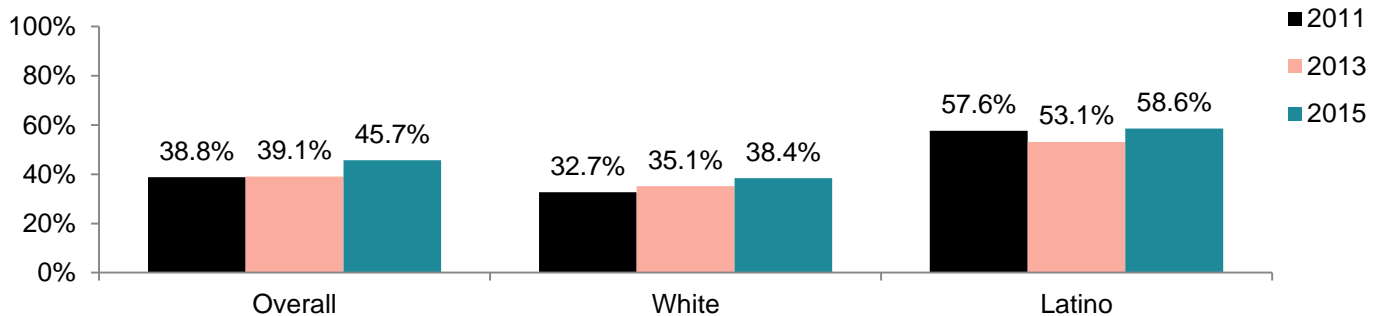


2015 – Overall n: 761; White n: 411; Latino n: 279.

Source: Applied Survey Research. (2015). 2013-2015 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.

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



Overall 2015 n: 780; White 2015 n: 421; Latino 2015 n: 288.

Source: Applied Survey Research. (2015). 2011-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

OBESITY

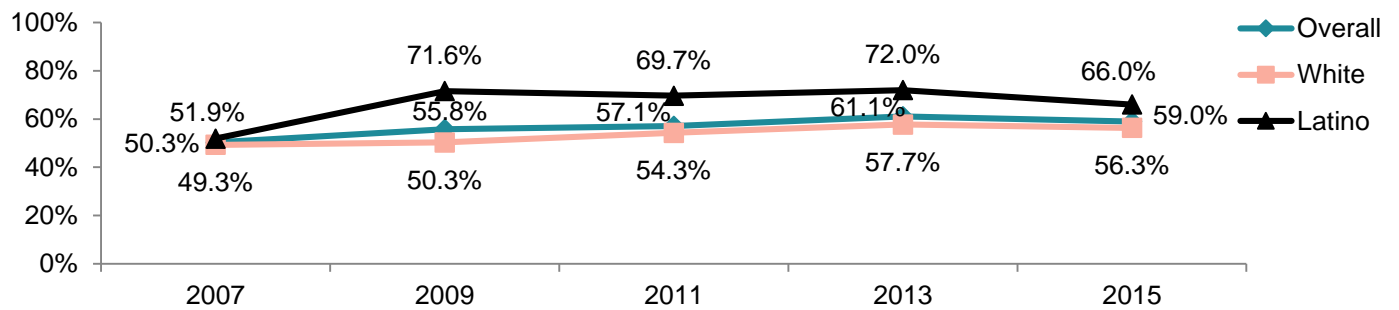
Obesity is directly linked to chronic diseases and serious medical conditions such as type 2 diabetes, heart disease, high blood pressure, respiratory problems, depression, and stroke. Obesity is also linked to higher rates of nearly all types of cancer, including cancer of the colon, rectum, prostate, 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 59% in 2015. Latinos had a higher percentage of overweight or obese respondents (66%), as compared to Whites (56%) in 2015. 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



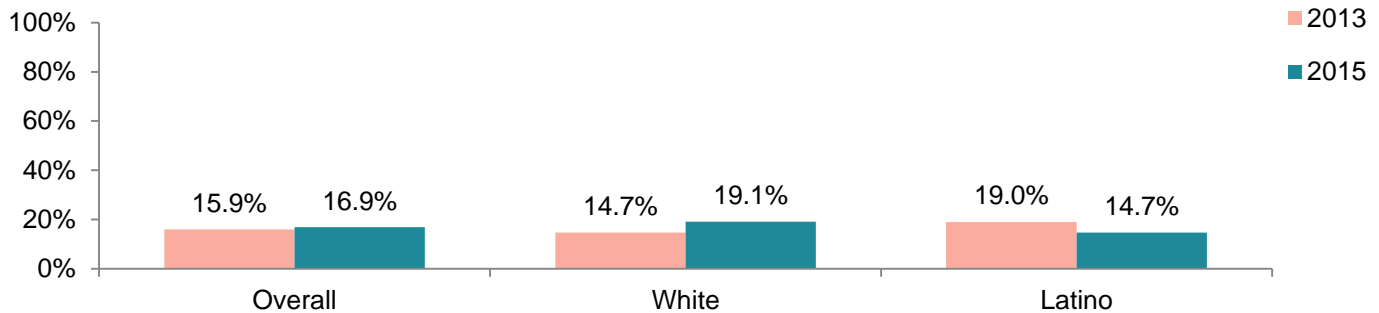
2015 - Overall n: 729; White n: 410; Latino n: 249.

Source: Applied Survey Research. (2015). 2007-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

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, 17% of CAP survey respondents reported that a medical professional had told them that they had diabetes or pre-diabetes in 2015.

📞 Has a medical professional ever told you that you have diabetes or pre-diabetes? (Respondents answering "Yes")

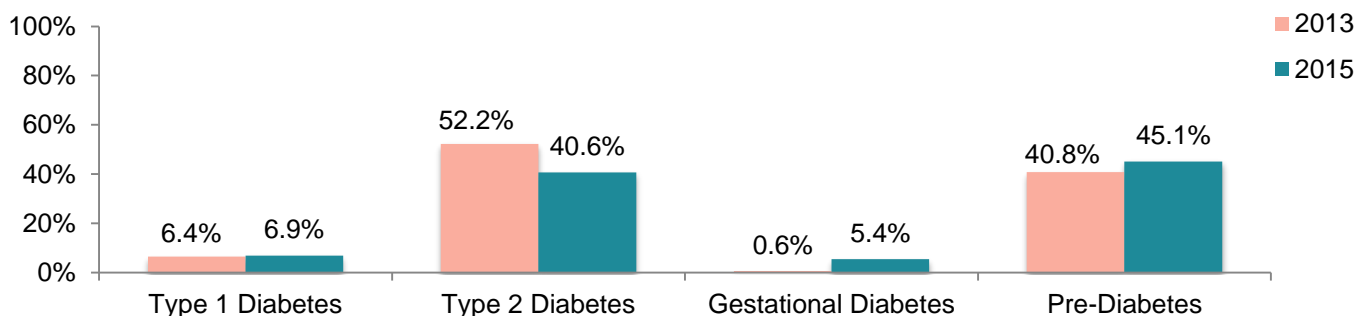


2015 - Overall n: 783; White n: 424; Latino n: 288.

Source: Applied Survey Research. (2015). *2013-2015 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.

📞 If a medical professional has told you that you have diabetes or pre-diabetes, were you told it was: - 2015



2015 n: 125; 2013 n: 103.

Source: Applied Survey Research. (2015). *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.

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

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

	2003	2005	2007	2009	2011-12	2013-14	03-14 NET CHANGE
Santa Cruz County	4.1%	3.5%	7.3%¹	4.3%	5.7%	4.6%¹	0.5
California	6.6%	7.0%	7.8%	8.5%	8.4%	8.9%	2.3

Source: UCLA Center for Health Policy Research. (2015). *California Health Interview Survey, 2003-2011/2012, and 2013/2014.*

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.

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

	2003	2005	2007	2009	2011-12	2013-14	03-14 NET CHANGE
Type 1							
Santa Cruz County	13.2%¹	30.8%¹	9.9%¹	14.7%¹	9.6%¹	7.9%¹	-5.3
California	15.7%	17.4%	12.9%	14.9%	13.6%	14.6%	-1.1
Type 2							
Santa Cruz County	86.8%	69.2%	90.1%	82.3%	89.0%¹	92.1%¹	5.3
California	84.3%	82.6%	87.1%	82.8%	82.3%	84.4%	0.1

Source: UCLA Center for Health Policy Research. (2013). *California Health Interview Survey, 2003- 2013/2014.*

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.

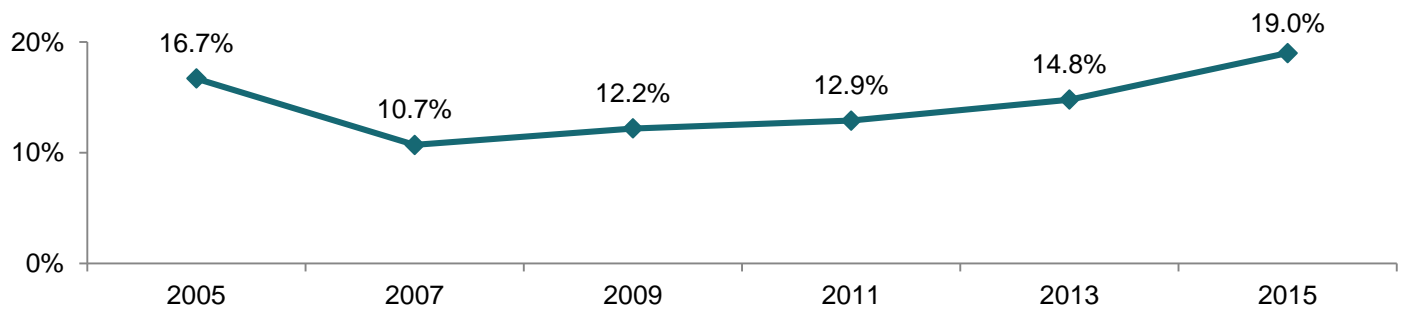
Note: Data presented are the most recent available.

¹Statistically unstable due to a low number of respondents.

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. Nineteen percent of CAP survey respondents engaged in binge drinking “one or more times” in the past 30 days in 2015, up from 15% in 2013.

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”)



2015 - Overall n: 774.

Source: Applied Survey Research. (2015). *2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

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 alcohol outlets per 1,000 people than California (2.8 versus 2.2, respectively) in 2015. 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 2009	JUNE 2010	JUNE 2011	JUNE 2012	JUNE 2013	JUNE 2014	JUNE 2015	09-15 % CHANGE
Retail Alcohol Outlets – Santa Cruz County	647	689	707	717	730	739	755	16.7%
Retail Alcohol Outlets – California	71,087	71,599	79,298	80,450	81,590	82,738	83,891	18.0%
Outlets per 1,000 People - Santa Cruz County	2.4	2.5	2.7	2.7	2.7	2.7	2.8	-
Outlets per 1,000 People - California	1.9	1.9	2.1	2.1	2.1	2.2	2.2	-

Source: State of California, Department of Alcoholic Beverage Control. (2015). *Alcoholic beverage licenses report*. California Department of Finance (2015). *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.

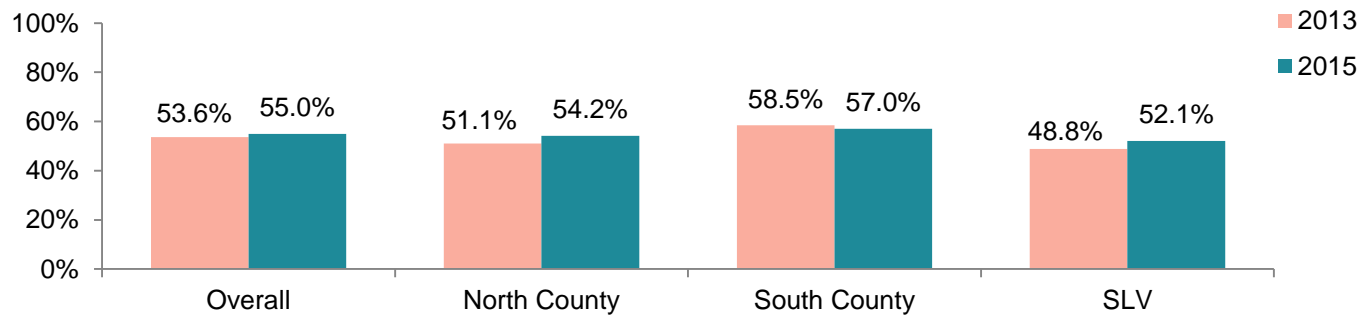
²⁶ Ibid.

Retail Alcohol Outlets, by City

	JUNE 2010	JUNE 2011	JUNE 2012	JUNE 2013	JUNE 2014	JUNE 2015
Unincorporated						
Number of Retail Outlets	240	243	238	243	246	255
Outlets per 1,000 People	1.7	1.9	1.8	1.9	1.8	1.9
Percentage of County Retail Outlets	34.8%	34.4%	33.2%	33.3%	33.3%	33.8%
Capitola						
Number of Retail Outlets	59	59	64	66	67	71
Outlets per 1,000 People	5.8	5.9	6.4	6.6	6.6	7.1
Percentage of County Retail Outlets	8.6%	8.4%	8.9%	9.0%	9.1%	9.4%
Santa Cruz						
Number of Retail Outlets	245	256	259	271	274	274
Outlets per 1,000 People	4.1	4.3	4.2	4.3	4.3	4.3
Percentage of County Retail Outlets	35.6%	36.3%	36.1%	37.1%	37.1%	36.3%
Watsonville						
Number of Retail Outlets	104	107	107	102	104	105
Outlets per 1,000 People	2.0	2.1	2.1	2.0	2.0	2.0
Percentage of County Retail Outlets	15.1%	15.2%	14.9%	14.0%	14.1%	13.9%
Scotts Valley						
Number of Retail Outlets	40	41	43	48	48	50
Outlets per 1,000 People	3.4	3.5	3.7	4.1	4.0	4.2
Percentage of County Retail Outlets	5.8%	5.8%	6.0%	6.6%	6.5%	6.6%

Source: California Department of Alcoholic Beverage Control. (2015). *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



2015 - Overall n: 769; North County n: 278; South County n: 249; SLV n: 242.

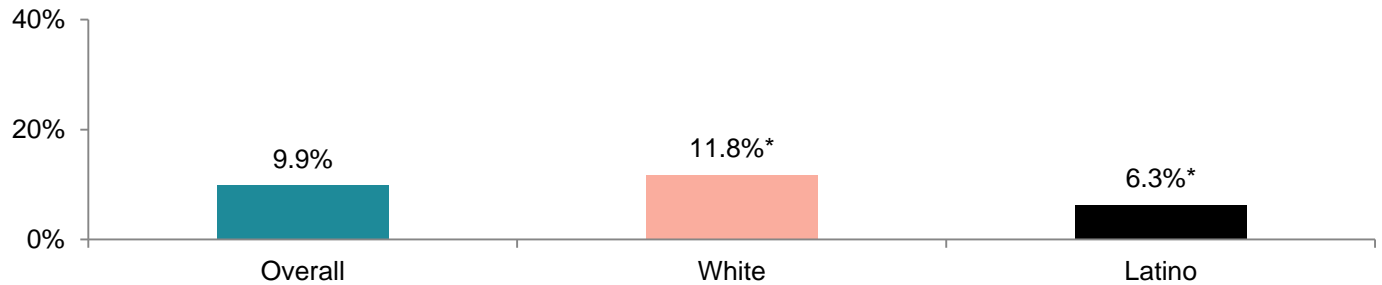
Source: Applied Survey Research. (2015). *2013-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

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

ACCEPTANCE OF ADULT ALCOHOL PROVISION

Ten 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 2015. Twelve percent of White survey respondents felt it was “very” or “somewhat” acceptable for adults to provide alcohol to underage youth in their home compared to 6% of Latino respondents, a statistically significant difference.

📞 How acceptable do you think it is for adults to provide alcohol to persons under 21, other than their own children, in their home? (Respondents answering “Very acceptable” or “Somewhat acceptable”) By Ethnicity - 2015



2015 - Overall n: 765; White n: 412; Latino n: 284.

Source: Applied Survey Research. (2015). *2009-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

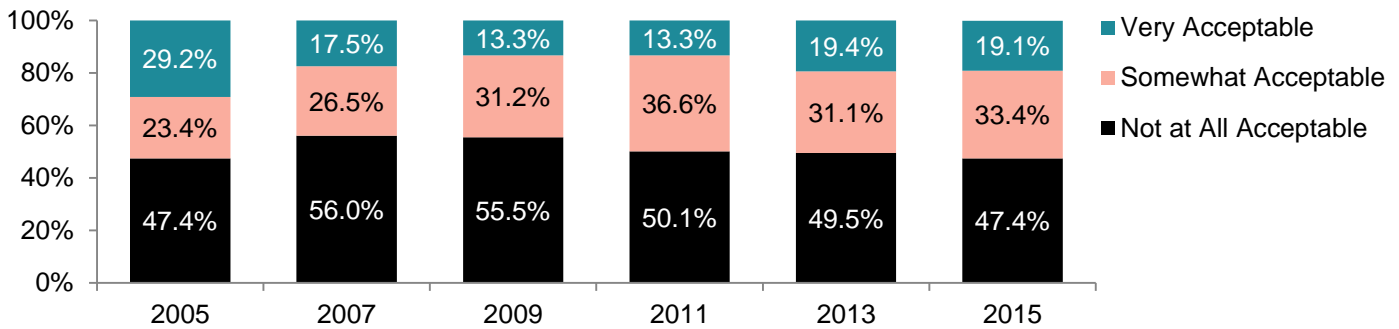
Note: Survey question was modified in 2015 and is therefore not comparable to previous years.

*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 2015.

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” stayed the same at 53% in 2005 and 2015. Significantly more White respondents (69%) found it “very acceptable” or “somewhat acceptable” to use marijuana compared to Latino respondents (25%), while significantly more San Lorenzo Valley respondents (71%) found it “very acceptable” or “somewhat acceptable” to use marijuana compared to South County respondents (32%) in 2015.

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

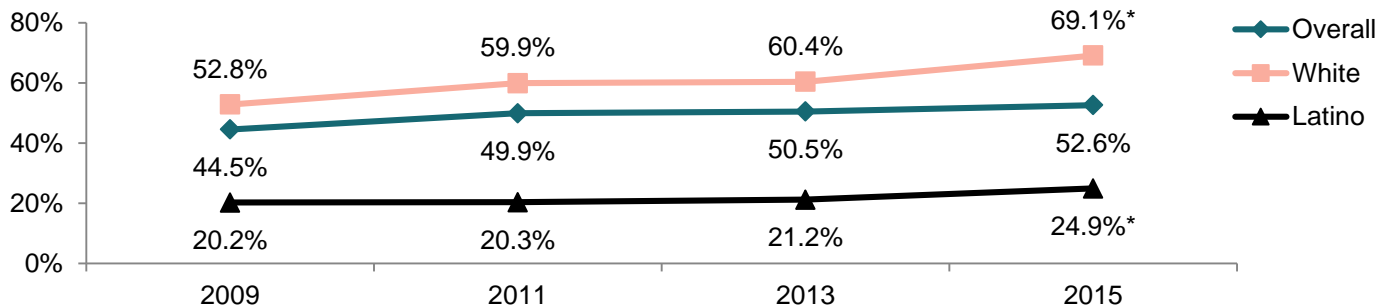


Overall n: 746.

Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

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

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



2015 - Overall n: 746; White n: 400 Latino n: 283.

Source: Applied Survey Research. (2015). 2009-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

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

*Significance testing: White respondents were significantly more likely than Latino respondents to think that it is very or somewhat acceptable for recreational or non-medicinal use of marijuana in 2015.

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

	2005	2007	2009	2011	2013	2015	05-15 NET CHANGE
North County	31.5%	17.0%	16.0%	15.8%	20.9%	24.8%*	-6.7
South County	25.8%	13.7%	8.7%	7.0%	13.5%	8.4%*	-17.4
San Lorenzo Valley	35.2%	29.7%	16.4%	24.7%	30.9%	28.3%*	-6.9

2015 - North County n: 265; South County n: 247; SLV n: 237

Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

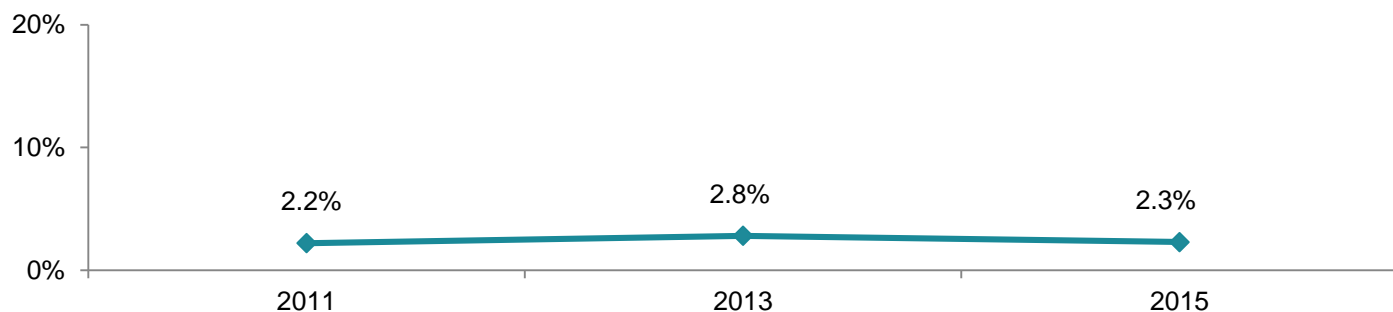
Note: "Very" was added to the response option "Very acceptable" in 2011.

*Significance testing: South County respondents were significantly more likely than San Lorenzo Valley and North County respondents to find the use of marijuana for recreational or non-medicinal use not at all acceptable in 2015.

PRESCRIPTION DRUG USE

In 2015, 2% of CAP survey respondents reported using a prescription medication without a prescription.

📞 During the past 30 days, on how many days have you taken a prescription drug that was not prescribed to you?



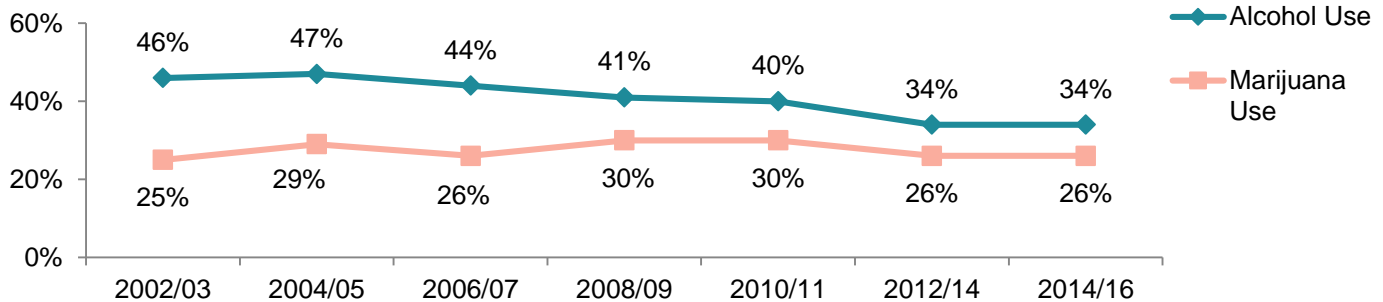
2015 - Overall n: 776.

Source: Applied Survey Research. (2015). 2011-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

SUBSTANCE USE BY STUDENTS

Self-reported alcohol use among Santa Cruz County 11th grade students decreased over the past 15 years, from 46% in 2002/03 to 34% in 2014/16. Among 9th grade students in Santa Cruz County, self-reported use of alcohol decreased from 31% in 2002/03 to 19% in 2012/16. During this same time period, marijuana use among 11th graders remained consistent at about 25%.

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. (2015). 2002-2014 *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	2014/16	02-16 NET CHANGE
Alcohol¹								
7 th Grade	13%	16%	15%	18%	15%	10%	7%	-6
9 th Grade	31%	33%	33%	34%	28%	23%	19%	-12
11 th Grade	46%	47%	44%	41%	40%	34%	34%	-12
Marijuana								
7 th Grade	6%	6%	7%	10%	10%	6%	5%	-1
9 th Grade	19%	18%	20%	26%	23%	18%	17%	-2
11 th Grade	25%	29%	26%	30%	30%	26%	26%	1
Cocaine								
9 th Grade	3%	3%	3%	6%	4%	1%	-	-
11 th Grade	4%	5%	4%	4%	5%	2%	-	-
Methamphetamines/Amphetamines--								
9 th Grade	3%	4%	2%	4%	4%	1%	-	-
11 th Grade	3%	3%	2%	3%	3%	1%	-	-
Inhalants								
7 th Grade	5%	3%	5%	8%	6%	3%	1%	-4
9 th Grade	5%	5%	5%	8%	6%	2%	2%	-3
11 th Grade	3%	3%	3%	4%	4%	2%	2%	-
Psychedelics (Includes Ecstasy, LSD, or other psychedelics)								
9 th Grade	4%	3%	3%	8%	5%	2%	-	-
11 th Grade	3%	3%	3%	7%	6%	3%	-	-

Source: West Ed for California Department of Education. (2015). *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	2011/13	05-13 NET CHANGE
Alcohol¹					
7 th Grade	13%	15%	13%	11%	-2
9 th Grade	27%	27%	24%	20%	-7
11 th Grade	37%	36%	33%	33%	-4
Marijuana					
7 th Grade	4%	6%	6%	7%	3
9 th Grade	12%	13%	15%	15%	3
11 th Grade	16%	19%	21%	24%	8
Cocaine					
9 th Grade	2%	3%	3%	3%	1
11 th Grade	3%	3%	4%	4%	1
Methamphetamines/Amphetamines					
9 th Grade	2%	3%	3%	3%	1
11 th Grade	2%	3%	3%	3%	1
Inhalants					
7 th Grade	6%	6%	6%	5%	-1
9 th Grade	5%	6%	6%	5%	0
11 th Grade	3%	4%	5%	5%	2
Psychedelics (Includes Ecstasy, LSD, or other psychedelics)					
9 th Grade	2%	4%	5%	4%	2
11 th Grade	2%	5%	6%	5%	3

Source: West Ed for California Department of Education (2015). *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.

STUDENT 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 3% in 2014/16.

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

	2004/ 05	2006/ 07	2008/ 09	2010/ 11	2012/ 14	2014/ 16	04-16 NET CHANGE
Santa Cruz County							
7 th Grade	5%	4%	6%	5%	2%	1%	-4.0
9 th Grade	11%	10%	12%	10%	5%	2%	-9.0
11 th Grade	18%	14%	14%	15%	8%	3%	-15.0

	2004/ 06	2005/ 07	2006/ 08	2007/ 09	2008/ 10	2009/ 11	2011/ 13	04-13 NET CHANGE
California								
7 th Grade	4%	4%	5%	5%	5%	5%	5%	1.0
9 th Grade	9%	9%	9%	9%	10%	9%	7%	-2.0
11 th Grade	14%	13%	14%	13%	13%	13%	12%	-2.0

Source: West Ed for the California Department of Education. (2015). *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.

HOSPITALIZATIONS

From July 1st 2014 to December 31st 2014, there were 5,489 admissions to Dominican Hospital, 2,849 admissions to Watsonville Community Hospital and 1,302 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 2011 to 2014, Dominican Hospital saw a drop from 49.3 admissions per 1,000 residents to 40.3 per 1,000 residents.

Number of Hospital Admissions, by Reason, Dominican Hospital

	1/1/11 - 12/31/11	1/1/12 - 12/31/12	1/1/13 - 12/31/13	1/1/14 - 12/31/14	1/1/11- 12/31/14 NET CHANGE
All Pregnancies	7.7%	7.9%	7.9%	9.3%	1.6
Anemia and Other Blood Disorders	1.0%	1.0%	0.9%	1.0%	0.0
Birth Defects	0.1%	0.3%	0.2%	0.1%	0.0
Births	6.9%	7.1%	7.3%	8.2%	1.3
Cancer (Includes Non-Cancerous Growths)	4.4%	4.3%	4.0%	4.3%	-0.1
Circulatory System	13.4%	13.8%	15.6%	15.3%	1.9
Digestive System	10.0%	9.9%	10.5%	11.4%	1.4
Endocrine System	2.5%	2.7%	2.7%	2.6%	0.1
Genitourinary System	4.4%	4.0%	3.8%	4.3%	-0.1
Infections	3.9%	3.7%	5.1%	6.1%	2.2
Injuries / Poisonings / Complications	8.1%	7.8%	8.5%	8.7%	0.6
Mental Disorders	8.6%	8.3%	8.6%	1.9%	-6.7
Musculoskeletal System	5.7%	6.4%	5.9%	6.0%	0.3
Nervous System	1.8%	1.9%	1.6%	2.2%	0.4
Other Reasons	9.0%	9.0%	5.9%	5.2%	-3.8
Perinatal Disorders	0.6%	0.7%	0.7%	0.8%	0.2
Respiratory System	6.4%	5.9%	6.2%	6.8%	0.4
Skin Disorders	2.2%	2.0%	1.8%	2.8%	0.6
Symptoms	3.8%	3.8%	3.3%	2.9%	-0.9
Santa Cruz County Total	13,265	13,331	11,888	10,866	-
Rate per 1,000 – Santa Cruz County	49.3	49.5	44.1	40.3	-9.0

Source: California Office of Statewide Health Planning & Development. (2015). *Hospital inpatient discharge summary report*. Sacramento, CA.

United States Census Bureau. (2015). Table DP05 - Demographic and housing estimates, 2010-2014 1-year estimates. *American Community Survey*.

Number of Hospital Admissions, by Reason, Watsonville Community Hospital, 1/1/11 – 12/31/14

	1/1/11 - 12/31/11	1/1/12 - 12/31/12	1/1/13 - 12/31/13	1/1/14 - 12/31/14	1/1/11- 12/31/14 NET CHANGE
All Pregnancies	25.4%	25.0%	25.3%	24.5%	-0.9
Anemia and Other Blood Disorders	0.8%	0.9%	0.6%	0.5%	-0.3
Birth Defects	0.1%	0.1%	0.1%	0.1%	0.0
Births	24.0%	22.8%	23.0%	20.6%	-3.4
Cancer (Includes Non-Cancerous Growths)	1.3%	2.1%	1.4%	1.5%	0.2
Circulatory System	8.4%	8.3%	8.1%	7.4%	-1.0
Digestive System	8.9%	8.9%	9.3%	12.4%	3.5
Endocrine System	2.6%	3.2%	2.5%	2.5%	-0.1
Genitourinary System	4.0%	3.9%	3.3%	3.7%	-0.3
Infections	2.3%	3.7%	4.2%	6.5%	4.2
Injuries / Poisonings / Complications	4.4%	5.0%	4.3%	4.5%	0.1
Mental Disorders	0.6%	0.8%	0.9%	1.0%	0.4
Musculoskeletal System	4.0%	4.6%	4.7%	4.4%	0.4
Nervous System	0.8%	0.8%	0.8%	0.8%	0.0
Other Reasons	0.3%	0.4%	0.3%	0.2%	-0.1
Perinatal Disorders	0.5%	0.4%	0.5%	0.4%	-0.1
Respiratory System	8.0%	6.7%	7.9%	6.2%	-1.8
Skin Disorders	1.4%	1.0%	1.4%	1.6%	0.2
Symptoms	2.7%	1.9%	2.1%	1.3%	-1.4
Santa Cruz County Total	6,274	5,861	5,570	5,692	-
Rate per 1,000 – Santa Cruz County	23.3	21.8	20.7	21.1	-2.2

Source: California Office of Statewide Health Planning & Development. (2015). *Hospital inpatient discharge summary report*. Sacramento, CA.

United States Census Bureau. (2015). Table DP05 - Demographic and housing estimates, 2011-2014 1-year estimates. *American Community Survey*.

Number of Hospital Admissions, by Reason, Sutter Maternity and Surgery Center, 1/1/11 – 12/31/14

	1/1/11 - 12/31/11	1/1/12 - 12/31/12	1/1/13 - 12/31/13	1/1/14 - 12/31/14	1/1/11-12/31/14 NET CHANGE
All Pregnancies	37.5%	39.6%	41.1%	41.6%	4.1
Birth Defects	0.1%	0.3%	0.0%	0.1%	0.0
Births	37.3%	39.1%	40.3%	41.4%	4.1
Cancer (Includes Non-Cancerous Growths)	5.1%	4.6%	3.5%	3.3%	-1.8
Circulatory System	0.0%	0.0%	0.1%	0.0%	0.0
Digestive System	3.3%	2.4%	1.9%	1.3%	-2.0
Endocrine System	1.3%	0.6%	0.2%	0.2%	-1.1
Genitourinary System	4.4%	2.4%	1.0%	1.5%	-2.9
Infections	0.1%	0.0%	0.1%	0.0%	-0.1
Injuries / Poisonings / Complications	2.0%	1.1%	1.0%	1.2%	-0.8
Musculoskeletal System	6.8%	7.9%	9.1%	8.1%	1.3
Nervous System	0.1%	0.1%	0.1%	0.0%	-0.1
Other Reasons	0.6%	0.8%	0.6%	0.5%	-0.1
Perinatal Disorders	0.5%	1.1%	1.0%	0.6%	0.1
Respiratory System	0.2%	0.1%	0.1%	0.1%	-0.1
Skin Disorders	0.9%	0.6%	0.8%	0.2%	-0.7
Symptoms	0.1%	0.0%	0.0%	0.1%	0.0
Santa Cruz County Total	2,601	2,499	2,278	2,508	-
Rate per 1,000 – Santa Cruz County	9.7	9.3	8.5	9.3	-0.4

Source: California Office of Statewide Health Planning & Development. (2015). *Hospital inpatient discharge summary report*. Sacramento, CA.

United States Census Bureau. (2015). Table DP05 - Demographic and housing estimates, 2011-2014 1-year estimates. *American Community Survey*.

Number and Length of Hospital Stays, Dominican Hospital, 1/1/11 – 12/31/14

	1/1/11 - 12/31/11	1/1/12 - 12/31/12	1/1/13 - 12/31/13	1/1/14 - 12/31/14	1/1/11-12/31/14 % CHANGE
Number of Discharges	13,265	13,331	11,888	10,866	-18.1%
Number of Discharge Days	62,877	62,795	55,761	47,452	-24.5%
Average Stay (Days)	4.8	4.7	4.7	4.4	-
Hospital Discharge Rate per 1,000 – Santa Cruz County	49.3	49.5	44.1	40.3	-

Source: California Office of Statewide Health Planning & Development. (2015). *Hospital inpatient discharge summary report*. Sacramento, CA.

United States Census Bureau. (2015). Table DP05 - Demographic and housing estimates, 2011-2014 1-year estimates. *American Community Survey*.

Number and Length of Hospital Stays, Watsonville Community Hospital, I/II/II – 12/31/14

	1/1/11- 12/31/11	1/1/12- 12/31/12	1/1/13- 12/31/13	1/1/14- 12/31/14	1/1/11- 12/31/14 % CHANGE
Number of Discharges	6,274	5,861	5,570	5,692	-9.3%
Number of Discharge Days	21,315	20,095	19,847	18,801	-11.8%
Average Length of Stay	3.4	3.4	3.6	3.3	-
Rate per 1,000 – Santa Cruz County	23.3	21.8	20.7	21.1	-

Source: California Office of Statewide Health Planning & Development. (2015). *Hospital inpatient discharge summary report*. Sacramento, CA.

United States Census Bureau. (2015). Table DP05 - Demographic and housing estimates, 2010-2015 1-year estimates. *American Community Survey*.

Number and Length of Hospital Stays, Sutter Maternity and Surgery Center, 7/II/IO – 12/31/14

	1/1/11- 12/31/11	1/1/12- 12/31/12	1/1/13- 12/31/13	1/1/14- 12/31/14	1/1/11- 12/31/14 % CHANGE
Number of Discharges	2,601	2,499	2,278	2,508	-3.6%
Number of Discharge Days	6,753	6,598	6,012	6,483	-4.0%
Average Length of Stay	2.6	2.6	2.7	2.6	-
Rate per 1,000 – Santa Cruz County	9.7	9.3	8.5	9.3	-

Source: California Office of Statewide Health Planning & Development. (2015). *Hospital inpatient discharge summary report*. Sacramento, CA.

United States Census Bureau. (2015). Table DP05 - Demographic and housing estimates, 2010-2015 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 107 unintentional non-fatal injuries for children, youth, and young adults ages 0-20 in 2013, down 33% from 159 in 2007. 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, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013
Under 1 Year	8	5	10	7	6	3	6
1- 4 Years	27	30	33	33	13	15	16
5-12 Years	32	35	22	30	25	24	32
13-15 Years	26	20	15	18	20	18	9
16-20 Years	66	55	65	51	36	39	44
Santa Cruz County Total Ages 0-20	159	145	145	139	100	99	107
Rate per 1,000 – Santa Cruz County	2.2	2.0	2.1	2.0	1.4	1.3	1.5
Rate per 1,000 – California	2.1	2.0	2.0	1.9	1.9	1.9	1.8

Source: California Department of Public Health. (2015). *EpiCenter: Overall injury surveillance*. Sacramento, CA.
 State of California, Department of Finance (2015). *Report P-3: Populations Projections by Race/ Ethnicity, Detailed Age, and Gender, 2010-2060*. Sacramento, CA.

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

	2007	2008	2009	2010	2011	2012	2013
Falls	52	38	37	40	36	31	37
Motor Vehicle Traffic	37	31	34	22	18	17	14
Poisoning	10	11	19	25	12	12	7
Struck by Object	11	11	12	14	7	4	9
Firearms	1	1	1	0	0	1	1

Source: California Department of Public Health. (2015). *EpiCenter: Overall injury surveillance*. Sacramento, CA.

INTENTIONAL INJURIES

Intentional injuries include self-inflicted injuries such as cutting/piercing, poisoning, hanging, as well as assaults with weapons or objects. There were 40 intentional non-fatal injuries reported among children, youth, and young adults ages birth through 20 years old in 2013. The most common intentional non-fatal injuries since 2007 were for self-inflicted poisonings.

Number of Intentional Non-Fatal Injuries (Birth-20) by Age Group, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013
Under 1	0	1	0	1	0	1	0
1 to 4	0	0	0	0	1	1	1
5 to 12	0	0	1	1	0	0	2
13 to 15	8	5	6	9	7	8	11
16 to 20	37	35	28	33	25	23	26
Santa Cruz County Total (Ages 0-20)	45	41	35	44	33	33	40
Rate per 1,000 – Santa Cruz County	0.6	0.6	0.5	0.6	0.5	0.4	0.6
Rate per 1,000 – California	0.6	0.6	0.5	0.6	0.5	0.5	0.5

Source: California Department of Public Health. (2015). *EpiCenter: Overall injury surveillance*. Sacramento, CA.

State of California, Department of Finance (2015). *Report P-3: Populations Projections by Race/ Ethnicity, Detailed Age, and Gender, 2010-2060*. Sacramento, CA.

Number of Intentional Non-Fatal Injuries for Persons (Birth-20), by Cause, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013
Self-Inflicted	26	13	17	21	16	19	30
Cut/Pierce	3	2	3	4	2	7	11
Poisoning	19	9	12	11	8	9	14
Other ¹	4	0	1	1	5	3	4
Hanging/Suffocation	0	2	1	0	1	0	1
Assault	19	28	18	23	17	14	10
Blunt Object	2	1	0	2	1	2	0
Cut/Pierce	13	16	11	10	12	6	5
Fight, Unarmed	2	3	1	5	1	0	3
Firearm	2	3	5	4	1	1	1
Other ²	0	5	1	2	2	5	1
Total	45	41	35	44	33	33	40

Source: California Department of Public Health. (2015). *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 912 cases in 2014. Reported cases of gonorrhea increased by 193% between 2008 and 2014. Syphilis infections have steadily increased over the last six years, from 4 cases reported in 2008 to 45 cases in 2014.

Pertussis, also known as whooping cough, is a highly contagious yet preventable respiratory disease.²⁶ 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 1955.²⁷ In Santa Cruz County, reported cases more than quadrupled between 2012 and 2013, and then tripled between 2013 and 2014.

Reported Cases of Selected Communicable Diseases, Santa Cruz County

	2008	2009	2010	2011	2012	2013	2014	08-14% CHANGE
Chlamydia	661	647	765	744	867	1,002	912	38.0%
Gonorrhea	60	55	46	81	99	134	176	193.3%
Hepatitis A ¹	2	2	0	3	2	7	3	^
Hepatitis B (Chronic) ¹	19	10	19	21	44	19	55	^
Lyme Disease	1	7	7	10	7	7	6	^
Measles ¹	0	0	0	0	0	3	0	^
Pertussis (Whooping Cough) ¹	16	33	87	22	12	54	165	^
Salmonellosis	60	56	31	36	28	33	52	-13.3%
Shigellosis	10	2	7	9	7	10	8	^
Syphilis (Infectious)	4	10	13	25	28	32	45	^
Tuberculosis (Active)	10	5	11	10	7	5	5	^

Source: Santa Cruz County Health Services Agency. (2015). *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.

²⁶ Centers for Disease Control and Prevention. (2014). *Pertussis outbreak trends*. Atlanta, GA. Retrieved from <http://www.cdc.gov/pertussis/outbreaks/trends.html>

²⁷ 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 eight years between 16 cases in 2007 and 7 cases in 2014. The majority of Santa Cruz County residents presumed to be living with HIV/AIDS are male, and White; the largest number are currently between the ages of 45 and 64. Almost half live in North County.

Diagnosed Cases of AIDS by Ethnicity¹

	2007	2008	2009	2010	2011	2012	2013	2014
African American	0	0	1	0	1	1	1	0
Asian/Pacific Islander	0	0	0	0	0	1	0	1
White	9	5	4	2	5	5	0	2
Latino	6	1	5	4	6	2	3	3
Native American/Alaska Native	0	0	1	0	0	0	0	0
Multi-Race/Other/Unknown	1	0	0	0	1	0	0	1
Santa Cruz County Total	16	6	11	6	13	9	4	7

Source: Santa Cruz County Public Health Department, Communicable Disease, Family Health and HIV/AIDS Prevention Units. (September 2015). *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 for all years updated September 2015.

Characteristics of People Presumed to Be Living with HIV/AIDS, Santa Cruz County¹ – 2014

	NUMBER	PERCENT
HIV Stage		
HIV only	184	39%
AIDS	283	61%
Sex		
Male	409	88%
Female	58	12%
Current Age		
17-24 years	7	1%
25-44 years	137	29%
45-64 years	279	60%
65-81 years	44	9%

	NUMBER	PERCENT
Ethnicity		
Latino	146	31%
White	276	59%
Black	24	5%
Asian and Pacific Islander	11	2%
Other	10	2%
Current Area of Residence²		
North County	223	48%
Mid-County	75	16%
South County	109	23%
Santa Cruz Mountains	41	9%
Scotts Valley	16	3%
Santa Cruz County Total	3	1%

Source: Santa Cruz County Public Health Department. (2015). HIV & AIDS, Santa Cruz County, 1982-2012.

¹Data as of December 30, 2014.

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.²⁸ 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%).²⁹

In Santa Cruz County, the suicide rate increased from 12.7 per 100,000 residents in 2003-05 to 13.7 suicides per 100,000 in 2011-13. The county rate (13.7) was higher than the state at 10.2 in 2011-13. There were 46 suicides in Santa Cruz County in 2014, with 35% of suicides occurring in the 60 and older age group. Suicides among those 18 and under saw an increase in 2014 from 1 in 2013 to 3 in 2014. The most common instrument of death in 2014 was firearms at 44% followed by hanging at 30%.

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

	2003-05	2005-07	2007-09	2009-11	2010-12	2011-13	HEALTHY PEOPLE 2020 ¹ NATIONAL OBJECTIVE	03-13 NET CHANGE
Santa Cruz County	12.7	10.4	12.4	13.6	13.4	13.7		1.0
California	9.2	9.0	9.6	10.2	10.1	10.2	10.2	1.0

Source: California Department of Public Health. (2015). *County health status profiles, Deaths due to suicide*. Sacramento, CA.

Note: Data presented are the most recent available.

¹Please see Appendix II for a definition of "Healthy People 2020."

Number of Suicides

	2008	2009	2010	2011	2012	2013	2014
Under 18 Years	0	0	1	0	0	1	3
18-29 Years	1	8	7	7	5	4	4
30-39 Years	2	4	3	7	6	5	7
40-49 Years	10	12	4	5	8	7	10
50-59 Years	12	7	9	8	8	11	6
60 Years & Older	6	5	16	9	12	10	16
Santa Cruz County Total	31	36	40	36	39	38	46

Source: Santa Cruz County Sheriff's Office. (2015). *Personal correspondence with program representative, August 2015*.

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

²⁸ 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>

²⁹ 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, unintentional injuries, and stroke in 2011-13. 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. White residents 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

	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13	HEALTHY PEOPLE 2020 NATIONAL OBJECTIVE	05-13 NET CHANGE
Coronary Heart Disease									
Santa Cruz County	113.2	112.5	114.5	111.8	97.2	83.9	81.6	103.4	-31.6
California	145.2	137.1	128.0	121.6	122.4	106.2	103.8		-41.4
All Cancers									
Santa Cruz County	166.7	164.6	168.5	160.3	145.3	144.3	144.4	161.4	-22.3
California	159.3	155.9	154.0	151.7	156.4	153.3	151.0		-8.3
Lung Cancer									
Santa Cruz County	37.9	36.1	39.3	35.1	28.1	26.3	26.8	45.5	-11.1
California	39.2	38.1	37.2	36.1	36.5	34.8	33.6		-5.6
Breast Cancer (Female)									
Santa Cruz County	26.9	28.0	25.8	25.7	23.4	24.1	21.8	20.7	-5.1
California	21.7	21.2	21.2	20.7	21.3	20.9	20.7		-1.0
Stroke									
Santa Cruz County	38.1	35.9	38.9	39.2	34.8	32.7	30.9	34.8	-7.2
California	43.5	40.8	38.4	37.4	38.1	36.6	35.9		-7.6
Drug-Related									
Santa Cruz County	11.9	12.1	11.6	12.4	15.9	18.8	18.4	11.3	6.5
California	10.5	10.6	10.7	10.5	10.9	10.8	11.1		0.6
Unintentional Injuries									
Santa Cruz County	32.6	34.2	32.5	31.6	32.7	32.6	33.4	36.4	0.8
California	30.4	29.7	28.7	27.1	27.6	27.3	27.9		-2.5
Suicide									
Santa Cruz County	10.4	10.8	12.4	12.7	13.6	13.4	13.7	10.2	3.3
California	9.0	9.4	9.6	9.7	10.2	10.1	10.2		1.2
Firearm-related									
Santa Cruz County	5.3 ¹	5.4 ¹	5.9 ¹	6.5 ¹	7.2 ¹	8.1	7.6	9.3	2.3
California	8.9	8.5	8.2	7.8 ¹	7.8	7.7	7.8		-1.1
Homicide									
Santa Cruz County	2.6 ¹	2.8 ¹	2.2 ¹	3.2 ¹	3.8 ¹	4.5 ¹	4.2	5.5	1.6
California	6.6	6.3	5.8	5.3	5.2	5.2	5.1		-1.5
Motor Vehicle Crashes									
Santa Cruz County	9.9	10.4	9.5	7.8	5.2 ¹	4.8 ¹	6.2 ¹	12.4	-3.7
California	11.1	10.3	9.2	7.9	7.5	7.3	7.6		-3.5
Deaths Due to All Causes									
Santa Cruz County	671.7	669.8	686.8	676.7	630.2	614.7	625.9	None Set	-45.8
California	683.5	666.4	647.2	632.7	654.9	641.5	641.1		-42.4

Source: California Department of Public Health. (2015). *Death Statistical Master Files*. Sacramento, CA.

¹Death 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	2013	06-13 NET CHANGE
Cancer								
White	174.9	194.9	176.4	195.2	166.0	186.7	141.5	-33.4
Hispanic	98.0	104.9	140.4	128.6	110.8	101.6	142.1	44.1
Diseases of the Heart & Circulatory System								
White	230.6	251.9	237.7	248.2	245.5	235.3	195.0	-35.6
Hispanic/Latino	208.8	192.0	208.4	189.6	204.7	143.1	188.7	-20.1
Diseases of the Liver								
White	16.7	10.0	17.9	14.9	12.7	15.0	13.0	-3.7
Hispanic/Latino	17.6	22.4	24.8	21.2	26.0 ¹	18.4 ¹	22.1	4.5
Diabetes Mellitus (Type 2)								
White	13.8	15.9	19.3	17.8	16.0	9.3 ¹	12.0	-1.8
Hispanic/Latino	25.7	13.2	32.1	32.5	24.2 ¹	20.7 ¹	28.8	3.1
Pneumonia								
White	14.2	16.0	9.1	15.6	12.9	18.0	13.5	-0.7
Hispanic/Latino	10.6	16.1	24.3	14.0	10.8 ¹	16.8 ¹	13.5	2.9
Emphysema								
White	8.2	5.1	7.6	7.5	3.4 ¹	5.5 ¹	3.2	-5.0
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 ¹	0.9	-1.3
Hispanic/Latino	0.0	2.3	0.0	3.5	1.3 ¹	2.5 ¹	0.0	-
Accidents								
White	41.5	37.6	34.7	33.4	35.3	47.6	32.1	-9.4
Hispanic/Latino	36.8	36.1	32.2	25.2	16.4 ¹	33.0 ¹	39.5	2.7
Suicide								
White	10.2	16.7	16.4	19.8	16.1	18.1	17.8	7.6
Hispanic/Latino	3.7	9.1	3.1	3.6	6.6 ¹	2.7 ¹	5.6	1.9
Homicide								
White	2.6	2.3	2.5	0.7	3.8 ¹	2.3 ¹	2.5	-0.1
Hispanic/Latino	9.6	0.0	3.3	5.8	5.4 ¹	6.3 ¹	5.0	-4.6
Deaths Due to All Causes								
White	703.7	746.9	717.0	773.0	709.2	787.7	639.1	-64.6
Hispanic/Latino	554.8	476.1	614.8	578.0	485.1	466.6	579.7	24.9

Source: California Department of Public Health. (2015). *Death Records*. Sacramento, CA.

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

¹Death 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

	2007	2008	2009	2010	2011	2012	2013
Children Under Age 1 Year							
Conditions Originating in the Perinatal Period	11	3	3	6	8	11	9
Congenital Malformations & Chromosomal Abnormalities	4	3	2	4	4	3	1
Cancer	0	0	0	0	0	0	0
Diseases of the Heart & Circulatory System	0	0	1	0	0	1	0
Accidents	1	1	0	0	0	1	0
Homicide	0	0	0	0	0	0	0
Other	3	1	2	0	0	0	3
All Causes	19	8	8	10	12	16	13
Children Ages 1-4 Years							
Congenital Malformations & Chromosomal Abnormalities	2	0	0	0	0	0	0
Cancer	0	0	0	0	1	1	0
Diseases of the Heart & Circulatory System	0	0	0	0	0	0	0
Accidents	0	1	0	0	0	0	0
Homicide	0	1	0	0	0	0	0
Other	2	1	0	1	0	0	2
All Causes	4	3	0	1	1	1	2
Children Ages 5-14 Years							
Congenital Malformations & Chromosomal Abnormalities	0	0	0	0	0	0	0
Cancer	1	0	3	0	0	2	1
Diseases of the Heart & Circulatory System	0	0	0	0	0	0	1
Accidents	1	1	0	0	3	1	1
Homicide	0	0	0	0	1	1	0
Other	1	4	1	0	1	0	0
All Causes	3	5	4	0	5	4	3
Youth and Young Adults Ages 15-24 Years							
Congenital Malformations & Chromosomal Abnormalities	1	0	0	0	0	0	0
Cancer	2	1	3	2	3	2	1
Diseases of the Heart & Circulatory System	1	0	3	1	0	0	1
Accidents	15	17	7	4	6	12	6
Homicide	0	2	4	5	3	5	3
Other	9	7	4	10	7	0	10
All Causes	28	27	21	22	19	21	21

Source: California Department of Public Health, Center for Health Statistics and Informatics. (2015). *Vital Statistics*. Sacramento, CA.



photo credit: abbie stevens

public safety

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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>)	28.8	34.6	↔
Juvenile Arrests	Juvenile arrest rate (<i>per 1,000 youth ages 10-17</i>)	NA	25.8	↓
Family Violence	Percentage of CAP survey respondents who reported that a family member or friend experienced domestic violence in the last year	NA	6.6%	↓
Child Abuse	Rate of substantiated cases of child abuse (<i>per 1,000 youth ages 0-17</i>)	9.0	6.8	↓

↑ 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.

PUBLIC SAFETY COMMUNITY GOALS

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: Les Forster, *Principal, Cypress Charter High School*

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.

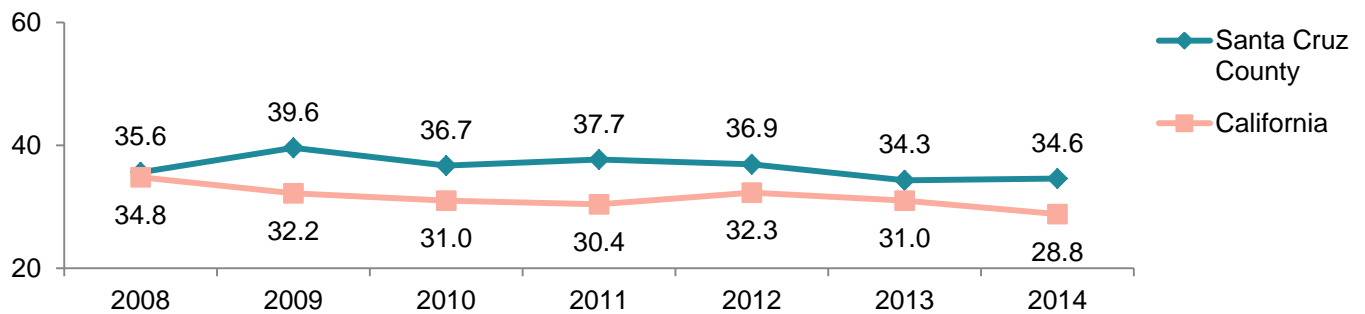
- Community Hero: Sarah Emmert, *Coordinator, Youth Violence Prevention Task Force*
- Community Hero: Jorge Zamara, *Law Enforcement*

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.³⁰

Total crime decreased from 35.6 crimes per 1,000 residents in 2008 to 34.6 crimes in 2014 in the county overall. However, motor vehicle theft in Santa Cruz County has increased by 56% since 2008. Property crime increased within the county from 7,882 in 2008 to 8,121 in 2014. There were 9 homicides in the county in 2014, down from 11 in 2013. From 2008 to 2014 the number of crimes in Santa Cruz County increased by 1.2%, with the unincorporated areas (-25%) experiencing the biggest decrease followed by Watsonville at -21%, while the City of Santa Cruz has experienced a 49% increase in the same time period.

Crime Rate per 1,000 Residents



Source: California Department of Justice. (2015). 2008-2015 *California Criminal Justice Profile*. California Department of Finance (2015). 2010-2015 *E-4 Population Estimates for Cities, Counties and the State, 2000-2010, with 2000 and 2010 Census Counts*.

³⁰ 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

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Violent Crime Rate¹								
City of Capitola	NA ⁴	NA ⁴	NA ⁴	2.8	4.7	3.8	3.0	-
City of Santa Cruz	7.7	7.6	9.2	7.8	7.0	6.5	8.3	0.6
City of Scotts Valley	^	^	^	^	^	^	^	^
City of Watsonville	7.0	6.9	6.4	5.5	4.9	4.6	5.1	-1.9
Unincorporated	2.6	2.3	2.3	2.8	2.2	2.2	2.2	-0.4
Santa Cruz County³	4.7⁴	4.5⁴	5.0⁴	4.4	3.9	3.7	4.2	-0.5
Property Crime Rate²								
City of Capitola	62.2	63.2	71.3	60.3	54.3	59.7	62.7	0.5
City of Santa Cruz	35.9	52.5	49.0	54.8	58.0	50.5	52.0	16.1
City of Scotts Valley	23.8	24.8	21.3	24.1	28.0	24.4	22.4	-1.4
City of Watsonville	37.0	35.9	30.0	31.3	30.8	25.2	28.7	-8.3
Unincorporated	17.9	19.2	17.2	17.7	14.6	14.2	12.8	-5.1
Santa Cruz County³	30.5	34.7	31.5	33.1	32.8	30.4	30.2	-0.3
Total Crime Rate								
City of Capitola	NA ⁴	NA ⁴	NA ⁴	100.4	59.3	63.7	66.0	-
City of Santa Cruz	44.0	60.5	58.6	91.6	65.3	57.3	60.7	16.7
City of Scotts Valley	24.9	25.6	22.8	25.3	29.4	25.6	24.0	-0.9
City of Watsonville	44.2	43.0	36.7	37.0	35.9	29.9	33.9	-10.3
Unincorporated	20.7	21.6	19.6	26.7	16.9	16.6	15.1	-5.6
Santa Cruz County³	35.6⁴	39.6⁴	36.7⁴	37.7	36.9	34.3	34.6	-1.0
California	34.8	32.2	31.0	30.4	32.3	31.0	28.8	-6.0

Source: California Department of Justice. (2015). 2008-2014 *California Criminal Justice Profile*. California Department of Finance (2015). 2010-2015 *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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Violent Crime	1,247²	1,215²	1,313²	1,169	1,041	1,002	1,139	-8.7%
Aggravated Assault	886 ²	904 ²	962 ²	832	735	714	784	-11.5%
Robbery	276	222	269	252	220	199	236	-14.5%
Forcible Rape	77	79	68	75	76	78	110	42.9%
Homicide	8	10	14	10	10	11	9	^
Property Crime	7,882	9,059	8,267	8,744	8,709	8,140	8,121	3.0%
Larceny-Theft	5,601	6,480	5,874	5,964	6,104	5,477	5,669	1.2%
Burglary	1,585	1,732	1,737	1,958	1,633	1,640	1,369	-13.6%
Motor Vehicle Theft	696	847	656	822	972	1,023	1,083	55.6%
Arson³	72	67	62	39	43	60	52	-27.8%
Total Crime	9,201²	10,341²	9,642²	9,952	9,793	9,202	9,312	1.2%

Source: California Department of Justice. (2015). 2008-2014 California Criminal Justice Profile.

²Percent 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.

³Please see Appendix II for the definition of "Arson."

Number of Crimes, City of Capitola¹

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Violent Crime	NA	NA	NA	28	47	38	30	-
Aggravated Assault	NA	NA	NA	17	30	30	21	-
Robbery	18	4	11	8	15	4	7	^
Forcible Rape	5	4	3	2	2	3	2	^
Homicide	0	0	0	1	0	1	0	^
Property Crime	609	623	708	598	541	600	627	3.0%
Larceny-Theft	525	534	608	518	474	532	574	9.3%
Burglary	70	71	78	65	47	41	25	-64.3%
Motor Vehicle Theft	14	18	22	15	20	27	28	^
Arson	2	7	3	1	2	2	3	^
Total Crime	NA	NA	NA	627	590	640	660	-

Source: California Department of Justice. (2015). 2008-2014 California Criminal Justice Profile.

²Percent 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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Violent Crime	446	453	553	480	433	407	524	17.5%
Aggravated Assault	313	322	396	343	313	285	351	12.1%
Robbery	112	91	120	113	83	85	109	-2.7%
Forcible Rape	19	36	31	23	34	33	63	^
Homicide	2	4	6	1	3	4	1	^
Property Crime	2,091	3,116	2,936	3,356	3,585	3,163	3,270	56.4%
Larceny-Theft	1,534	2,467	2,262	2,603	2,794	2,383	2,602	69.6%
Burglary	412	466	495	568	527	552	420	1.9%
Motor Vehicle Theft	145	183	179	185	264	228	248	71.0%
Arson	24	23	20	12	21	21	24	0.0%
Total Crime	2,561	3,592	3,509	3,848	4,039	3,591	3,818	49.1%

Source: California Department of Justice. (2015). 2008-2014 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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Violent Crime	10	9	13	13	16	11	17	^
Aggravated Assault	2	6	8	8	10	8	7	^
Robbery	4	1	2	3	2	2	4	^
Forcible Rape	4	2	3	2	4	1	6	^
Homicide	0	0	0	0	0	0	0	^
Property Crime	272	286	247	279	325	287	264	-2.9%
Larceny-Theft	213	219	195	200	261	220	207	-2.8%
Burglary	53	59	46	63	53	56	42	-20.8%
Motor Vehicle Theft	6	8	6	16	11	11	15	^
Arson	3	0	4	1	0	3	2	^
Total Crime	285	295	264	293	341	301	283	-0.7%

Source: California Department of Justice. (2015). 2008-2014 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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Violent Crime	353	350	327	281	252	237	265	-24.9%
Aggravated Assault	255	243	215	170	148	143	158	-38.0%
Robbery	81	86	98	92	87	71	85	4.9%
Forcible Rape	14	17	13	14	15	20	14	^
Homicide	3	4	1	5	2	3	8	^
Property Crime	1,872	1,825	1,539	1,605	1,585	1,308	1,489	-20.5%
Larceny-Theft	1,358	1,259	1,091	967	1,024	824	937	-31.0%
Burglary	290	285	271	328	265	218	190	-34.5%
Motor Vehicle Theft	224	281	177	310	296	266	362	61.6%
Arson	14	15	14	11	9	9	6	^
Total Crime	2,239	2,190	1,880	1,897	1,846	1,554	1,760	-21.4%

Source: California Department of Justice. (2015). 2008-2014 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)

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Violent Crime	332	291	301	362	285	296	286	-13.9%
Aggravated Assault	236	231	240	289	228	238	237	0.4%
Robbery	61	40	36	36	32	35	29	-52.5%
Forcible Rape	32	18	18	34	20	20	20	-37.5%
Homicide	3	2	7	3	5	3	0	^
Property Crime	2,298	2,479	2,232	2,301	1,910	1,874	1,701	-26.0%
Larceny-Theft	1,595	1,663	1,419	1,382	1,182	1,118	1,035	-35.1%
Burglary	692	804	812	913	721	740	657	-5.1%
Motor Vehicle Theft	11	12	1	6	7	16	9	^
Arson	27	21	20	10	7	15	15	^
Total Crime	2,657	2,791	2,553	2,673	2,202	2,185	2,002	-24.7%

Source: California Department of Justice. (2015). 2008-2014 California Criminal Justice Profile.

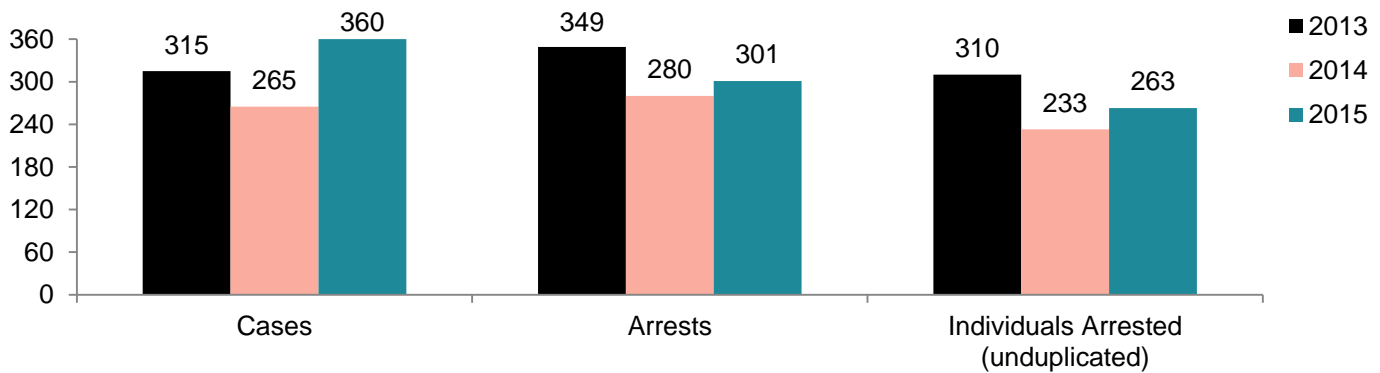
^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

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.³¹ Research suggests that a comprehensive approach to gangs involving prevention, intervention, and suppression efforts works better than suppression efforts alone.³²

Overall, there was an increase in gang related cases and arrests between the first half of 2014 and the first half of 2015. Gang related cases increased from 265 to 360, a 36% increase, and arrests increased from 280 to 301 or an 8% increase. This increase is in part due to the increase in vandalism/graffiti and retaliatory graffiti cases. Gang related cases and arrests saw an increase in Santa Cruz and Scotts Valley, while Watsonville and the unincorporated areas that fall within the Sheriff's jurisdiction saw a decrease.

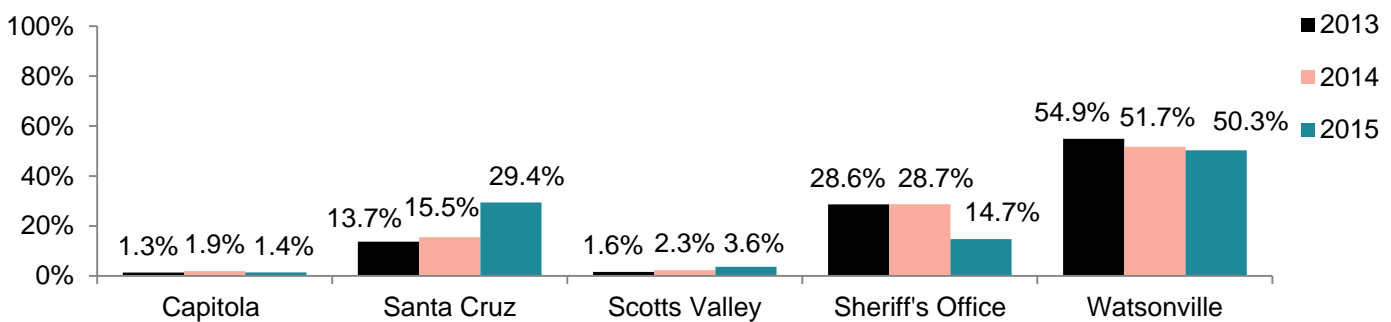
Number of Gang Related Cases and Arrests



Source: Santa Cruz County Anti-Crime Team. (2015). *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



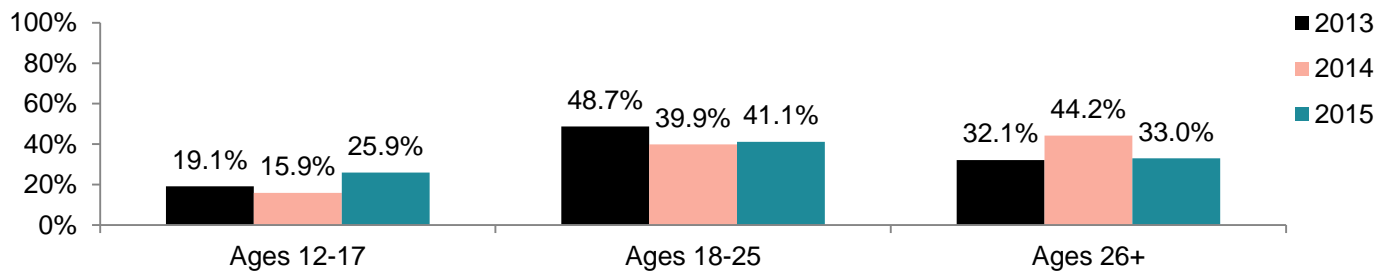
Source: Santa Cruz County Anti-Crime Team. (2015). *Personal Correspondence*.

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

³¹ 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

³² 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>

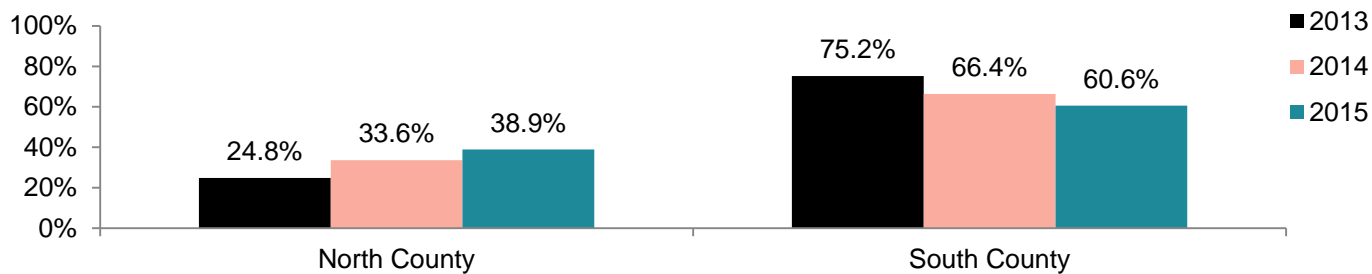
Age of Unduplicated Arrestee Among Gang Related Cases



Source: Santa Cruz County Anti-Crime Team. (2015). *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. (2015). *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 remained steady from 496 in 2008 to 498 in 2014. Seventy-four percent of Santa Cruz County inmates in 2013 were repeat offenders. Alcohol-related bookings accounted for 47% of total bookings in 2014, up slightly from 45% in 2008.

Average Daily Jail Population, Santa Cruz County

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Water Street Facility	315	336	350	355	356	369	374	18.7%
Roundtree Lane Facilities	158	128	93	103	104	99	103	-34.8%
Blaine Street Facility	23	20	19	17	21	18	21	-8.7%
Total Average Daily Jail Population	496	484	463	475	481	486	498	0.4%

Source: Santa Cruz County Sheriff's Office. (2015). *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

	2008	2009	2010	2011	2012	2013	08-14 % CHANGE
Total Inmates	7,922	7,695	8,273	7,674	7,345	7,264	-8.3
Repeat Offenders	5,579	5,350	5,486	5,568	5,360	5,339	-4.3
Percentage of Repeat Offenders	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

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
African American	4.7%	4.9%	4.7%	4.5%	6.0%	5.5%	7.5%	2.8
Asian	0.7%	0.8%	0.8%	0.9%	0.0%	0.0%	0.0%	-0.7
White	56.6%	56.4%	59.1%	56.9%	49.2%	51.7%	49.6%	-7.0
Hispanic	36.7%	36.7%	35.8%	35.4%	43.2%	41.1%	40.4%	3.7
Other	1.2%	1.3%	1.6%	2.3%	1.6%	1.7%	2.4%	1.2
Santa Cruz County Total Inmates	7,922	7,695	8,273	7,674	7,345	7,264	NA	NA

Source: Santa Cruz County Sheriff's Office. (2015). *Personal Correspondence*.

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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Total Bookings	13,170	12,476	11,153	12,488	12,704	12,238	12,560	-4.6%
Alcohol Related Bookings	5,920	5,314	5,627	5,810	5,811	5,671	5,935	0.3%

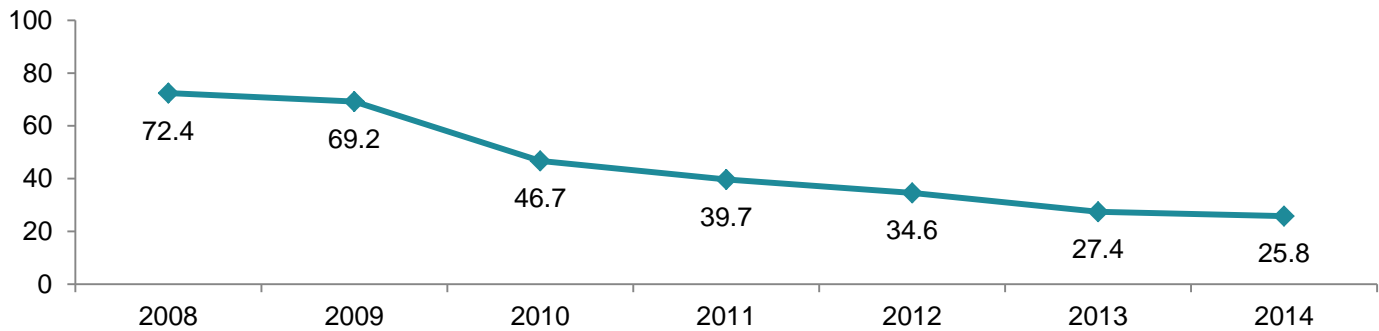
Percentage of Alcohol Related Bookings	45.0%	42.6%	50.4%	46.5%	45.7%	46.3%	47.3%	-
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Source: Santa Cruz County Sheriff's Office. (2015). *Personal Correspondence*.

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 25.8 per 1,000 youth in 2014. Juvenile misdemeanor arrests fell by 68% between 2008 and 2014. Juvenile felony arrests fell by 56% during that same time. The number of Juvenile Hall bookings fell from 794 in 2008 to 410 in 2014. Boys made up 79% of the juvenile hall bookings in 2014.

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



Source: California Department of Justice. (2015). 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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Juvenile Misdemeanor Arrests								
Capitola Police Department	113	107	117	60	45	56	55	-51.3%
Santa Cruz Police Department	248	245	178	180	128	96	82	-66.9%
Santa Cruz County Sheriff's Office	323	269	142	121	106	104	111	-65.6%
Scotts Valley Police Department	87	63	62	45	41	25	35	-59.8%
Watsonville Police Department	446	407	272	227	218	168	121	-72.9%
Santa Cruz County Total Juvenile Misdemeanor Arrests¹	1,326	1,188	834	671	586	477	422	-68.2%
Juvenile Misdemeanor Arrest Rate per 1,000	53.2	49.1	35.2	28.3	23.2	19.1	17.2	-
Juvenile Felony Arrests								
Capitola Police Department	45	21	14	13	14	7	6	^
Santa Cruz Police Department	88	85	67	81	78	39	47	-46.6%
Santa Cruz County Sheriff's Office	117	89	74	65	42	46	51	-56.4%
Scotts Valley Police Department	15	23	22	11	9	7	7	^
Watsonville Police Department	203	261	167	155	135	105	92	-54.7%
Santa Cruz County Total Juvenile Felony Arrests¹	478	486	351	340	290	209	210	-56.1%
Juvenile Felony Arrest Rate per 1,000	19.2	20.1	14.8	14.3	11.5	8.4	8.6	-
Total Arrests								
Santa Cruz County Total Juvenile Arrests¹	1,804	1,674	1,185	1,011	876	686	632	-65.0%
Total Juvenile Arrest Rate per 1,000	72.4	69.2	46.7	39.7	34.6	27.4	25.8	-

Source: California Department of Justice. (2015). 2008-2014 *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.

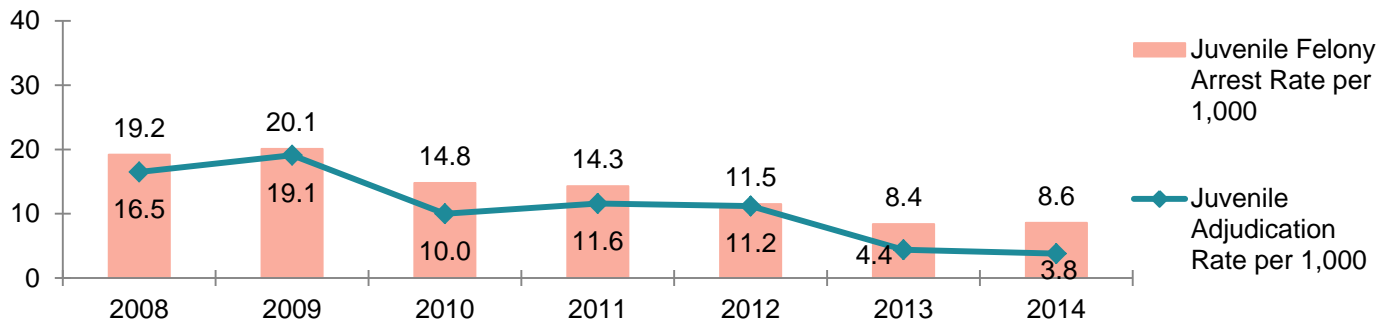
^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Juvenile Arrests by Ethnicity, Santa Cruz County

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Black	3.5%	3.2%	2.3%	3.9%	2.1%	2.8%	3.7%	0.2
Hispanic	55.6%	57.6%	55.9%	59.4%	60.6%	61.4%	58.1%	2.5
White (Not Hispanic)	38.9%	37.0%	38.3%	34.1%	34.0%	32.9%	34.1%	-4.8
Other	2.0%	2.2%	3.5%	2.5%	3.3%	2.9%	4.1%	2.1
Total Juvenile Arrests	1,804	1,674	1,185	1,114	876	686	632	-

Source: California Department of Justice. (2015). 2008-2014 *California Criminal Justice Profile*.

Juvenile Felony Arrests/Adjudications, Santa Cruz County



Source: Santa Cruz County Probation Department. (2015). 2008-2014 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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Annual Bookings	794	844	611	576	562	456	410	-48.4%
Average Monthly Bookings	66	70	51	47	47	38	34	-48.5%
Juvenile Booking Rate per 1,000	31.9	34.9	25.8	22.0	22.9	18.2	16.7	-

Source: Santa Cruz County Probation Department. (2015). 2008-2014 California Department of Finance, *Race/Ethnic Population with Age and Sex Detail*.

Juvenile Hall Bookings by Gender, Santa Cruz County

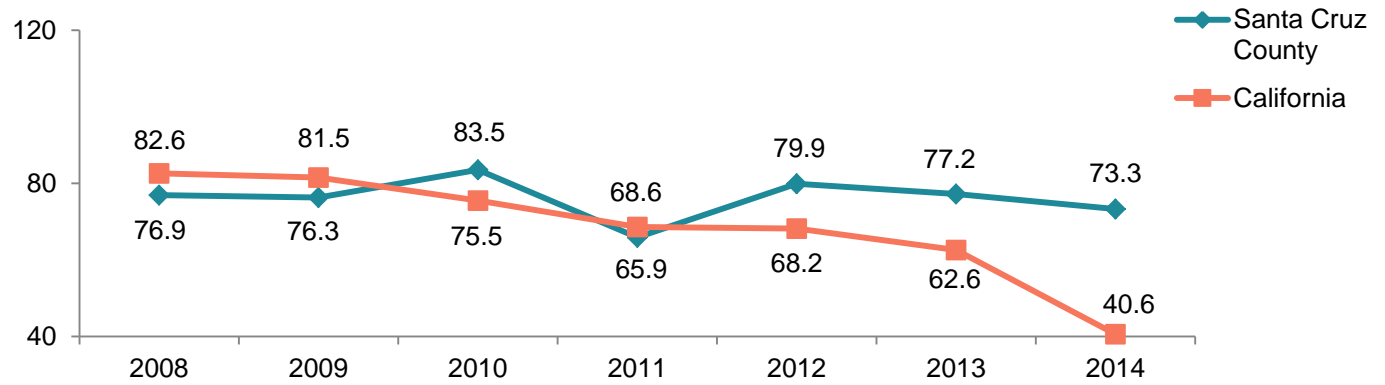
	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Male	84.1%	83.2%	81.5%	81.8%	81.7%	76.3%	78.5%	-5.6%
Female	15.9%	16.8%	18.5%	18.2%	18.3%	23.7%	21.5%	5.6%

Source: Santa Cruz County Probation Department. (2015). *Personal Correspondence*.

DRIVING UNDER THE INFLUENCE

The adult DUI arrest rate in Santa Cruz County dropped from 76.9 per 10,000 residents ages 18-69 in 2008 to 73.3 per 10,000 residents in 2014. The California rate, which was slightly higher than the Santa Cruz County rate in 2011, has declined to a rate of 40.6 per 10,000 residents in 2014. The number of juvenile misdemeanor DUI arrests were at a seven year low of 7 arrests in 2014.

Adult DUI Arrest Rate per 10,000 (Ages 18-69)



Source: California Department of Justice. (2015). 2008-2014 *California Criminal Justice Profile*.

Adult DUI Arrests by Ethnicity (Ages 18-69)

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Adult Misdemeanor DUI Arrests								
Black	27	23	32	22	32	34	16	^
Hispanic	574	554	632	467	506	516	501	-12.7%
White (Not Hispanic)	783	789	853	717	876	803	787	0.5%
Other	39	58	66	50	88	82	68	74.4%
Santa Cruz County Total Adult Misdemeanor DUI Arrests	1,423	1,424	1,583	1,256	1,502	1,435	1,372	-3.6%
Santa Cruz County Rate per 10,000	74.6	74.1	81.9	64.5	78.5	74.7	71.0	-
California Rate per 10,000	82.9	79.3	73.6	66.8	66.3	60.7	39.3	-
Adult Felony DUI Arrests								
Black	1	1	0	0	0	1	1	^
Hispanic	17	17	12	10	11	15	16	^
White (Not Hispanic)	25	25	19	16	16	29	28	12.0%
Other	1	0	1	1	0	2	0	^
Santa Cruz County Total Adult Felony DUI Arrests	44	43	32	27	27	47	45	2.3%
Santa Cruz County Rate per 10,000	2.3	2.2	1.7	1.4	1.4	2.4	2.3	-
California Rate per 10,000	2.4	2.2	1.9	1.8	2.0	1.9	1.3	-
Total Adult DUI Arrests (Misdemeanor & Felony)								
Black	28	24	32	22	32	35	17	-39.3%
Hispanic	591	571	644	477	517	531	517	-12.5%
White (Not Hispanic)	808	814	872	733	892	832	815	0.9%
Other	40	58	67	51	88	84	68	70.0%
Santa Cruz County Total Adult DUI Arrests	1,467	1,467	1,615	1,283	1,529	1,482	1,417	-3.4%
Santa Cruz County Rate per 10,000	76.9	76.3	83.5	65.9	79.9	77.2	73.3	-
California Rate per 10,000	82.6	81.5	75.5	68.6	68.2	62.6	40.6	-

Source: California Department of Justice. (2015). 2008-2014 *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

	2008	2009	2010	2011	2012	2013	2014
Juvenile Misdemeanor DUI Arrests							
Black	1	0	1	0	0	0	0
Hispanic	8	10	4	1	5	6	3
White (Not Hispanic)	8	9	9	10	17	5	3
Other	0	1	2	0	3	0	1
Santa Cruz County Total Juvenile Misdemeanor DUI Arrests	17	20	16	11	25	11	7
Santa Cruz County Rate per 10,000¹	^	31.0	^	^	36.4	^	^
California Rate per 10,000 ¹	11.7	9.9	8.6	7.8	6.5	5.3	

Source: California Department of Justice. (2015). 2008-2014 *California Criminal Justice Profile*. California Department of Finance (2015). 2006-2012 *Race/Ethnic Population with Age and Sex Detail*.

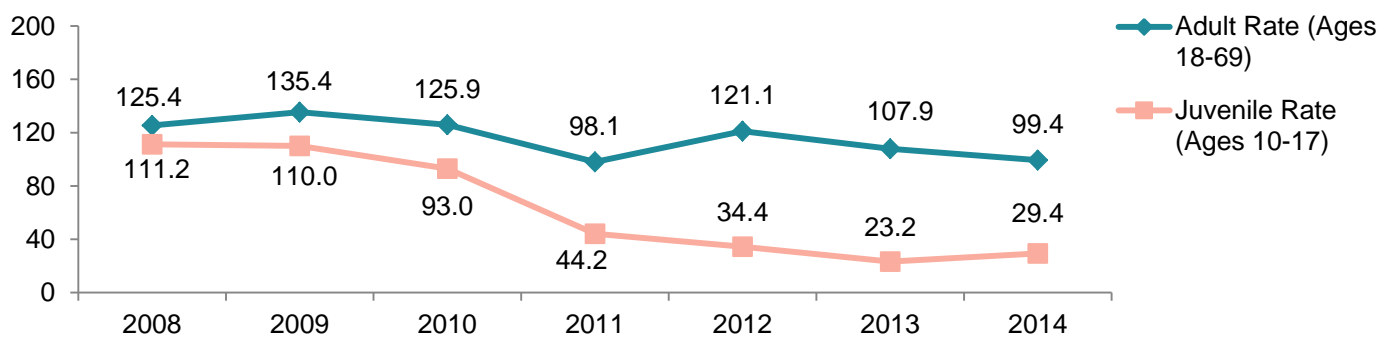
¹Juvenile DUI arrest rate is calculated using the population ages 16-17.

^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 107.9 in 2013 to 99.4 in 2014. Drug arrest rates for juveniles ages 10-17 increased over the past year, with 23.2 drug arrests per 10,000 in 2013 and 29.4 drug arrests per 10,000 in 2014.

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



Source: California Department of Justice. (2015). 2008-2014 *California Criminal Justice Profile*. California Department of Finance (2015). 2008-2014 *Race/Ethnic Population with Age and Sex Detail*.

Adult Drug Arrests (Ages 18-69)

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Adult Misdemeanor Drug Arrests								
Marijuana	452	429	340	28 ¹	32	42	27	-94.0%
Dangerous Drugs	160	149	128	93	211	294	290	81.3%
Other Drug Violations	1,048	1,192	1,066	918	964	771	664	-36.6%
Santa Cruz County Total Adult Misdemeanor Drug Arrests	1,660	1,770	1,534	1,039¹	1,207	1,107	981	-40.9%
Santa Cruz County Rate per 10,000	87.0	92.1	79.3	53.4¹	63.1	57.6	50.8	-
Adult Felony Drug Arrests								
Narcotics	392	439	393	357	508	375	385	-1.8%
Marijuana	95	104	107	79 ¹	63	24	37	-61.1%
Dangerous Drugs	229	273	379	431	530	556	514	124.5%
Other Drug Violations	16	16	21	3	9	10	4	75%
Santa Cruz County Total Adult Felony Drug Arrests	732	832	900	870¹	1,110	965	940	28.4%
Santa Cruz County Rate per 10,000	38.4	43.3	46.5	44.7¹	58.0	50.3	48.6	-
Adult Total Drug Arrests								
Narcotics	392	439	393	357	508	375	385	-1.8%
Marijuana	547	533	447	107 ¹	95	66	64	-88.3%
Dangerous Drugs	389	422	507	524	741	850	804	106.7%
Other Drug Violations	1,064	1,208	1,087	921	973	781	668	-37.2%
Santa Cruz County Total Adult Drug Arrests	2,392	2,602	2,434	1,881¹	2,317	2,072	1,921	-19.7%
Santa Cruz County Rate per 10,000	125.4	135.4	125.9	98.1¹	121.1	107.9	99.4	-

Source: California Department of Justice. (2015). 2008-2014 *California Criminal Justice Profile*. California Department of Finance (2015). 2008-2014 *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.

Number of Juvenile Drug Arrests (Ages 10-17)

	2008	2009	2010	2011	2012	2013	2014	08-14% CHANGE
Juvenile Misdemeanor Drug Arrests								
Marijuana	190	192	151	50 ¹	33	31	28	-85.2%
Dangerous Drugs	23	8	11	4	7	3	3	^
Other Drug Violations	22	26	9	11	14	8	14	^
Santa Cruz County Total Juvenile Misdemeanor Drug Arrests	235	226	171	65¹	54	42	45	-80.8%
Santa Cruz County Rate per 10,000	94.3	93.5	72.3	27.4¹	21.4	16.8	18.4	-
Juvenile Felony Drug Arrests								
Narcotics	11	12	10	14	12	6	7	^
Marijuana	21	20	35	17 ¹	12	5	10	^
Dangerous Drugs	10	8	4	9	9	5	10	^
Other Drug Violations	0	0	0	0	0	0	0	^
Santa Cruz County Total Juvenile Felony Drug Arrests	42	40	49	40¹	33	16	27	-35.7%
Santa Cruz County Rate per 10,000	16.9	16.5	20.7	16.8¹	13.0	^	11.0	-
Juvenile Total Drug Arrests								
Narcotics	11	12	10	14	12	6	7	^
Marijuana	211	212	186	67 ¹	45	36	38	-81.9%
Dangerous Drugs	33	16	15	13	16	8	24	-27.2%
Other Drug Violations	22	26	9	11	14	8	0	^
Santa Cruz County Total Juvenile Drug Arrests	277	266	220	105¹	87	58	72	-74.0%
Santa Cruz County Rate per 10,000	111.2	110.0	93.0	44.2¹	34.4	23.2	29.4	-

Source: California Department of Justice. (2015). 2008-2014 *California Criminal Justice Profile*. California Department of Finance (2013). 2007-2013 *Race/Ethnic Population with Age and Sex Detail*.

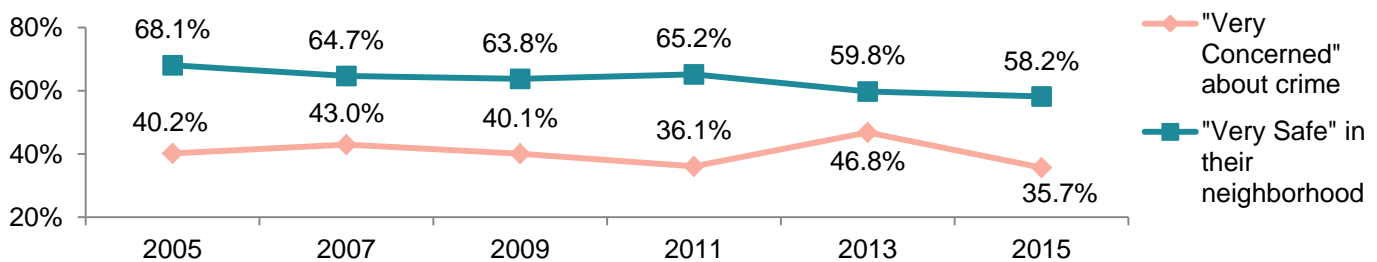
¹In October 2010, Republican Gov. Arnold Schwarzenegger signed legislation, Senate Bill 1449, into law reclassifying the adult possession of up to 28.5 grams of marijuana from a criminal misdemeanor to an infraction, punishable by a \$100 fine - no court appearance, no court costs, and no criminal record.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

Throughout Santa Cruz County, the percentage of CAP survey respondents who reported being “very concerned” about crime in the county decreased from 40% in 2005 to 36% in 2015. Regional breakdowns showed that South County (40%) had a higher percentage of respondents who felt “very concerned” compared to SLV (32%). South County CAP respondents reported the most impact from gangs in their neighborhood (60% compared to 47% in North County and 19% in San Lorenzo Valley). Seventy nine percent of 2015 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?



2015 - Concerned about Crime Overall n: 779; Safe in neighborhood Overall n: 782.

Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

📞 How concerned are you about crime in Santa Cruz County? (Respondents answering “Very Concerned”) By Region

	2005	2007	2009	2011	2013	2015	05-15 NET CHANGE
North County	38.8%	47.5%	35.7%	33.1%	44.7%	33.4%	-5.4
South County	45.4%	43.3%	52.0%	46.5%	53.5%	40.4%	-5.0
SLV	24.9%	25.1%	23.1%	21.6%	35.8%	31.7%	6.8

2015 - North County n: 281; South County n: 254; SLV n: 243.

Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

📞 How safe would you say you feel in your neighborhood? (Respondents answering “Very Safe”) By Region

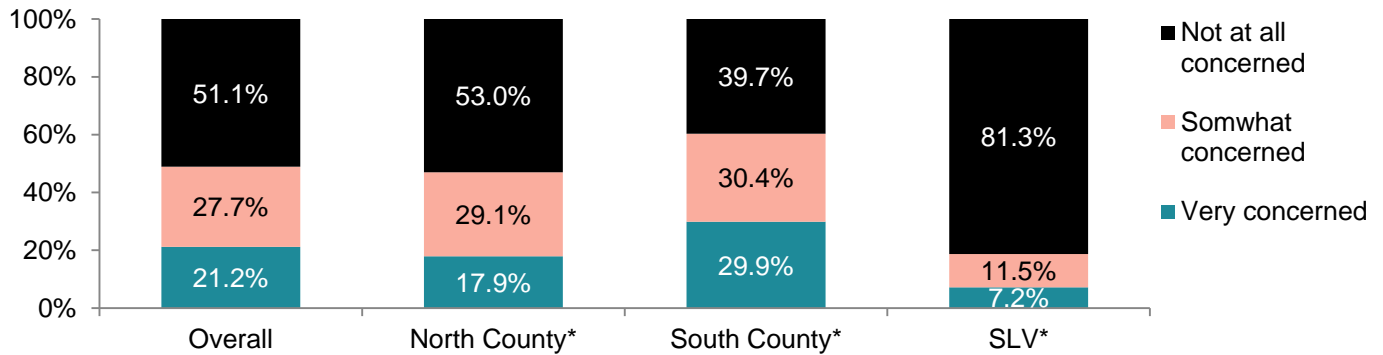
	2005	2007	2009	2011	2013	2015	05-15 NET CHANGE
North County	63.0%	66.9%	68.1%	65.5%	59.5%	60.5%*	-2.5
South County	67.8%	54.4%	51.0%	58.9%	55.0%	48.7%*	-19.1
SLV	83.0%	85.4%	83.4%	86.1%	74.2%	78.5%*	-4.5

2015 - North County n: 282; South County n: 255; SLV n: 245.

Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

*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 2015.

📞 How concerned are you about GANGS in your neighborhood? By Region - 2015



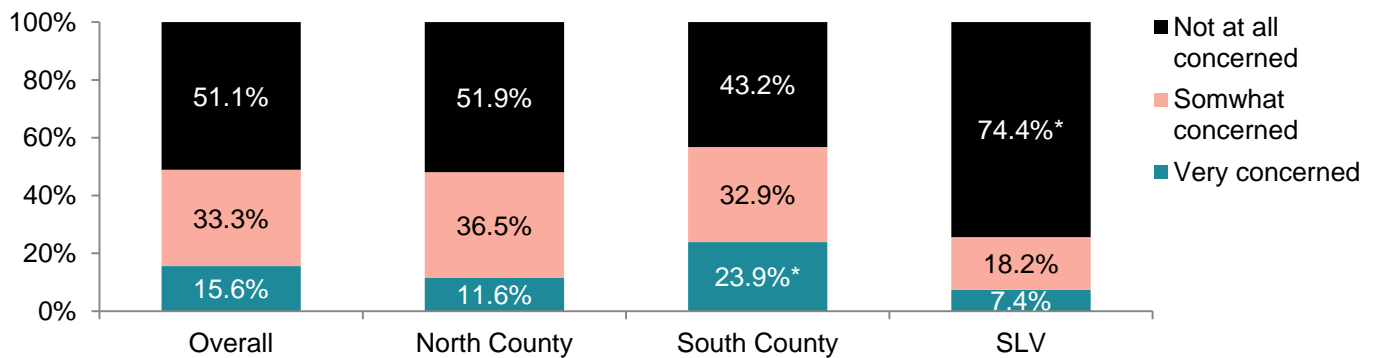
2015 - Overall n: 766; North County n: 273; South County n: 254; SLV n: 240.

Source: Applied Survey Research. (2015). *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: North County and South 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 2015.

📞 How concerned are you about VIOLENCE in your neighborhood? By Region - 2013



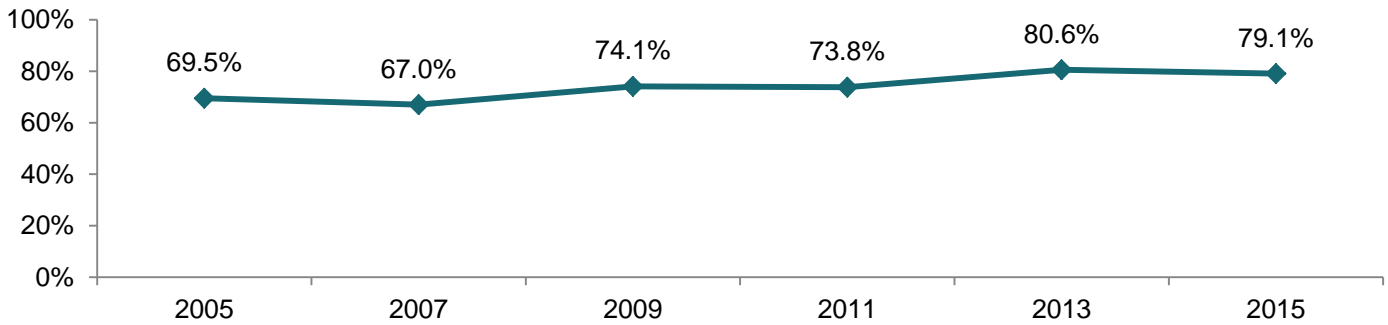
2015 - Overall n: 774; North County n: 278; South County n: 253; SLV n: 242.

Source: Applied Survey Research. (2015). *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: 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 2015; 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 2015.

📞 Do you feel children have a safe place to play in your neighborhood? (Respondents answering “Yes”)



2015 - Overall n: 745.

Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

📞 Do you feel your children have a safe place to play in your neighborhood? (Respondents answering “Yes”) By Region

	2005	2007	2009	2011	2013	2015	05-15 NET CHANGE
North County	65.9%	70.2%	78.6%	73.7%	82.9%	80.7%	14.8
South County	70.0%	60.6%	65.9%	72.5%	76.0%	76.0%	6.0
SLV	77.9%	72.9%	80.8%	80.1%	84.4%	81.5%	3.6

2015 - North County n: 264; South County n: 246; SLV n: 239.

Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

POLICE OFFICERS

In Santa Cruz County, the number of sworn police officers decreased from 375 in 2008 to 343 in 2014. Capitola had the highest rate of officers per capita (1 per 476) as compared to the Sheriff's Department (1 per 922) and Watsonville (1 per 811) in 2014.

Number of Sworn Officers

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Capitola Police Department	21	21	21	22	21	21	21	0.0%
Santa Cruz Police Department	93	94	94	94	94	94	94	1.1%
Santa Cruz County Sheriff's Office (Unincorporated Areas)	177	169	140	140	140	144	144	-18.6%
Scotts Valley Police Department	20	20	20	20	18	20	20	0.0%
Watsonville Police Department	64	64	66	64	67	62	64	0.0%
Santa Cruz County Total	375	368	341	340	340	341	343	-8.5%

Source: All Santa Cruz County Law Enforcement Jurisdictions. (2015).

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

Officers per Capita, Santa Cruz County

	2008	2009	2010	2011	2012	2013	2014
Capitola Police Department	1 per 476	1 per 456	1 per 486	1 per 451	1 per 474	1 per 478	1 per 476
Santa Cruz Police Department	1 per 623	1 per 638	1 per 635	1 per 652	1 per 658	1 per 667	1 per 668
Santa Cruz County Sheriff's Office (Unincorporated Areas)	1 per 760	1 per 805	1 per 959	1 per 928	1 per 932	1 per 915	1 per 922
Scotts Valley Police Department	1 per 583	1 per 589	1 per 595	1 per 579	1 per 645	1 per 587	1 per 590
Watsonville Police Department	1 per 806	1 per 811	1 per 796	1 per 800	1 per 768	1 per 837	1 per 811
Santa Cruz County Average	1 per 650	1 per 581	1 per 798	1 per 776	1 per 780	1 per 786	1 per 785

Source: All Santa Cruz County Law Enforcement Jurisdictions. (2015). California Department of Finance, *E-4 Population Estimates for Cities, Counties and the State, 2010-2015*.

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 55 seconds) to Priority 1 calls in Scotts Valley in 2014, as compared to 2008. During that same period, the average response times for the Santa Cruz County Sheriff's Office increased by 1 minute and 11 seconds (to 9:38) and the Watsonville Police Department increased by 27 seconds (to 4:13) in 2014.

Average Response Time, Priority 1 (In Minutes: Seconds)

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Capitola Police Department	3:47	3:51	3:48	3:54	3:47	3:42	3:59	0:12
Santa Cruz Police Department	4:38	4:38	4:33	4:40	5:00	5:00	5:11	0:33
Santa Cruz County Sheriff's Office (Unincorporated Areas)	8:27	8:39	8:52	9:16	9:42	10:13	9:38	1:11
Scotts Valley Police Department	2:57	2:41	2:56	2:48	2:36	2:33	2:02	-0:55
Watsonville Police Department	3:46	3:57	4:09	4:30	4:30	4:14	4:13	0:27

Source: Santa Cruz Consolidated Emergency Communications Center and Scotts Valley Police Department. (2015).

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 (2%) between 2008 and 2014. However, there was a large increase (22%) in the number of medical related calls to the fire department in Santa Cruz County between 2008 and 2014.

Number of Fire Related Calls by Fire District

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Aptos/La Selva	772	762	678	743	671	620	662	-14.2%
Ben Lomond	148	137	133	141	122	119	127	-14.2%
Boulder Creek	291	268	269	269	268	233	288	-1.0%
Branciforte	114	95	89	79	69	58	86	-24.6%
Central	1,337	1,283	1,163	1,205	1,103	1,192	1,215	-9.1%
Felton	251	227	228	217	178	233	265	5.6%
Santa Cruz	1,717	1,467	1,503	1,580	1,702	1,873	2,096	22.1%
Scotts Valley	462	479	464	519	455	465	481	4.1%
Watsonville	1,306	1,272	1,171	1,251	1,302	1,271	1,284	-1.7%
Zayante	131	115	69	90	73	72	126	-3.8%
Santa Cruz County Total	6,529	6,105	5,767	6,094	5,943	6,136	6,630	1.5%

Source: Santa Cruz Consolidated Emergency Communications Center. (2015). *Personal Correspondence*.

Number of Medical Related Calls by Fire District

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Aptos/La Selva	1,275	1,293	1,262	1,344	1,479	1,290	1,491	16.9%
Ben Lomond	184	195	195	223	215	212	255	38.6%
Boulder Creek	375	420	401	473	486	521	491	30.9%
Branciforte	43	69	46	39	52	66	66	53.5%
Central	3,539	3,489	3,402	3,415	3,620	3,556	4,122	16.5%
Felton	308	345	291	333	392	387	379	23.1%
Santa Cruz	5,142	5,354	5,551	5,387	6,067	6,329	6,641	29.2%
Scotts Valley	1,063	1,100	1,149	1,194	1,182	1,182	1,359	27.8%
Watsonville	3,249	3,307	3,422	3,311	3,457	3,517	3,676	13.1%
Zayante	95	98	91	105	84	81	94	-1.1%
Santa Cruz County Total	15,273	15,670	15,810	15,824	17,034	17,141	18,574	21.6%

Source: Santa Cruz Consolidated Emergency Communications Center. (2015). *Personal Correspondence*.

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

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Aptos/La Selva	5:24	5:22	5:22	5:19	5:28	5:33	5:39	0:15
Ben Lomond	5:36	6:10	6:15	5:48	5:59	5:53	5:57	0:21
Boulder Creek	5:59	6:33	6:34	6:43	6:41	6:26	6:32	0:33
Branciforte	6:57	6:07	7:43	7:44	7:29	6:55	6:55	-0:02
Central	4:49	5:19	4:35	4:46	4:39	4:45	4:55	0:06
Felton	5:49	6:02	5:46	5:58	5:55	5:54	5:55	0:06
Santa Cruz	4:36	3:56	4:18	3:00	4:09	4:16	4:15	-0:21
Scotts Valley	4:54	4:50	5:00	4:56	4:00	5:03	5:08	0:14
Watsonville	4:30	4:10	4:17	4:24	4:31	4:44	4:46	0:16
Zayante	7:42	7:21	7:45	8:44	8:27	8:02	8:18	0:36
Urban Areas - Santa Cruz County	5:28	5:38	5:45	5:44	5:53	6:07	6:13	0:45
Rural Areas - Santa Cruz County	9:39	10:02	9:44	9:36	10:04	9:25	9:42	0:03

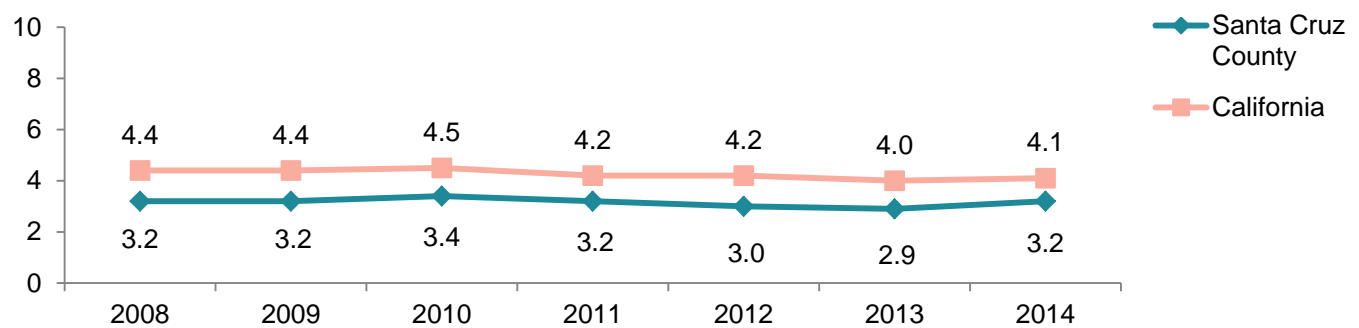
Source: Santa Cruz Consolidated Emergency Communications Center. (2015). *Personal Correspondence*.

Note: Code 3 is red lights and siren emergencies.

FAMILY VIOLENCE

The rate of domestic violence calls has decreased in California since 2008, but has remained steady in Santa Cruz County. However, it should be noted that family violence is typically underreported, so these numbers are likely an underrepresentation of the problem. The rate of domestic violence calls recently increased in Santa Cruz County, from 2.9 per 1,000 Santa Cruz residents in 2013 to 3.2 per 1,000 Santa Cruz residents in 2014, but remains unchanged from the rate in 2008. More San Lorenzo Valley CAP survey respondents (10%) reported having friends or family members who have experienced domestic violence in the last year than South County (5%) or North County survey respondents (7%).

Rate of Domestic Violence Calls per 1,000 Population



Source: California Department of Justice. (2015). 2008-2014 *California Criminal Justice Profile*. California Department of Finance (2015). 2010-2015 *E-4 Population Estimates for Cities, Counties and the State*.

Domestic Violence Calls

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Capitola Police Department	33	47	62	55	28	44	22	-33.3%
Santa Cruz Police Department	297	265	291	281	280	289	332	11.8%
Santa Cruz County Sheriff's Office (Unincorporated Areas)	275	283	282	249	251	241	256	-6.9%
Scotts Valley Police Department	26	41	29	36	29	32	35	34.6%
Watsonville Police Department	206	214	226	210	187	164	191	-7.3%
Santa Cruz County Total Number of Calls¹	847	856	896	841	783	785	850	0.4%
Santa Cruz County Rate per 1,000	3.2	3.2	3.4	3.2	3.0	2.9	3.2	-
California Rate per 1,000	4.4	4.4	4.5	4.2	4.2	4.0	4.1	-

Source: California Department of Justice. (2015). 2008-2015 *California Criminal Justice Profile*. California Department of Finance (2015). *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

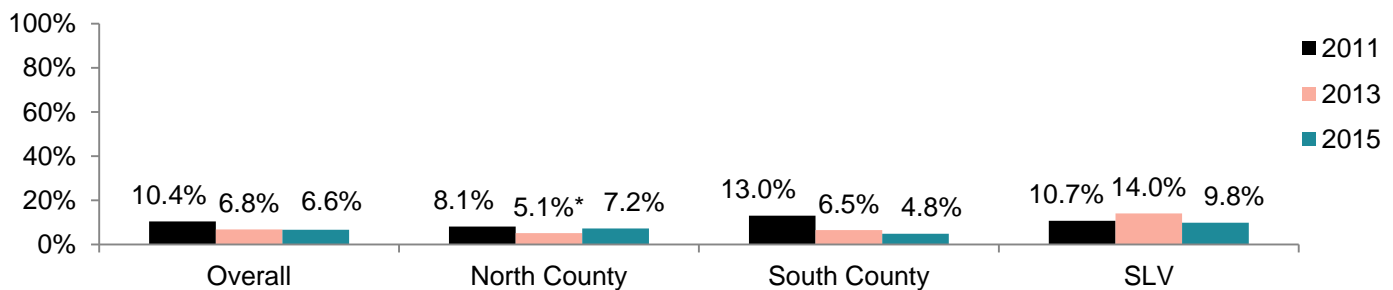
	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Capitola Police Department	32	34	32	23	27	43	21	-34.4%
Santa Cruz Police Department	23	26	32	31	21	60	53	130.4%
Santa Cruz County Sheriff's Office (Unincorporated Areas)	65	69	58	68	65	63	73	12.3%
Scotts Valley Police Department	1	3	1	1	4	5	4	^
Watsonville Police Department	20	38	32	29	32	21	41	105.0%
Santa Cruz County Total Number of Cases¹	141	173	155	160	151	199	198	40.4%
Santa Cruz County Rate per 1,000	0.5	0.6	0.6	0.6	0.6	0.7	0.7	-
California Rate per 1,000	1.7	1.8	1.8	1.7	1.7	1.6	1.7	-

Source: California Department of Justice. (2015). 2008-2014 California Criminal Justice Profile. California Department of Finance (2015). 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



2015 - Overall n: 765; North County n: 274; South County n: 250; SLV n: 243.

Source: Applied Survey Research. (2015). 2011-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

ELDER ABUSE

Adult Protective Services provides intervention services to protect elderly and dependent adults from abuse, neglect, or exploitation. In 2014, they received 708 referrals, 688 of which were deemed appropriate for investigation. The rate of reported cases of elder abuse in Santa Cruz County increased from 18.3 in 2008 to 18.5 in 2014.

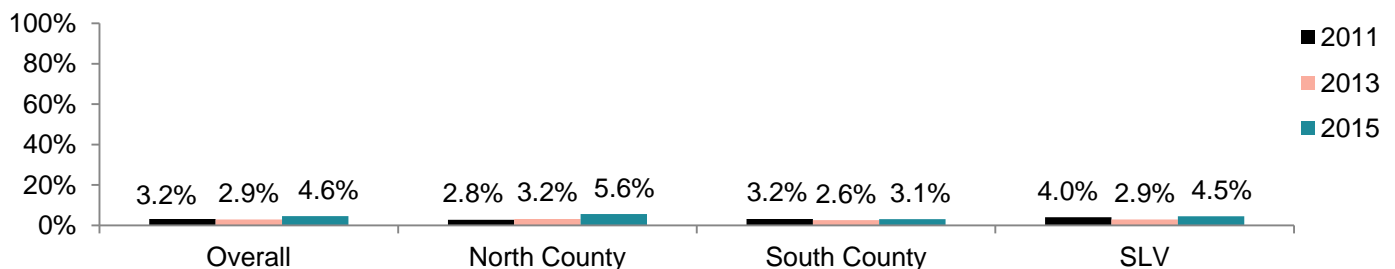
Reported Cases and Referrals of Elder Abuse

	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	08-14 % CHANGE
Number of Referrals to Adult Protective Services	606	564	552	496	716	555	708	16.8%
Number of Elder Cases that are Investigated	364	354	338	317	424	422	511	40.4%
Number of Dependent Adult Cases that are Investigated	143	124	124	104	176	126	177	23.8%
Santa Cruz County Total Number of Cases Investigated	507	478	462	421	600	548	688	35.7%
Santa Cruz County Rate per 1,000¹	18.3	17.0	15.7	13.7	18.6	16.2	18.5	-

Source: Santa Cruz County Human Services Department. (2015). *Personal Correspondence*; (2015). *2000-2060 P-3 State and County Population Projections*

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



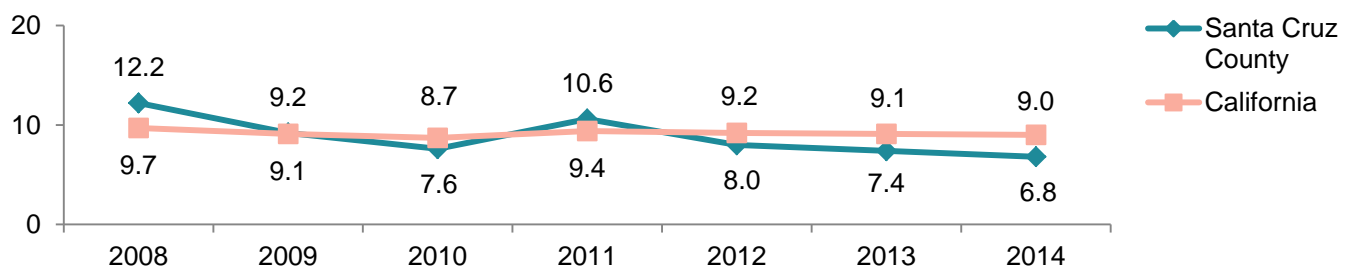
2015 - Overall n: 769; North County n: 276; South County n: 252; SLV n: 239.

Source: Applied Survey Research. (2015). *2011-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

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.³³ The rate of substantiated cases of child abuse in Santa Cruz County decreased from 12.2 per 1,000 children in 2008 to 6.8 per 1,000 children in 2014. In 2014, the most common type of substantiated child abuse was general neglect, followed by severe neglect and physical abuse.

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



Source: Needell, B. et al. (2015). 2008-2014 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

Substantiated Child Abuse Cases by Type of Abuse¹

	2008	2009	2010	2011	2012	2013	2014	08-14% CHANGE
General Neglect	290	244	259	381	307	240	209	-27.9%
Substantial Risk ²	146	82	0	0	0	0	0	^
Emotional Abuse	128	68	41	61	34	47	39	-69.5%
Physical Abuse	58	44	32	52	38	50	43	-25.9%
Severe Neglect	47	52	72	51	48	35	58	23.4%
Sexual Abuse	25	26	21	35	15	35	22	-12.0%
At Risk, Sibling Abused	3	8	9	4	6	4	4	^
Caretaker Absence or Incapacity	3	3	1	0	0	0	0	^
Exploitation	0	0	0	0	0	1	0	^
Santa Cruz County Total	700	527	435	584	448	412	375	-46.4%
California Total	96,575	90,472	87,311	87,263	84,590	83,602	79,179	-18.0%

Source: Needell, B. et al. (2015). 2008-2014 *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.

³Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

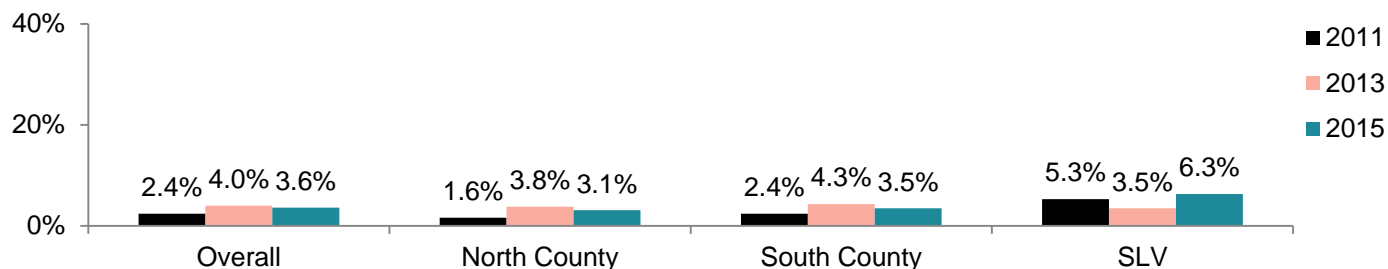
³³ Child Welfare Information Gateway. (2004, February). Risk and protective factors for child abuse and neglect. Retrieved 2012 from <http://www.childwelfare.gov/preventing/pdfs/riskprotectivefactors.pdf>

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

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Hispanic	12.2	9.4	7.6	11.7	8.1	8.1	8.4	-3.8
White	12.5	9.9	8.5	9.8	8.6	6.7	5.0	-7.5
Santa Cruz County Total	12.2	9.2	7.6	10.6	8.0	7.4	6.8	-5.4
California Total	9.7	9.1	8.7	9.4	9.2	9.1	9.0	-0.7

Source: Needell, B. et al. (2015). 2008-2014 *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



2015 - Overall n: 769; North County n: 275; South County n: 253; SLV n: 241.

Source: Applied Survey Research. (2015). 2011-2015 *Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

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,³⁴ and there is often an effort to address the issues at home so as to reunite the family.

The rate of first entries into foster care among Santa Cruz County children ages 0-17 decreased from a rate of 2.8 per 1,000 in 2008 to 2.4 per 1,000 in 2014. The percentage of children who exited foster care and were reunified with their parents decreased between 2008 and 2014, from 58% to 49%, while those who were adopted increased from 16% to 43% during that same time period.

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

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Asian/Pacific Islander	0.0	0.5	0.5	3.4	3.0	0.0	0.8	0.8
Black	28.6	7.0	5.1	15.6	7.1	14.2	12.9	-15.7
Hispanic	2.6	1.9	2.3	3.5	2.3	2.0	2.9	0.3
Native American	0.0	4.3	0.0	0.0	0.0	6.5	0.0	0.0
White	2.9	3.1	3.3	3.7	3.2	2.3	1.9	-1.0
Total Foster Care First Entries	162	132	148	191	148	117	137	-
Santa Cruz County Rate per 1,000	2.8	2.3	2.6	3.5	2.6	2.1	2.4	-0.4
California Rate per 1,000	2.6	2.5	2.4	3.2	3.4	2.9	2.8	0.2

Source: Needell, B. et al. (2015). 2008-2014 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

Exit Status After 12 Months in Foster Care

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Reunified	58.0%	62.2%	58.1%	53.5%	47.8%	32.9%	48.5%	-9.5
Adopted	15.9%	20.5%	29.5%	29.9%	32.4%	45.7%	43.2%	27.3
Kin-GAP	1.1%	1.6%	0.0%	3.2%	10.3%	9.1%	1.5%	0.4
Other Guardianship	8.0%	0.5%	0.8%	2.5%	1.5%	3.0%	1.5%	-6.5
Emancipated	11.4%	10.8%	10.9%	9.6%	6.6%	4.9%	3.0%	-8.4
Other	5.7%	4.3%	0.8%	1.3%	1.5%	4.3%	2.3%	-3.4

Source: Needell, B. et al. (2015). 2008-2014 *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.

³⁴ 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

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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 had to go without rent or housing in the past twelve months	NA	7.7%	
Homelessness	Number of homeless persons counted on a single day	NA	1,964	
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	49.2%	
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	33.2%	

 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 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: Phil Kramer, *Goodwill Industries*

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 Elena de la Garza, *Community Action Board, Inc.*

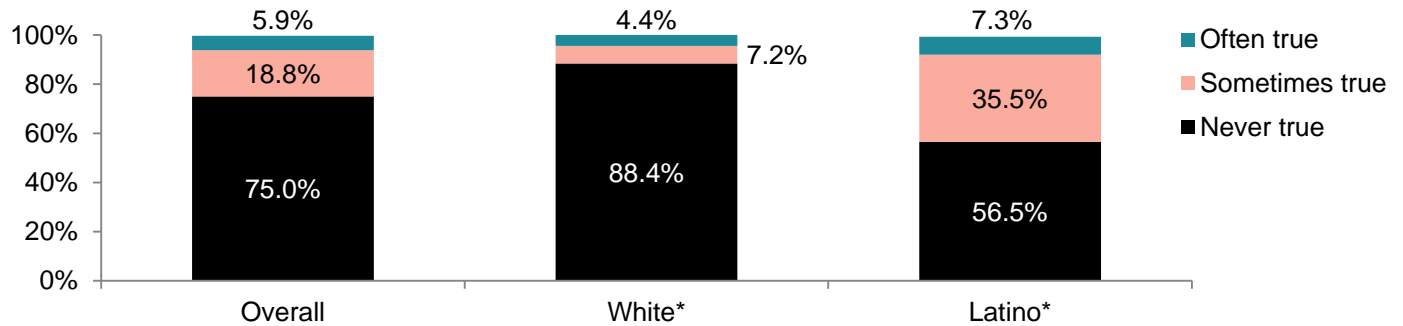
Goal 3: By the year 2015, county residents with disabilities will be able to obtain services needed to support increasing options, pursue goals, and participate in community life at levels consistent with their ability.

- Community Hero: George Jarrow, RN, *Dignity Health Dominican Hospital*

FOOD INSECURITY

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 that the statement “the food that I/we bought just didn’t last, and I/we didn’t have money to get more” was “often true”. Data indicate that the number of people served by the Second Harvest Food Bank of Santa Cruz County increased considerably, from 48,161 in 2008 to 55,495 in 2015.

📞 The food that I/we bought just didn’t last, and I/we didn’t have money to get more, 2015



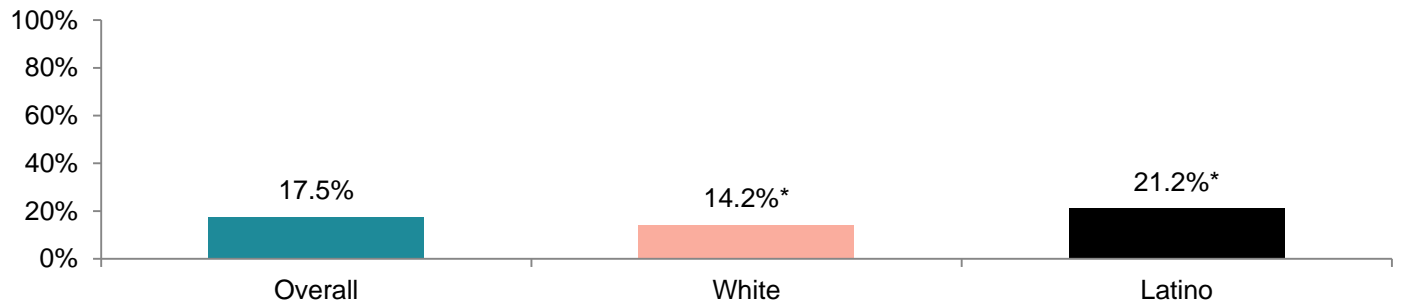
2015 - Overall n: 781; White n: 423; Latino n: 286.

Source: Applied Survey Research. (2015). *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: Latino respondents were significantly more likely than White respondents to be unable to get more food when the food they bought ran out in 2015.

📞 In the past 12 months, did you apply for public or government assistance? (Respondents answering “Yes”) - 2015



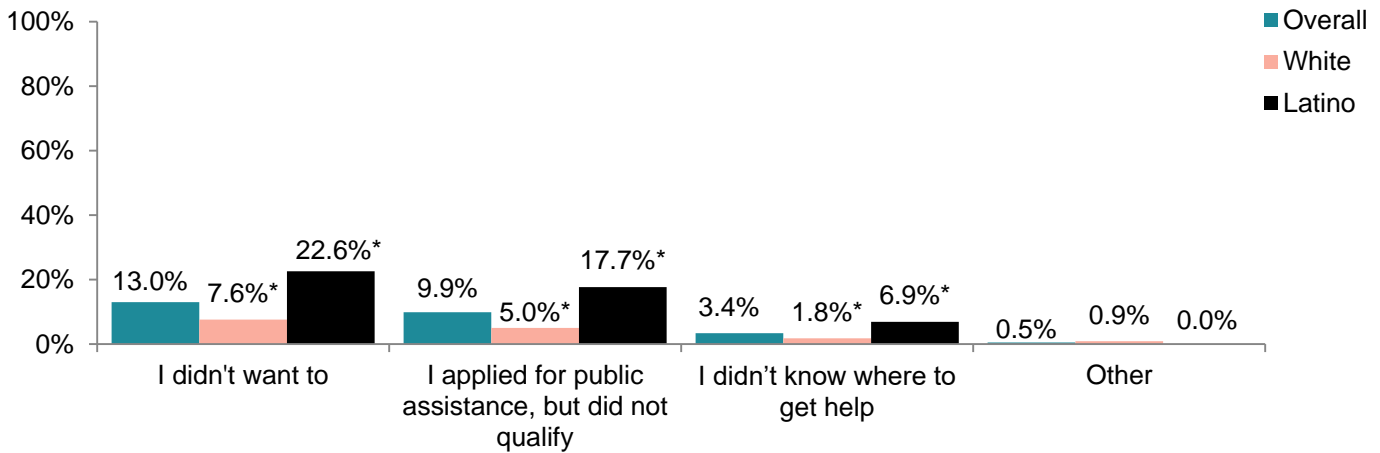
2015 - Overall n: 781; White n: 421; Latino n: 288.

Source: Applied Survey Research. (2015). *Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

Note: Survey question was modified in 2015 and is therefore not comparable to previous years.

*Significance testing: Latino respondents were significantly more likely than White respondents to indicate that they have applied for public or government assistance in the past 12 months.

📢 What prevented you from applying to get help from any social service program? - 2015



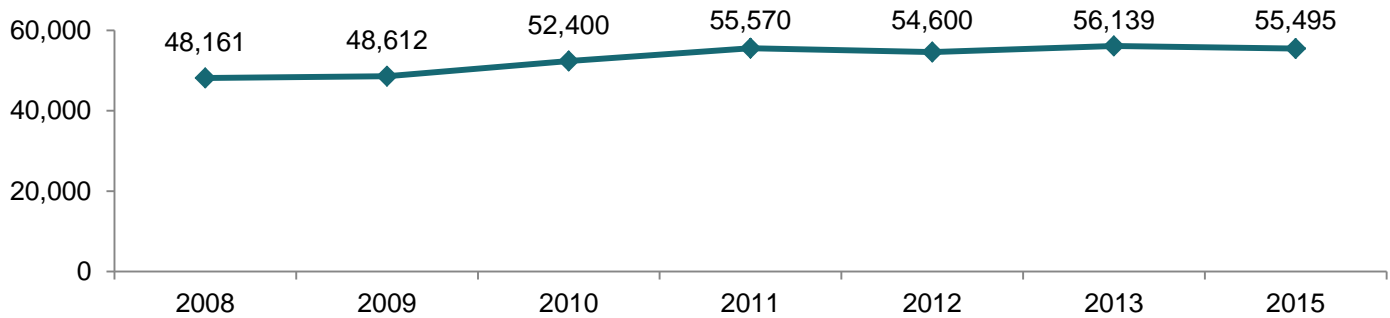
2015 – Overall n: 636 respondents offering 653 responses; White n: 359 offering 368 responses; Latino n: 223 responses offering 230 responses.

Source: Applied Survey Research. (2015). *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: Latino respondents were significantly more likely than White respondents to indicate that they didn't know where to go to get help, "I didn't want to," and "I applied for public assistance, but did not qualify."

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



Source: Second Harvest Food Bank of Santa Cruz County. (2015). 2008-2014 *Personal Correspondence*.

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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Capitola	1,516	1,344	1,540	1,000	1,474	1,740	1,355	-10.6%
Santa Cruz	15,165	11,848	12,582	10,169	15,670	18,863	13,298	-12.3%
Scotts Valley	1,363	2,137	1,675	1,445	1,310	1,291	3,204	135.1%
Watsonville	18,285	17,955	23,585	29,341	17,527	20,098	24,363	33.2%
Unincorporated	11,832	15,328	13,018	13,615	18,619	14,147	13,275	12.2%
Santa Cruz County Total	48,161	48,612	52,400	55,570	54,600	56,139	55,495	15.2%

Source: Second Harvest Food Bank of Santa Cruz County. (2015). 2008-2014 *Personal Correspondence*.

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

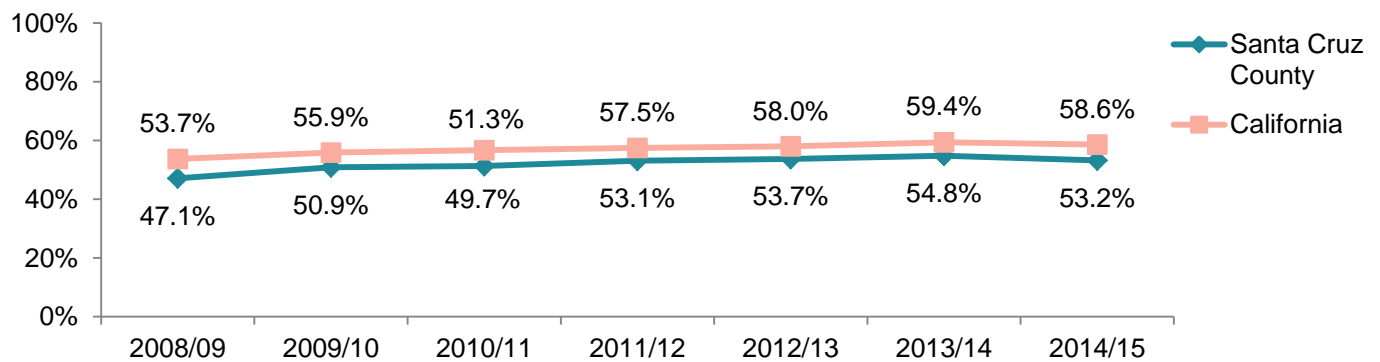
	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Latino	63.0%	67.8%	65.9%	64.1%	60.6%	58.5%	62.4%	-0.6
White	29.2%	25.9%	27.8%	30.3%	33.3%	34.4%	31.6%	2.4
African American	2.2%	1.8%	1.9%	1.7%	1.8%	1.8%	1.6%	-0.6
Asian	3.4%	2.0%	2.0%	1.7%	1.6%	1.6%	1.4%	-2.0
Native American	0.5%	0.8%	0.7%	0.6%	0.6%	0.5%	0.5%	0.0
Pacific Islander	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.0
Other	1.4%	1.4%	1.4%	1.4%	1.8%	2.7%	2.2%	0.8
Santa Cruz County Total	48,161	48,612	52,400	55,570	54,600	56,139	55,495	-

Source: Second Harvest Food Bank of Santa Cruz County. (2015). 2008-2014 *Personal Correspondence*.

STUDENTS RECEIVING FREE OR REDUCED COST MEALS

Children from low-income families are eligible to receive free or reduced cost 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 47% in 2008/09 to 53% in 2014/15. The Pajaro Valley Unified School District (75%) and Live Oak Elementary School District (60%) had the highest percentage of students receiving free or reduced cost meals in 2014/15.

Percentage of Students Receiving Free or Reduced Cost Meals



Source: California Department of Education. (2015). 2008-2015 *Educational Demographics Unit*.

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

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	08-15 NET CHANGE
Bonny Doon Elementary	4.8%	4.8%	7.0%	10.4%	9.8%	15.7%	15.1%	10.3
Happy Valley Elementary	7.8%	10.9%	14.1%	12.9%	8.7%	11.6%	12.7%	4.9
Live Oak Elementary	45.3%	55.2%	60.5%	62.8%	58.5%	59.8%	60.4%	15.1
Mountain Elementary	7.5%	3.8%	0.0%	3.3%	4.5%	5.3%	4.2%	-3.3
Pacific Elementary	34.9%	42.9%	34.9%	45.0%	21.2%	38.7%	29.6%	-5.3
Pajaro Valley Unified	67.3%	71.3%	70.1%	72.9%	75.5%	76.6%	75.1%	7.8
San Lorenzo Valley Unified	16.2%	18.8%	21.6%	23.3%	24.9%	23.3%	16.6%	0.4
Santa Cruz City Elementary	41.4%	43.4%	47.6%	44.6%	44.2%	42.4%	42.8%	1.4
Santa Cruz City High	25.8%	29.2%	35.6%	33.5%	32.5%	36.5%	40.3%	14.5
Santa Cruz County Office of Education	32.8%	31.2%	20.1%	25.3%	22.7%	28.3%	21.5%	-11.3
Scotts Valley Unified	7.7%	12.7%	13.5%	14.0%	14.6%	11.4%	10.0%	2.3
Soquel Union Elementary	29.7%	36.5%	35.9%	37.6%	36.9%	36.1%	32.9%	3.2
Santa Cruz County California	47.1%	50.9%	51.3%	53.1%	53.7%	54.8%	53.2%	6.1
	53.7%	55.9%	56.7%	57.5%	58.0%	59.4%	58.6%	4.9

Source: California Department of Education. (2015). 2008-2015 *Educational Demographics Unit*.

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 44% decrease in the number of homeless persons counted in the biennial point-in-time count, from 3,536 in 2013 to 1,964 in 2015. Sixty-nine percent of those counted were unsheltered; over half (56%) had been homeless for one year or more. The primary cause of their homelessness was job loss.

In 2015, 8% of overall CAP survey respondents reported that they had been homeless in the past year, an increase from less than 2% in 2013. Over 6% of CAP survey respondents also reported that they had someone living at their address on a temporary basis that might otherwise be considered homeless.

Data about homeless children showed that nearly 8% (3,024 students) were homeless and receiving services under the McKinney-Vento Act in 2014/15, 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

	2009	2011	2013	2015
Point-in-Time Homeless Enumeration	2,265	2,771	3,536	1,964
Unsheltered & Sheltered Homeless Persons	67.8% Unsheltered 32.2% Sheltered	76.7% Unsheltered 23.3% Sheltered	81.9% Unsheltered 18.1% Sheltered	68.9% Unsheltered 31.1% Sheltered
Persons in Homeless Families with Children	450	498	544	481
Homeless Subpopulations	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)	512 Chronically Homeless ¹ 1,145 Mentally Ill 700 Substance Abuse 155 Veterans 20 HIV/AIDS 658 Domestic Violence 30 Children (Unaccompanied)
Homeless One Year or More	53.9%	59.7%	51.1%	55.6%
Age 41 Years & Older	50.7%	46.2%	51.9%	56.1%
Gender	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	68.8% Male 30.3% Female .9% Other
Race/Ethnicity	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	57.3% White 37.1% Hispanic 5.2% African American 27.8% Multi-Race 5.2% Native American 3.1% Asian/Pacific Islander
Santa Cruz County Resident Before Becoming Homeless	62.3%	67.3%	72.2%	84.3%
Employment	15.0% Employed 85.0% Unemployed	23.9% Employed 76.1% Unemployed	27.9% Employed 72.1% Unemployed	26.4% Employed 73.6% Unemployed

Source: Applied Survey Research. (2015). *2009-2015 Santa Cruz County Homeless Census and Survey*. Watsonville, CA.

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

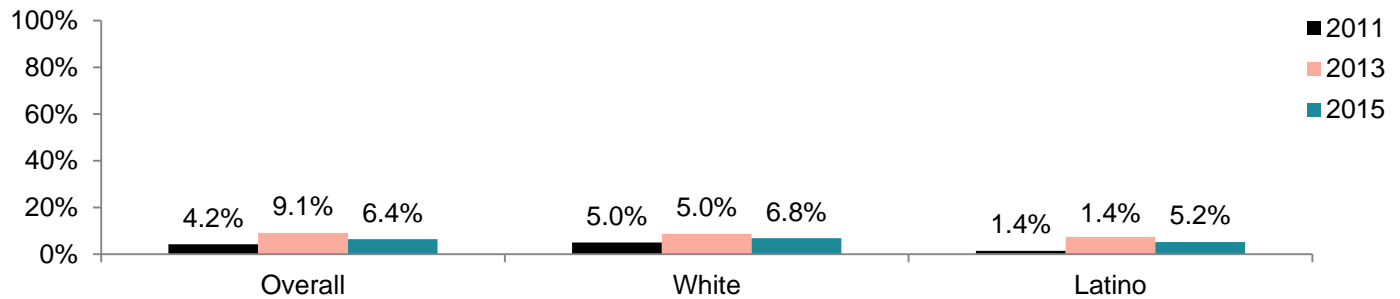
Primary Causes of Current Episode of Homelessness (Top 5 Responses in 2015)

	2009	2011	2013	2015	09-15 NET CHANGE
Lost Job	29.9%	25.2%	33.4%	31.2%	1.3
Alcohol/Drug Use	15.6%	17.0%	16.2%	17.3%	1.7
Eviction	8.8%	4.1%	11.7%	12.8%	4.0
Divorce/Separation/Break Up	3.8%	4.7%	6.7%	11.3%	7.5
Illness/Medical Problem	4.5%	4.9%	8.6%	8.6%	4.1
Argument w/ Family or Friend who Asked Them to Leave	6.5%	12.4%	9.7%	8.6%	2.1
Total Respondents	398	493	359	336	-

Source: Applied Survey Research. (2015). *2009-2015 Santa Cruz County Homeless Census and Survey*. Watsonville, CA.
 Note: In 2013, the response option "Eviction due to landlord stopped/sold rental property" was changed to "Eviction."

COMMUNITY SURVEY

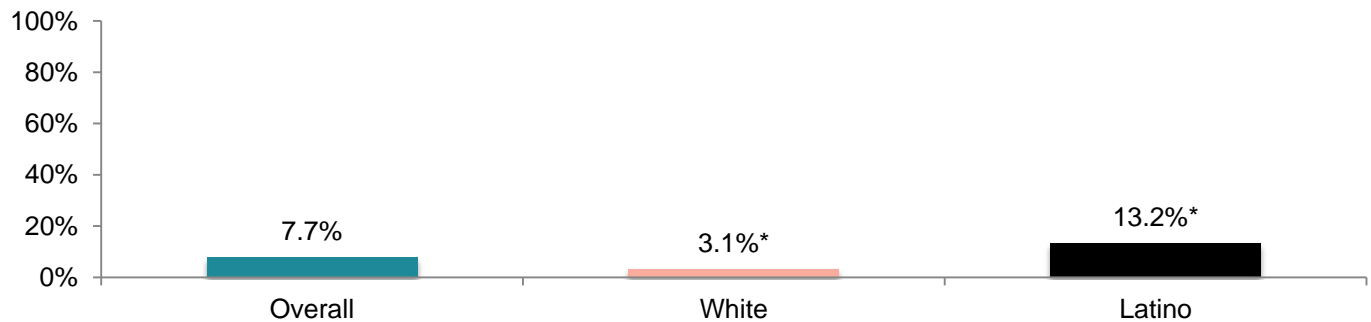
📞 Is anyone staying at your address on a temporary basis that otherwise might be considered homeless? (Respondents answering "Yes") By Ethnicity



2015 - Overall n: 782; White n: 29; Latino n: 15.

Source: Applied Survey Research. (2015). *2011-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

📞 Have you been without housing in Santa Cruz County during the past year? (Respondents answering "Yes") - 2015



2015 - Overall n: 784; White n: 424; Latino n: 288.

Source: Applied Survey Research. (2015). *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: Latino respondents were significantly more likely than White respondents to go without housing during the past 12 months in 2015.

HOMELESS CHILDREN, SANTA CRUZ COUNTY

Number of Children Who Are Homeless and Receiving Services under the McKinney-Vento Act³⁵, Santa Cruz County

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	08-15 NET CHANGE
Percentage of Students Who Are Homeless & Receiving Services under the McKinney-Vento Act	8.2%	8.1%	8.6%	11.8%	10.8%	8.2%	7.5%	-0.7
Total Student Enrollment in Santa Cruz County	38,279	38,502	38,971	39,334	37,219	40,295	40,584	-

Source: Santa Cruz County Office of Education. (2015). 2008-2015 *Homeless Education Outreach*.

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

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	08-15 NET CHANGE
Doubled-up Homeless ¹	83.6%	66.7%	79.0%	78.0%	81.0%	80.2%	83.2%	-0.4
Shelters ²	7.1%	18.3%	13.5%	12.1%	15.4%	8.9%	9.2%	2.1
Unsheltered ³	7.0%	12.8%	6.1%	8.2%	2.6%	6.9%	5.8%	-1.2
Motels/Hotels	2.4%	2.2%	1.4%	1.7%	1.0%	4.0%	1.8%	-0.6
Total Number of Homeless Children Receiving Services	3,139	3,112	3,357	4,637	4,005	3,286	3,024	-

Source: Santa Cruz County Office of Education. (2015). 2008-2015 *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.

³⁵ 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

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	08-15 NET CHANGE
Pre-school	9.0%	13.5%	5.7%	17.0%	5.5%	15.6%	0.8%	-8.2
Primary (Grades K-3)	29.8%	23.2%	36.3%	29.0%	29.3%	30.5%	40.6%	10.8
Intermediate (Grades 4-6)	18.7%	17.0%	19.3%	17.0%	23.1%	21.7%	24.5%	5.8
Middle School (Grades 7-8)	13.4%	14.8%	14.3%	12.0%	14.9%	12.5%	14.5%	1.1
High School (Grades 9-12)	29.0%	31.5%	24.3%	25.0%	27.2%	19.6%	19.5%	-9.5
Total Number of Homeless Children Receiving Services	3,139	3,112	3,357	4,637	4,005	3,286	3,024	-

Source: Santa Cruz County Office of Education. (2015). 2008-2015 *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 2008. Both the state (-14%) and the county (-41%) saw a decrease in the number of requests in 2014 compared to those in 2008.

Number of Requests Received for Homeless Assistance¹

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Santa Cruz County	174²	152	144	129	118	130	102	-41.4%
California	57,183 ²	57,447	54,604	54,849	51,770	48,970	49,247	-13.9%

Source: CalWORKS Homeless Assistance Program. (2015). 2008-2014 *Monthly Statistical Report*.

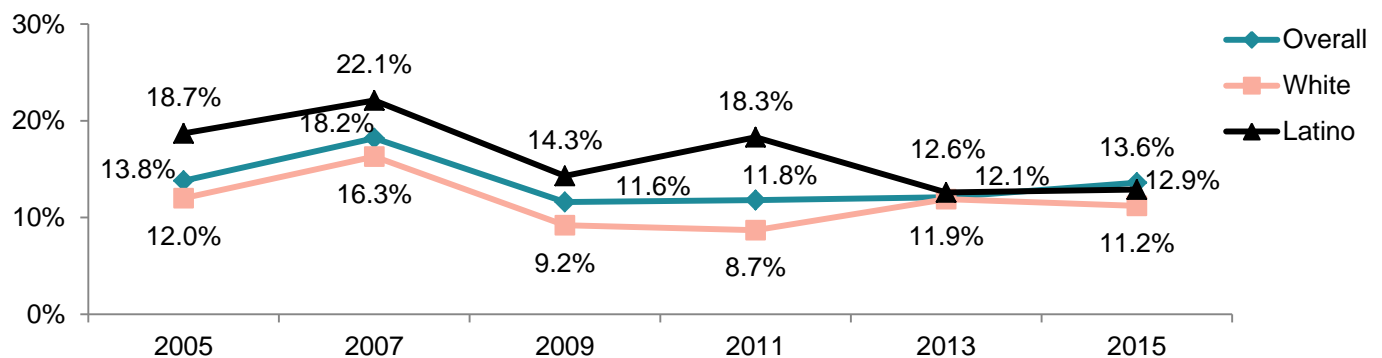
¹Please see Appendix II for definition of "Homeless Assistance."

²Data exclude requests made in the month of April in Santa Cruz County due to Santa Cruz County not reporting.

RACISM AND DISCRIMINATION

Social indicators like racism and discrimination are important to measure because they adversely affect mental and physical health.³⁶ Approximately 14% of CAP survey respondents felt they were discriminated against in Santa Cruz County in the last 12 months. Forty-six percent of CAP survey respondents felt discriminated against or treated unfairly due to race/ethnicity, while 21% that indicated it was due to age. There were 4 hate crimes in the county in 2013, down from 23 in 2012.

📞 Have you felt discriminated against in Santa Cruz County in the last 12 months? (Respondents answering “Yes”) By Ethnicity



2015 - Overall n: 774; White n: 416; Latino n: 287.

Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

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

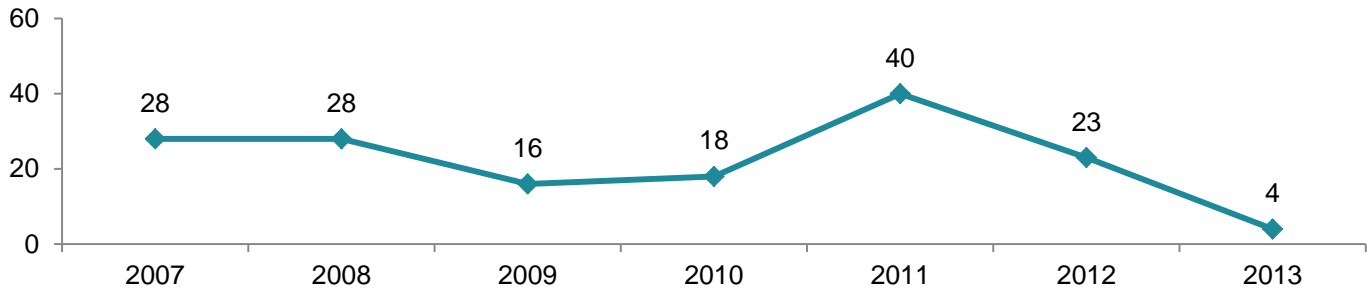
	2005	2007	2009	2011	2013	2015	05-15 NET CHANGE
Ethnicity/Race	51.8%	48.7%	46.7%	51.1%	52.8%	46.1%	-5.7
Sexual Orientation	NA	1.5%	2.8%	4.9%	7.4%	0.6%	-
Language	2.1%	22.9%	13.3%	10.7%	4.9%	7.9%	5.8
Age	6.4%	12.2%	12.1%	14.7%	12.5%	20.7%	14.3
Socio-economic Status	16.7%	9.6%	11.5%	13.4%	8.6%	11.5%	-5.2
Appearance	16.0%	6.8%	7.5%	5.8%	3.4%	9.0%	-7.0
Gender	6.4%	3.9%	7.1%	9.5%	5.0%	10.5%	4.1

2015 - Overall n: 94 respondents offering 119 responses.

Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

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

Number of Hate Crime³⁷ Events, Santa Cruz County

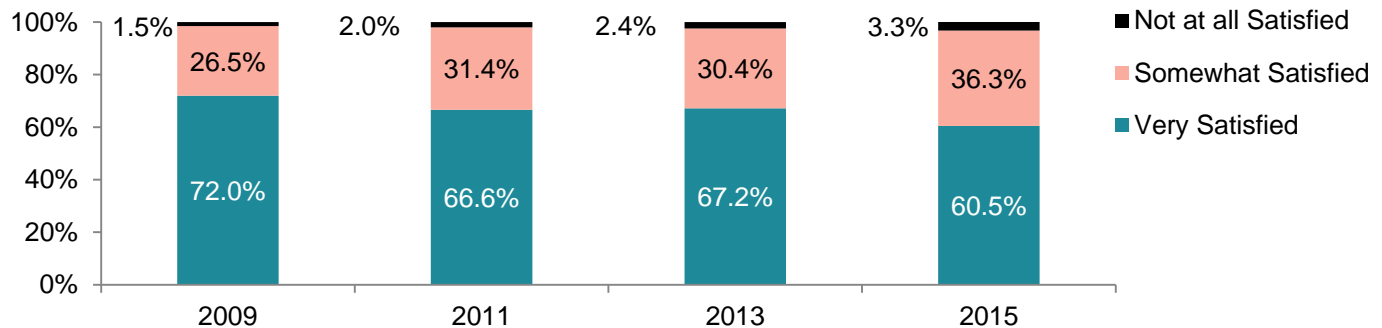


Source: California Department of Justice. (2015). 2007-2013 *Hate Crimes Report*.

QUALITY OF LIFE

CAP survey respondents were asked about their overall quality of life. Less than two-thirds (61%) of them reported being “very satisfied” with their overall quality of life in 2015, a slight decrease from 67% in 2013. In 2015, the number one factor that took away from quality of life in Santa Cruz County was cost of living/housing. The Cantril Ladder Scale is an instrument widely used to measure people’s attitudes about their life. The scale is based on an imagined ladder with end points defined by respondents in terms of their best (step 10) and their worst (step 0) life possible. The mean average among CAP survey respondents indicated that they currently feel they are around the seventh ladder rung, however they felt in five years that will increase to the eighth rung of the Cantril ladder.

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

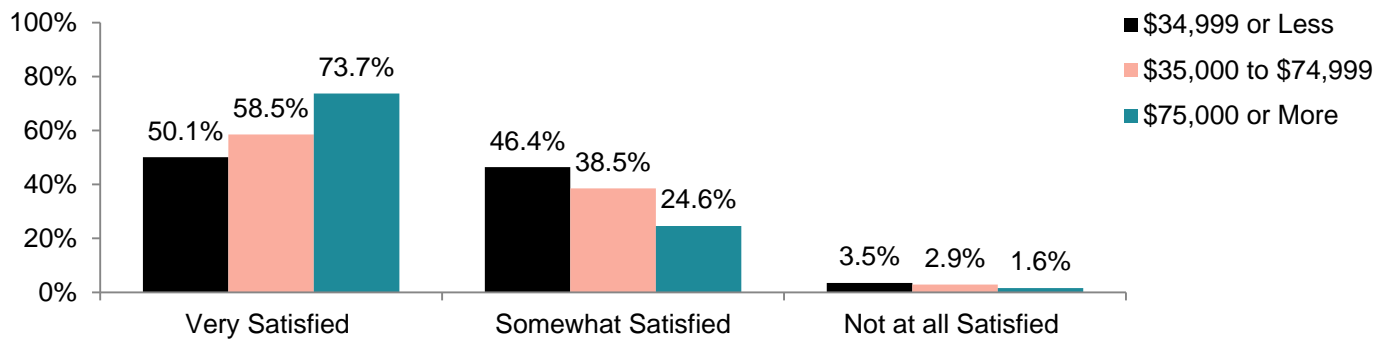


2015 - Overall n: 775.

Source: Applied Survey Research. (2015). 2009- 2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

³⁷ Please see Appendix II for definition of “Hate Crime.”

📞 How satisfied are you with your overall quality of life? - 2015 By Income



2015 - \$34,999 or Less n: 254; \$35,000 to \$74,999 n: 194; \$75,000 or More n: 239.

Source: Applied Survey Research. (2015). 2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

📞 What do you think takes away from your quality of life in Santa Cruz County? (Top 5 Responses)

2005	2007	2009	2011	2013	2015
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%)	1. Cost of Living/housing (23.8%)
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%)	2. Nothing takes away (22.7%)
3. Overcrowding (12.6%)	3. Overcrowding (10.7%)	3. Cost of living/housing (13.5%)	3. Gangs/ crime (15.2%)	3. Traffic (16.3%)	3. Traffic (19.6%)
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%)	4. Gangs/crime (14.1%)
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%)	5. Homelessness (13.0%)

2015 n: 700 Respondents offering 906 responses.

Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

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		2015	
WHITE	LATINO	WHITE	LATINO
1. Gangs/Crime (23.7%)	1. Nothing Takes Away (40.6%*)	1. Traffic (23.9%*)	1. Nothing Takes Away (36.4%*)
2. Traffic (18.6%)	2. Gangs/Crime (25.0%)	2. Cost of Living/Housing (23.2%)	2. Cost of Living/Housing (25.0%)
3. Homelessness (15.7%)	3. Cost of Living/Housing (15.1%)	3. Gangs/Crime (15.9%)	3. Traffic (13.5%*)
4. Cost of Living/Housing (12.0%)	4. Traffic (9.9%)	4. Nothing Takes Away (15.5%*)	4. Gangs/Crime (12.7%)
5. Overcrowding/Unplanned Growth (10.9%)	5. Homelessness (6.4%)	5. Homelessness (15.0%)	5. Homelessness (9.4%)

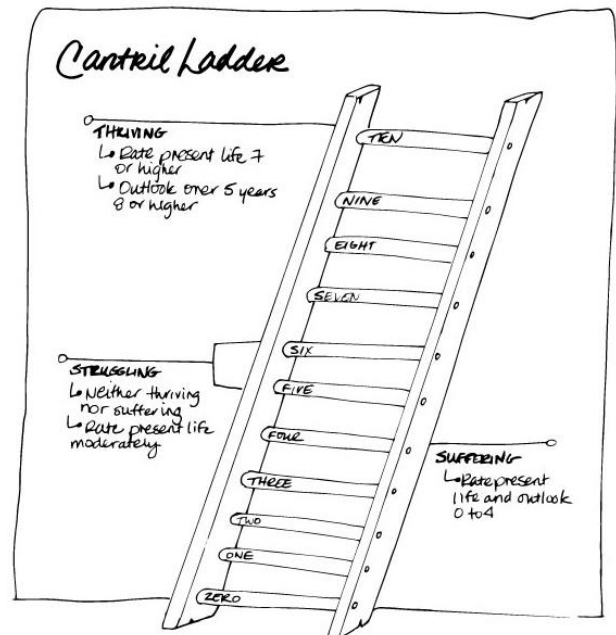
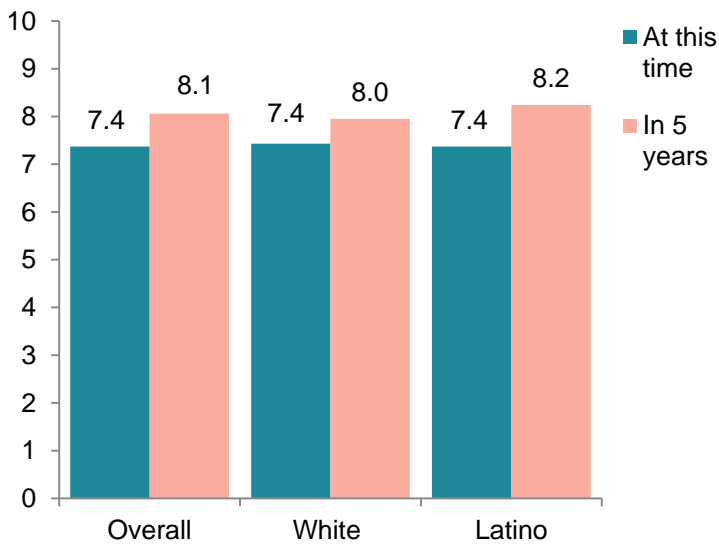
2015 – White n: 401 respondents offering 543 responses; Latino n: 229 respondents offering 276 responses.

Source: Applied Survey Research. (2015). *2013-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

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 2015. White respondents were significantly more likely than Latino respondents to say that traffic takes away from their quality of life.

📞 On which step of the ladder would you say you personally feel you stand at this time and which step do you think you will stand about five years from now? - 2015



2015 – At This Time n: 775; Five Years from Now n: 692.

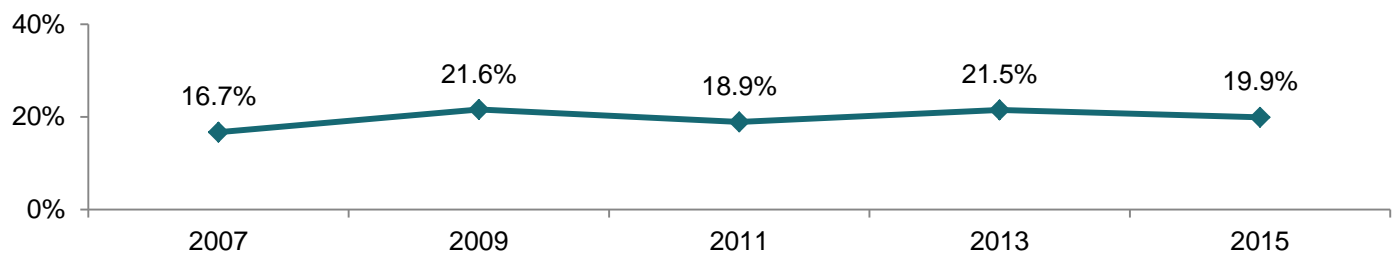
Source: Applied Survey Research. (2015). *Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

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, mental³⁸, or developmental disability. One in five CAP survey respondents reported that they themselves or a family member had been diagnosed with a disability. Of those, less than half reported participating in the community at the level they desired.

There were 127.8 per 1,000 students who were enrolled in special education in Santa Cruz County in December 2014, higher than the state rate of 115.1 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”)



2015 - Overall n: 775.

Source: Applied Survey Research. (2015). *2007-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

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	2015
0 to 5 Years	0.4%	0.7%	2.8%	3.4%	0.5%
6 to 18 Years	2.4%	5.1%	4.5%	5.1%	8.6%
19 to 24 Years	14.4%	3.3%	3.8%	2.4%	2.2%
25 to 34 Years	3.8%	2.6%	7.9%	1.7%	11.1%
35 to 44 Years	12.7%	11.2%	6.4%	7.9%	14.0%
45 to 54 Years	12.7%	14.4%	10.9%	13.5%	7.0%
55 to 64 Years	18.7%	22.3%	32.6%	26.5%	19.6%
65 to 74 Years	10.3%	19.8%	16.9%	22.1%	25.0%
75 to 84 Years	28.3%	21.1%	14.7%	14.0%	10.0%
85 Years & Older	7.9%	9.9%	10.5%	7.2%	7.0%

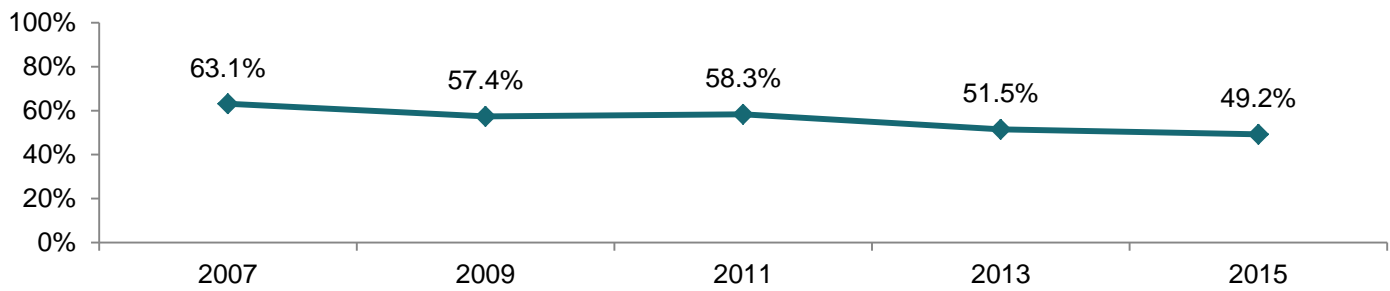
2015 n: 150 respondents offering 158 responses.

Source: Applied Survey Research. (2015). *2007-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

Note: This was a multiple response question so percentages do not add up to 100%.

³⁸ Please see Appendix II for a definition of “Mental Disability.”

📍 Is the person with a disability participating in community life at the level he or she desires? (Respondents answering “Yes”)



2015 - Overall n: 147.

Source: Applied Survey Research. (2015). 2007-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

People with Any Disability by Age Group and Gender, Santa Cruz County

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Under 5	0.5%	0.4%	0.5%	0.1%	1.2%	0.0%	0.1%	-0.4
Male	0.2%	0.4%	0.0%	0.0%	0.4%	0.0%	0.8%	0.6
Female	0.3%	0.0%	0.5%	0.1%	0.8%	0.0%	0.0%	-0.3
5-17	7.0%	9.4%	8.2%	4.7%	8.2%	7.0%	7.8%	0.8
Male	3.5%	6.5%	6.0%	2.8%	4.6%	5.4%	4.3%	0.8
Female	2.5%	2.9%	2.2%	1.8%	3.6%	1.7%	3.5%	1.0
18-34	9.6%	13.5%	13.0%	12.0%	7.5%	10.5%	17.1%	7.5
Male	5.2%	6.5%	7.5%	8.5%	3.5%	4.4%	8.3%	3.1
Female	4.4%	6.9%	5.5%	3.5%	4.1%	6.1%	8.8%	4.4
35-64	40.0%	39.4%	40.8%	41.2%	39.8%	42.0%	35.5%	-4.5
Male	19.2%	18.6%	20.5%	20.3%	18.7%	21.8%	16.7%	-2.5
Female	20.8%	20.8%	20.3%	20.9%	21.1%	20.3%	18.9%	-1.9
65-74	13.6%	9.0%	12.6%	13.7%	15.9%	14.7%	17.3%	3.7
Male	7.6%	3.6%	7.2%	6.2%	10.0%	8.0%	9.6%	2.0
Female	6.0%	5.4%	5.4%	7.5%	5.9%	6.7%	7.6%	1.6
75 & Older	30.4%	28.5%	25.1%	28.3%	27.5%	25.7%	22.0%	-8.4
Male	10.0%	9.1%	9.9%	9.9%	9.8%	9.3%	7.9%	-2.1
Female	20.4%	19.4%	15.2%	18.3%	17.7%	16.4%	14.1%	-6.3
Santa Cruz County Population With Any Disability	23,078	20,875	24,009	23,242	23,706	24,558	23,152	-
Percentage of Santa Cruz County Total Population with Disability	9.2%	8.2%	9.3%	8.8%	8.9%	9.2%	8.6%	-0.6

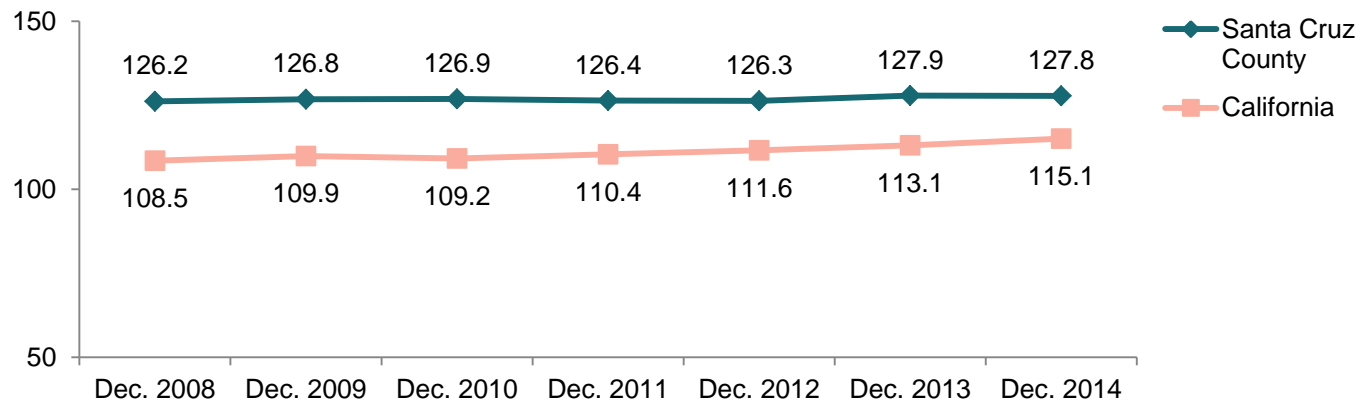
Source: U.S. Census Bureau. (2015). 2008-2014 American Community Survey, Disability Characteristics.

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. (2015). 2008-2014 Special Education Division and Educational Demographics Office.

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

	DEC. 2008	DEC. 2009	DEC. 2010	DEC. 2011	DEC. 2012	DEC. 2013	DEC. 2014	08-14 NET CHANGE
Autism								
Santa Cruz County	6.9	7.0	7.6	8.0	8.2	8.7	9.1	2.2
California	8.5	9.6	10.6	11.6	12.6	13.6	14.6	6.1
Emotional Disturbance								
Santa Cruz County	3.3	3.6	3.4	3.6	2.9	3.1	3.2	-0.1
California	4.3	4.4	4.3	4.2	4.0	3.9	3.9	-0.4
Hard of Hearing								
Santa Cruz County	3.2	3.4	3.4	3.7	3.4	3.6	3.4	0.2
California	1.4	1.5	1.5	1.6	1.6	1.7	1.7	0.3
Mental Retardation								
Santa Cruz County	5.3	5.2	5.1	5.3	4.8	4.7	5.0	-0.3
California	6.8	6.9	6.9	7.0	7.0	7.0	7.0	0.2
Orthopedic Impairment								
Santa Cruz County	2.8	2.7	2.7	2.4	1.9	1.8	1.8	-1.0
California	2.5	2.5	2.4	2.3	2.1	2.1	2.0	-0.5
Specific Learning Disability								
Santa Cruz County	54.3	54.0	55.7	55.4	55.9	55.4	55.0	0.7
California	46.6	46.5	44.9	44.8	44.9	45.2	45.6	-1.0
Speech or Language Impairment								
Santa Cruz County	39.6	39.8	38.2	36.6	36.3	36.5	35.2	-4.4
California	27.6	27.1	26.8	26.5	26.1	25.8	25.7	-1.9
Visual Impairment								
Santa Cruz County	1.0	0.8	0.8	0.9	0.5	0.7	0.4	-0.6
California	0.7	0.7	0.7	0.7	0.7	0.6	0.6	-0.1
Other Health Impairment								
Santa Cruz County	7.7	8.2	7.9	8.3	8.0	8.9	10.5	2.8
California	8.1	8.7	9.2	10.0	10.7	11.4	12.3	4.2
Multiple Disabilities								
Santa Cruz County	1.4	1.4	1.4	1.5	1.5	1.3	1.1	-0.3
California	0.8	0.8	0.9	0.9	1.0	1.0	1.0	0.2
Santa Cruz County Total Special Education Enrollment	4,830	4,882	4,944	4,963	5,046	5,154	5,187	-
Santa Cruz County Rate per 1,000	126.2	126.8	126.9	126.4	126.3	127.9	127.8	1.6
California Rate per 1,000	108.5	109.9	109.2	110.4	111.6	113.1	115.1	6.6

Source: California Department of Education. (2015). 2008-2014 *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

	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	07-14 NET CHANGE
Learning Disabilities (LD)	35.7%	35.7%	37.0%	34.2%	33.0%	30.8%	25.6%	-10.1
Psychological Disabilities	14.9%	14.9%	14.0%	15.0%	12.9%	12.7%	14.5%	-0.4
Mobility Impaired	13.4%	13.4%	12.1%	11.8%	10.0%	9.3%	8.2%	-5.2
Acquired Brain Injuries (ABI)	11.8%	11.8%	12.0%	11.7%	11.2%	10.8%	11.7%	-0.1
Developmentally Delayed Learners (DDL)	9.3%	9.3%	8.4%	7.6%	8.9%	9.1%	8.8%	-0.5
Deafness or Other Hearing Impairments	3.7%	3.7%	3.3%	1.7%	2.3%	2.3%	2.1%	-1.6
Blindness or Other Significant Visual Impairments	1.5%	1.5%	1.4%	1.5%	1.1%	1.1%	1.1%	-0.4
Speech & Language Programs	0.4%	0.4%	0.3%	0.6%	0.5%	0.4%	0.4%	0.0
Other Health Impairments	9.4%	9.4%	11.5%	16.0%	20.3%	23.6%	27.6%	18.2
Total Number of Students Enrolled in DSPS	1,698	1,698	1,855	1,784	1,648	1,592	1,561	-

Source: Cabrillo College. (2015). 2007-2014 *Personal Correspondence*.

UC Santa Cruz Disability Resource Center (DRC) Enrollment

	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15	08-15 NET CHANGE
Learning Disabilities (LD)	28.3%	24.1%	24.2%	20.6%	18.1%	17.6%	15.6%	-12.7
Attention Deficit Disorder (ADD)/Attention Deficit Hyperactivity Disorder (ADHD)	25.0%	26.8%	23.1%	25.9%	25.4%	22.0%	18.4%	-6.6
Psychological Disability	18.6%	22.6%	23.8%	25.8%	27.2%	30.9%	37.2%	18.6
Acquired Brain Injuries (ABI)	2.2%	0.8%	0.6%	1.3%	1.1%	1.8%	1.8%	0.4
Chronic System Condition	7.2%	7.2%	9.6%	10.4%	11.7%	10.8%	13.4%	6.2
Asperger's Syndrome or Disorder, Autism Spectrum	2.8%	2.8%	3.1%	2.7%	3.8%	3.7%	3.8%	1.0
Mobility or Orthopedic Impairment	9.6%	11.3%	11.5%	9.7%	8.7%	7.1%	4.6%	-5.0
Blind or Low Vision	2.4%	1.7%	2.3%	1.6%	1.7%	0.8%	0.8%	-1.6
Hearing Impairment, Hard of Hearing, or Deaf	2.0%	1.7%	1.6%	1.8%	1.6%	1.8%	1.7%	-0.3
Other Functional Disability	2.0%	1.4%	0.1%	0.1%	0.7%	3.4%	2.7%	0.7
Total Number of Students Enrolled in DRC	544	725	685	790	878	967	1,146	-

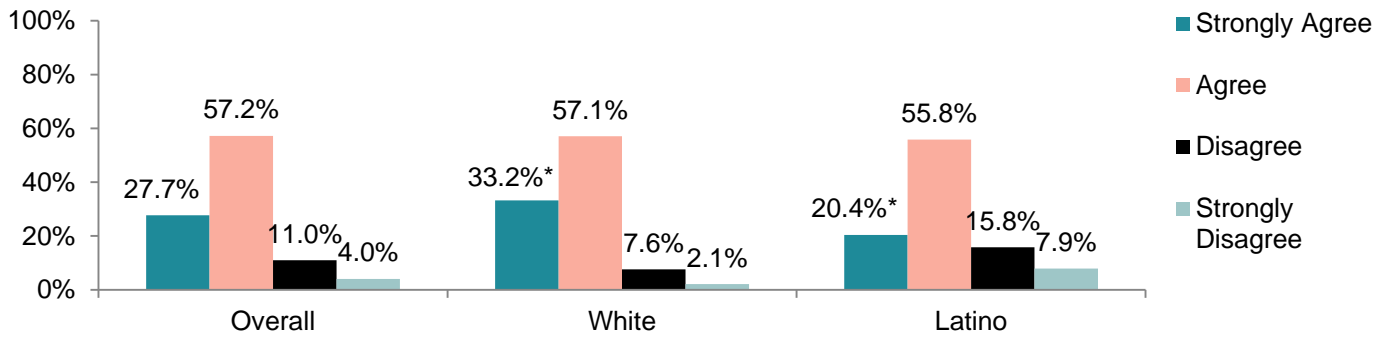
Source: State of California Postsecondary Education Commission. (2015). *Personal Correspondence*. 2008-2015.

Note: These data do not include students with temporary injuries/conditions that are still served by the DRC. Temporary conditions include broken bones and repetitive stress with a duration expecting to end within 3-6 months.

COMMUNITY SUPPORT

In 2015, 85% of overall CAP survey respondents “agreed or strongly agreed” with the statement that people in their neighborhood help each other out. Seventy nine percent of survey respondents reported feeling that they “often” have someone to turn to when they need help.

📞 How much do you agree or disagree with the following statements about your neighborhood? People in this neighborhood help each other out. By Ethnicity - 2015

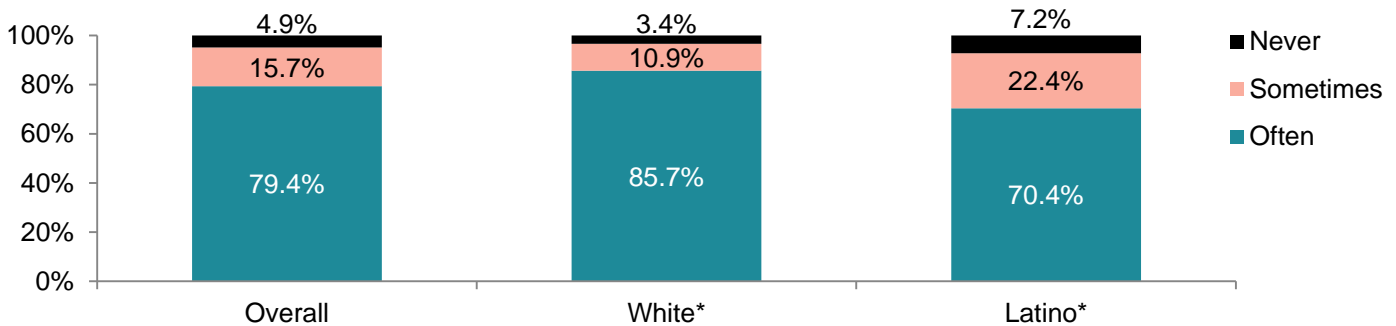


2015 - Overall n: 760; White n: 415; Latino n: 275.

Source: Applied Survey Research. (2015). 2011-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

*Significance testing: White respondents were significantly more likely than Latino respondents to indicate that they strongly agree that people in their neighborhood help each other out.

📞 How often do you feel that you have someone you can turn to when you need help? - 2015



2015 - Overall n: 779; White n: 422; Latino n: 286.

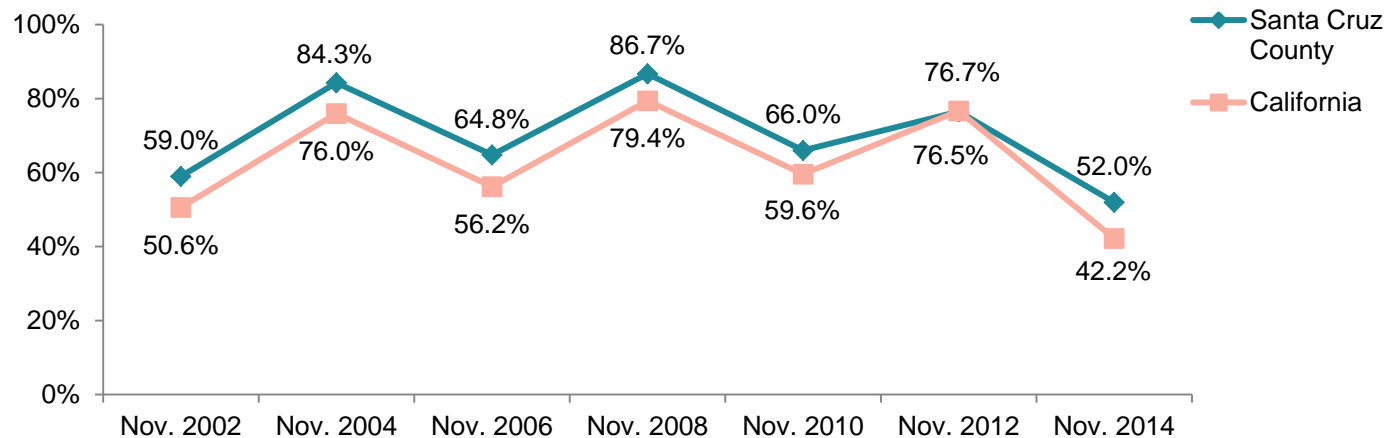
Source: Applied Survey Research. (2015). Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

*Significance testing: 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 2015; Latino respondents were significantly more likely than White respondents to answer that they “Sometimes” felt they had someone they could turn to when they needed help in 2015.

VOTING

Registered voter turnout during primary elections and general elections has been consistently higher in the county than the state.

Percentage of Registered Voters Who Voted in General Elections



Source: California Secretary of State, Elections Division. (2015). 2002-2014.

Voter Registration and Registered Voter Turnout, General Elections, Santa Cruz County

	NOV. 2002	NOV. 2004	NOV. 2006	NOV. 2008	NOV. 2010	NOV. 2012	NOV. 2014	02-14 % CHANGE
Registered	135,554	146,157	142,415	148,364	148,501	158,641	142,316	5.0%
Turnout	80,023	123,275	92,236	128,555	98,037	121,323	74,040	-7.5%
% Santa Cruz County Turnout	59.0%	84.3%	64.8%	86.7%	66.0%	76.5%	51.9%	-
% California Turnout	50.6%	76.0%	56.2%	79.4%	59.6%	76.7%	42.2%	-

Source: California Secretary of State, Elections Division. (2015). 2006-2015.

Voter Registration and Registered Voter Turnout, Primary Elections, Santa Cruz County

	JUNE 2006	FEB. 2008	JUNE 2008	JUNE 2010	JUNE 2012	JUNE 2014	JUNE 2015	06-15 % CHANGE
Registered	141,370	136,415	139,834	146,974	146,980	141,105	141,105	-0.2%
Turnout	45,762	91,133	54,848	55,084	58,526	49,143	49,143	7.4%
Santa Cruz County Turnout	32.3%	66.8%	39.2%	37.5%	39.8%	34.8%	34.8%	-
California Turnout	31.5%	57.7%	28.2%	33.3%	31.1%	25.2%	25.2%	-

Source: California Secretary of State, Elections Division. (2015). 2006-2015.

SOCIAL ACTIVISM

More than half (54%) of 2015 CAP survey respondents overall reported that in the past twelve months they had signed a petition, while 33% indicated they had met with, e-mailed, called, or a sent a letter to any local politician. In 2015, 77% of respondents reported that they had voted.

In the last 12 months, have you done any of the following? By Ethnicity

	OVERALL		WHITE		LATINO	
	2013	2015	2013	2015	2013	2015
Vote	91.1%	76.7%	93.0%	81.8%*	76.3%	66.1%*
Signed a petition	53.0%	53.5%	55.2%	61.3%	38.4%	30.7%
Met with, e-mailed, called or sent a letter to any local politician	37.8%	33.2%	39.8%	39.3%*	25.2%	14.4%*
Attended a town meeting, public hearing or public affair	36.6%	37.4%	36.7%	39.3%	38.6%	32.4%
Joined an on-line political advocacy group	20.7%	20.2%	22.1%	23.9%	12.5%	8.1%
Joined a protest or demonstration	12.4%	11.2%	11.0%	8.2%*	15.7%	18.9%*
Other political action	6.5%	1.4%	7.7%	1.3%	2.7%	0.0%

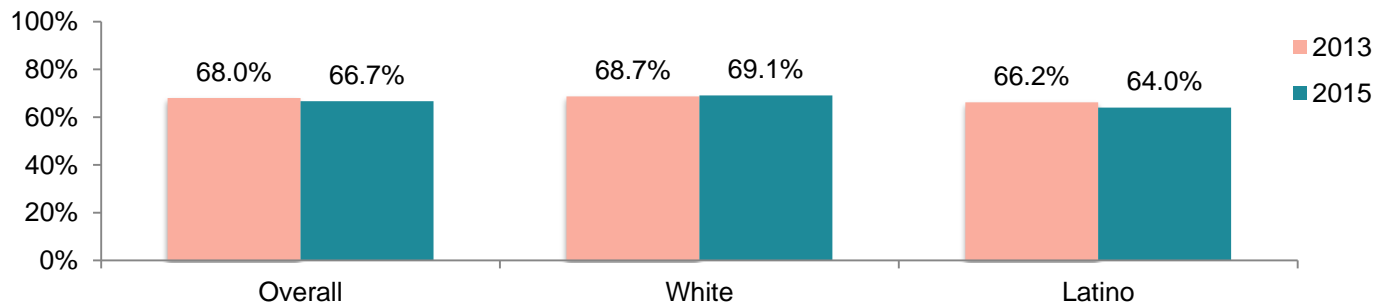
2015 - Overall n: 599; White n: 384; Latino n: 159.

Source: Applied Survey Research. (2015). *2013-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

Note: Multiple response question totals may not add up to 100%.

*Significance testing: Latino respondents were significantly more likely than White respondents to join a protest or demonstration. White respondents were significantly more likely than Latino respondents to report that they had contacted a local politician, signed a petition, joined an on-line political advocacy group, and voted in the last 12 months.

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")



2015 - Overall n: 753; White n: 404; Latino n: 279.

Source: Applied Survey Research. (2015). *2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.



photo credit: shirley thayer, santa cruz sentinel

natural environment

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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 drought most concerned them about the natural environment	NA	23.6%	↔
Organic Farming	Number of organic certified producers with more than \$5,000 in sales	NA	107	↑
Water Consumption Reduction	Percentage of CAP survey respondents who said that they are taking steps to reduce water consumption at home or work by installing low-flow showerheads	NA	67.2%	↓
Roadway Congestion	Number of daily vehicle miles traveled	NA	5,251,150	↔

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

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

NATURAL ENVIRONMENT COMMUNITY GOALS

Goal 1: By the year 2015, reduce water pollution: health of rivers and ocean is improved by reducing erosion, chemical, and biological pollution and improving riparian corridors.

- Community Hero: Kristen Kittleson, *Water Resources, County of Santa Cruz*

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: David Robles, *Intern, Ecology Action’s Sustainable Transportation Group*
- Community Hero: Steve Gliessman, *Professor, Environmental Studies Program for Community and Agroecology (PICA), University of California, Santa Cruz*

Goal 3: By the year 2015, support clean/alternative energy: use of clean alternative energy and sustainable fuels are increased through financial incentives and reduced policy barriers.

- Community Hero: Andy Shatney

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.³⁹ Water availability, drought, and water pollution were the top community concerns about the natural environment reported by CAP survey respondents in 2015. While responses from across the county were fairly similar, San Lorenzo Valley residents reported fire protection/prevention as one of their top concerns.

What one thing concerns you the most about the natural environment in Santa Cruz County? (Top 5 Responses)

2005	2007	2009	2011	2013	2015
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%)	1. Water availability (27.0%)
2. Traffic (17.6%)	2. Air pollution (13.8%)	2. Water pollution (15.3%)	2. Litter (10.4%)	2. Litter (16.1%)	2. Drought (23.6%)
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%)	3. Water pollution (18.5%)
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%)	4. Traffic (11.2%)
5. Overpopulation (11.6%)	5. Over-population (10.0%)	5. Litter (8.6%)	5. Drinking water quality (7.9%)	5. Air pollution (6.8%) 5. Overpopulation (6.8%)	5. Litter (10.0%)

2015 n: 656 respondents offering 904 responses.

Source: Applied Survey Research. (2015). *2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

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.

³⁹ 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

NORTH COUNTY	2013		NORTH COUNTY	2015	
	SOUTH COUNTY	SAN LORENZO VALLEY		SOUTH COUNTY	SAN LORENZO VALLEY
1. Water pollution (29.1%)	1. Litter (24.4%)	1. Water pollution (27.3%)	1. Water availability (27.2%)	1. Water availability (26.2%)	1. Water availability (28.2%)
2. Traffic (13.1%)	2. Water pollution (23.9%)	2. Water availability (15.6%)	2. Drought (22.3%)	2. Drought (25.5%)	2. Drought (24.0%)
3. Litter (12.2%)	3. Traffic (8.8%)	3. Homeless encampments/panhandling (10.8%)	3. Water pollution (19.2%)	3. Water pollution (17.7%)	3. Water pollution (17.7%)
4. Water availability (12.0%)	4. Water availability (8.0%)	4. Litter (9.2%)	4. Traffic (11.3%)*	4. Traffic (13.3%)*	4. Fire protection/prevention (9.2%)*

2015 - North County n: 241 survey respondents offering 329 responses; South County n: 202 survey respondents offering 283 responses; SLV n: 224 survey respondents offering 306 responses.

Source: Applied Survey Research. (2015). *2013-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

*Significance testing: North County and South County respondents were significantly more likely than San Lorenzo Valley to report that "Traffic/too many cars most concerned them about the natural environment in 2015. SLV respondents were significantly more likely than North and South County respondents to indicate that "Fire protection/prevention" most concerned them about the natural environment.

PROTECTED LAND

Santa Cruz County contains a variety of open spaces, and nearly one-third of county land is estimated to be protected (84,608 acres in 2015). 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	2015
Federal	269	269	6,817
State	54,459	54,459	54,590
County	1,253	1,253	1,253
City	6,865	6,865	6,864
Special District	3,748	3,748	3,694
Non Profit	17,132	18,332	11,311
Private	79	79	79
Easement	NA	3,077	0
Santa Cruz Total Protected Acres	83,805	88,082	84,608
Total Acres in Santa Cruz County	284,909	284,909	284,909
Percentage of Protected Acres	29.4%	30.9%	29.7%
California Total	49,213,369	49,256,166	49,022,527

Source: California Protected Areas Database. (2015). 2013-2015 CPAD Statistics, Version 2015a.

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	2015
Open Access	61,719	61,718	58,837
Restricted	5,663	6,246	6,529
No Public Access	16,015	16,631	19,242
Unknown Access	409	409	0
Santa Cruz Total	83,805	85,004	84,608

Source: California Protected Areas Database. (2015). 2013-2015 CPAD Statistics, Version 2015a.

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 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15
Bureau of Land Management ²	12.6	12.6	12.6	12.6	5,855.6	5,855.6
Department of Fish & Game	1,857.0	1,857.0	1,865.0	1,865.0	1,865	NA
Land Trust of Santa Cruz County	3,100.7	3,193.9	3,354.0	12,993.3	13,019.78	13,322
Midpeninsula Regional Open Space District	1,511.2	1,511.2	1,511.2	1,511.2	1,511.2	NA
Open Space Easement ¹	3,001.2	3,009.0	2,909.1	2,971.5	3,113.1	3,000.1
Sempervirens Fund	1,575.0	1,733.0	8,802.0	9,457.0	9,457.0	NA
Santa Cruz City Parks	2,458.0	1,782.9	1,782.9	1,704.5	1,672.0	1,672.0
Santa Cruz County Parks	1,808.5	1,805.5	1,400.0	1,400.0	1,400.0	NA
California State Parks	47,848.0	48,887.0	47,658.0	47,658.0	47,658.0	49,392.32
Williamson Act	19,751.6	18,804.5	17,986.8	18,722.1	19,434.3	20,082.8
The Trust for Public Land ²	7,289.0	7,289.0	7,289.02	7,289.02	1,446.0 ³	1,446.0 ³

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. (2015). 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.

³Coast Dairies was transferred from the Trust for Public Land to the Bureau of land Management.

FARMERS MARKET AND LOCAL PRODUCE

Almost half (43%) of 2015 CAP survey respondents reported shopping at least once a week at a farmer's market, local produce stand or community supported agriculture, also known as CSAs. 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, local produce stands, or community supported agriculture also known as CSAs?

	2011	2013	2015
Daily	1.8%	1.2%	2.6%
More than once a week, but not daily	10.1%	15.1%	11.2%
Once a week	25.6%	27.0%	29.1%
More than once a month, but not every week	13.4%	10.5%	12.6%
Once a month	17.3%	12.9%	17.4%
Less than once a month	15.5%	12.6%	10.8%
Never	16.4%	20.8%	16.3%

2015 - Overall n: 779.

Source: Applied Survey Research. (2015). 2011-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

📞 What prevents you from shopping at farmers’ market, local produce stands or community supported agriculture also known as CSAs? (Top 5 Responses)

2011	2013	2015
1. Times are not convenient (27.5%)	1. Nothing prevents me (32.2%)	1. Nothing prevents me (30.9%)
2. Nothing prevents me (27.1%)	2. Times are not convenient (24.3%)	2. Times are not convenient (29.9%)
3. Cost (14.2%)	3. Location (16.9%)	3. Location (17.7%)
4. Location (13.3%)	4. Cost (9.6%)	4. Cost (17.4%)
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%)	5. Don’t want to shop at more than one store (6.9%)

2015 - Overall n: 720 respondents offering 803 responses.

Source: Applied Survey Research. (2015). *2011-2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

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 decreased for apple, wine, and miscellaneous fruit, berries, and nursery crops between 2013 and 2014, while the vegetable crops increased during the same time period. Although timber, measured in million board feet, has decreased between 2008 and 2014, it saw an increase between 2013 and 2014. Overall, farmland acreage decreased by 23% between 2008 and 2014.

Farmland Acreage by Type of Production, Santa Cruz County

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Berries	6,613	5,893	6,202	7,398	7,315	6,831	6,620	0.1%
Apple, Wine, & Misc. Fruit	3,238	3,181	3,116	3,119	2,997	3,076	2,994	-7.5%
Vegetables	7,198	7,431	7,942	7,256	6,904	7,161	7,400	2.8%
Nursery Crops	1,116	1,246	1,123	1,306	1,159	1,176	1,005	-9.9%
Wild Hay	54	54	54	50	NA	NA	NA	-
Pasture Land	5,191	5,191	5,191	5,195	NA	NA	NA	-
Timber (million board feet) ¹	12,715	8,404	13,359	7,731	6,559	7,828	11,048	-13.1%
Santa Cruz County Total Farmland Acres	23,410	22,996	23,628	24,324	18,375	18,244	18,019	-23.0%

Source: Santa Cruz County Office of the Agricultural Commissioner. (2015). *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 107 certified organic producers with sales exceeding \$5,000 in Santa Cruz County in 2013, an increase of 73% from 62 organic producers in 2007. Land dedicated to organic farming has been on the rise since 2010, though it has leveled off at around 4,000 acres in 2014.

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

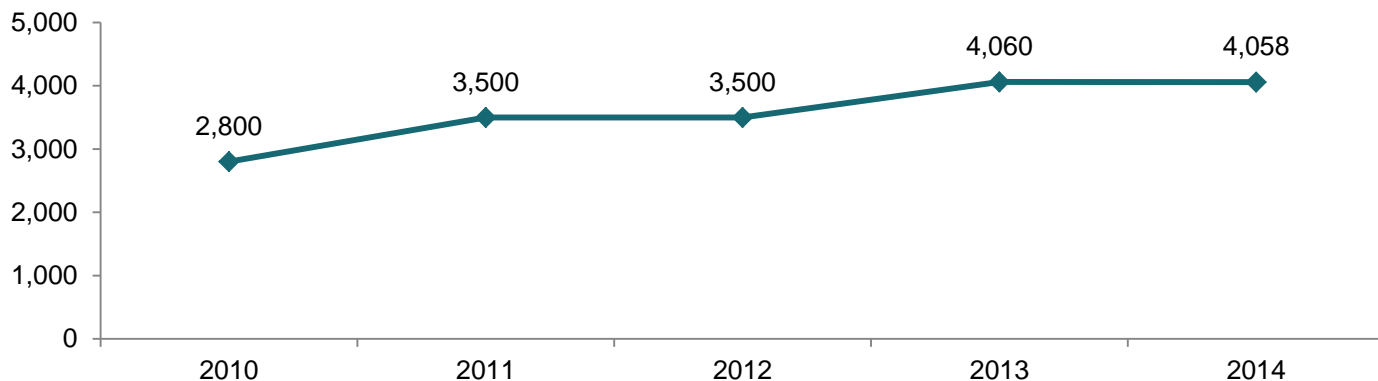
	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Monterey	69	76	74	80	79	80	142	105.8%
San Benito	41	43	40	45	54	56	78	90.2%
San Luis Obispo	49	53	50	52	59	70	88	79.6%
Santa Clara	12	11	10	8	17	19	26	^
Santa Cruz	62	63	64	73	75	87	107	72.6%

Source: California Department of Food and Agriculture, State Organic Program, Inspection Compliance Branch. (2015). 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.

Organic Farmland in Acres, Santa Cruz County



Source: County Agricultural Commissioner. (2014). 2008-2014 *Santa Cruz County Crop Report*.

Total Organic Farm Gross Sales (In Millions), By County

	2010	2011	2012	2013	2014	10-14% CHANGE
Monterey	\$169.0	\$170.4	\$182.7	\$214.4	\$277.3	64.1%
San Benito	NA	NA	NA	\$81.0	\$102.6	NA
Santa Cruz	\$26.1	\$27.0	\$65.0	\$90.0	\$118.9	355.6%

Source: County Agricultural Commissioner. (2015). 2010-2014 *Santa Cruz, Monterey, San Benito, County Crop Reports*.

Note: Information on San Benito's Organic Farm Gross Sales was unavailable in 2010-2012

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 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 6% decrease in the use of pesticides in Santa Cruz County. There were 6.5 pounds of pesticides used per county resident in 2013.

Pesticide Use, Pounds Applied, By County

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Monterey	8,680,918	7,893,327	7,788,548	8,727,883	8,592,403	9,047,989	8,539,894	-1.6%
San Mateo	288,151	306,063	242,279	276,462	284,574	212,261	249,542	-13.4%
Santa Clara	931,916	1,173,078	679,712	1,132,356	892,257	906,608	954,486	2.4%
Santa Cruz	1,843,886	1,653,785	1,585,810	1,030,787	1,682,416	1,687,988	1,743,083	-5.5%
California	172,163,465	161,531,155	158,168,838	174,998,605	191,721,767	186,653,951	193,597,806	12.4%

Source: Department of Pesticide Regulation. (2015). *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

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Pounds Per Resident	6.4	5.8	5.9	3.8	6.1	6.3	6.5	0.1
Pounds Per Acre	6.5	5.8	5.6	3.6	5.8	5.9	6.1	-0.4

Source: Department of Pesticide Regulation. (2015). *2007-2013 Annual pesticide use report*.

California Department of Finance. (2015). *Race/ethnic population with age and sex detail, Santa Cruz County, 2007-2013*.

U.S. Department of Commerce. (2015). U.S. Census Bureau, State and County QuickFacts.

Pesticide Use, Number of Applications, by County

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Monterey	365,692	355,795	353,590	380,966	375,385	418,071	467,096	27.7%
San Mateo	12,370	13,206	10,301	8,694	7,366	6,889	8,014	-35.2%
San Benito	34,105	33,317	28,826	31,961	29,032	37,204	43,328	27.0%
Santa Clara	25,510	24,182	18,794	27,104	29,303	30,131	33,604	31.7%
Santa Cruz	27,389	24,889	24,645	21,244	27,836	26,641	32,173	17.5%
California	2,196,316	2,082,071	2,006,581	2,329,458	2,472,672	2,590,562	2,836,124	29.1%

Source: Department of Pesticide Regulation. (2015). *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 coliform⁴⁰ 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, fifteen 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	10/19/15
Soquel Creek @ Flume Outlet	10/19/15
Neary Lagoon @ Bay	10/19/15
Two Bar Creek @ San Lorenzo	10/8/15
Intel Creek at Mouth	10/19/15
San Lorenzo River at Highlands Park	10/19/15
Carbonera Creek @ Branciforte Creek	10/14/15
Branciforte Creek at San Lorenzo River	10/14/15
Valencia Creek at Aptos Creek	9/15/15
Moore Creek at Mouth	10/19/15
Corcoran Lake at Mouth	10/19/15
Woodrow Creek at Mouth	10/19/15
Shingle Mill Creek at San Lorenzo River	10/14/15
Aptos Creek at Mouth	10/19/15
Newell Creek at San Lorenzo River in Glen Arbor	10/8/15

Source: Santa Cruz County Water Quality Reports. (October, 2015). <http://gis.co.santa-cruz.ca.us/publicWaterQuality/>.

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

⁴⁰ Please see Appendix II for a definition of "Total Coliform."

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

LOCATION	SAMPLE DATE
San Lorenzo River at Laurel St	10/19/15
Intel Creek at Mouth	10/19/15
Pajaro River at Mouth	10/14/15
Neary Lagoon at Bay-CA	10/19/15
Two Bar Creek at San Lorenzo River	10/8/15
Woodrow Creek at Mouth	10/19/15
South Fork Gold Gulch at Dam	9/29/15
Moore Creek at Mouth	10/19/15
Shingle Mill Creek at San Lorenzo River	10/14/15
Valencia Creek at Aptos Creek	10/14/15
Waddel Creek at Mouth	9/18/15

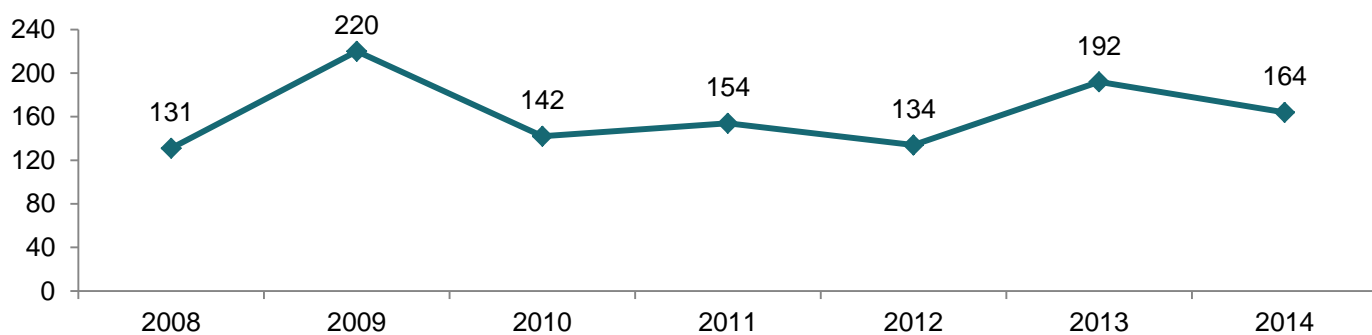
Source: Santa Cruz County Water Quality Reports. (October, 2015). <http://gis.co.santa-cruz.ca.us/publicWaterQuality/>

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 2008 to 2014, for a total of 164 advisories in 2014. One of Santa Cruz County’s most popular beaches, Cowell Beach received the highest number of swim advisories in 2014. Santa Cruz County did not have any beach closures in 2014, marking the seventh consecutive year without closures.

Swim Advisories¹, Number of Days, Santa Cruz County



Source: Santa Cruz County Environmental Health Services, Water Resources Division. (2015). *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

	2008 ADVISORIES	2009 ADVISORIES	2010 ADVISORIES	2011 ADVISORIES	2012 ADVISORIES	2013 ADVISORIES	2014 ADVISORIES
Capitola Beach	10	33	9	2	12	12	2
Corcoran Beach	0	0	0	0	0	0	0
Cowell Beach	67	172	132	117	120	180	152
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	2	0	0	0	1	0	5
Rio del Mar Beach	7	0	0	2	0	0	0
Santa Cruz Main	44	15	1	31	1	0	5
Seabright Beach	1	0	0	0	0	0	0
Seacliff Beach	0	0	0	2	0	0	0
Twin Lakes Beach	0	0	0	0	0	0	0
Santa Cruz County Total Advisories	131	220	142	154	134	192	164
Santa Cruz County Total Closures	0	0	0	0	0	0	0

Source: Santa Cruz County Environmental Health Services, Water Resources Division. (2015). *Personal correspondence with program representative.*

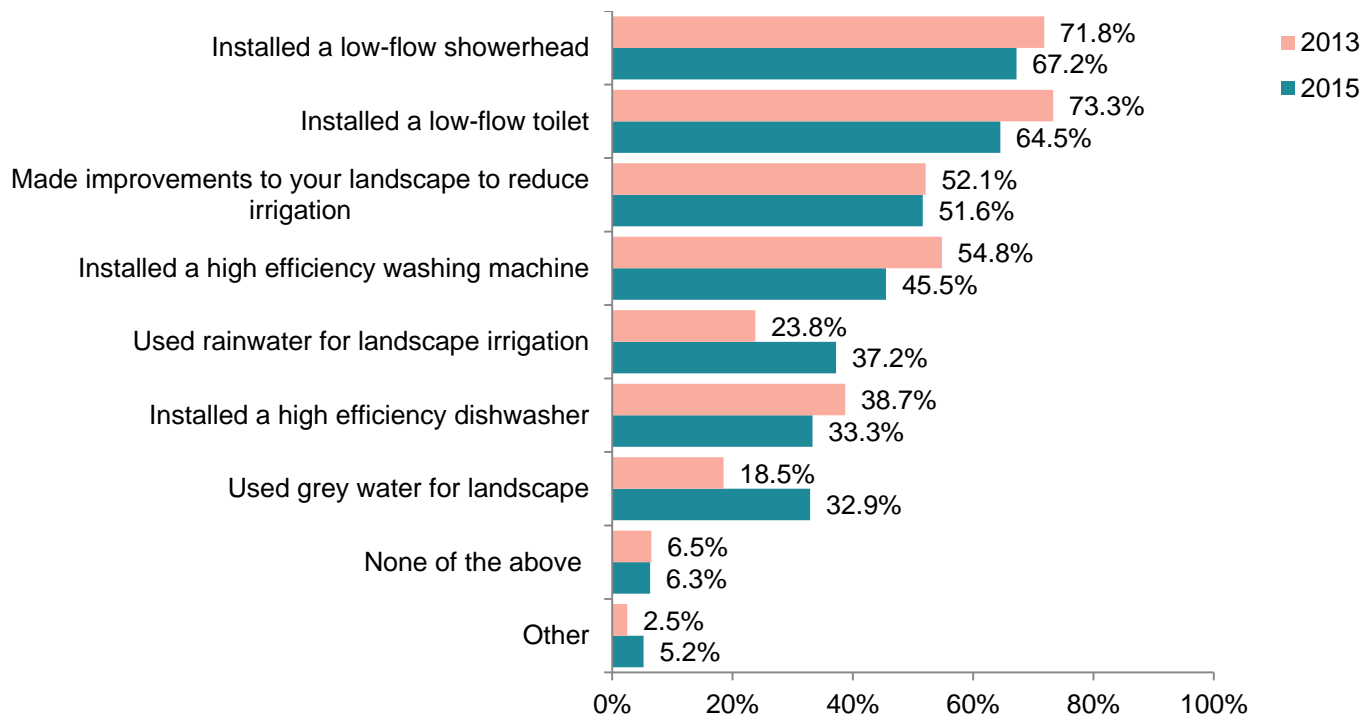
Note: Four waterflow deltas (San Lorenzo Rivermouth, Schwan Lagoon, Soquel Creek, and Aptos Creek) have permanent postings, and Neary Lagoon has a seasonal posting during winter.

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

WATER USE REDUCTION

More than two-thirds of 2015 CAP survey respondents reported taking steps to reduce household water consumption by installing a low-flow showerhead and 65% reported installing a low-flow toilet.

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

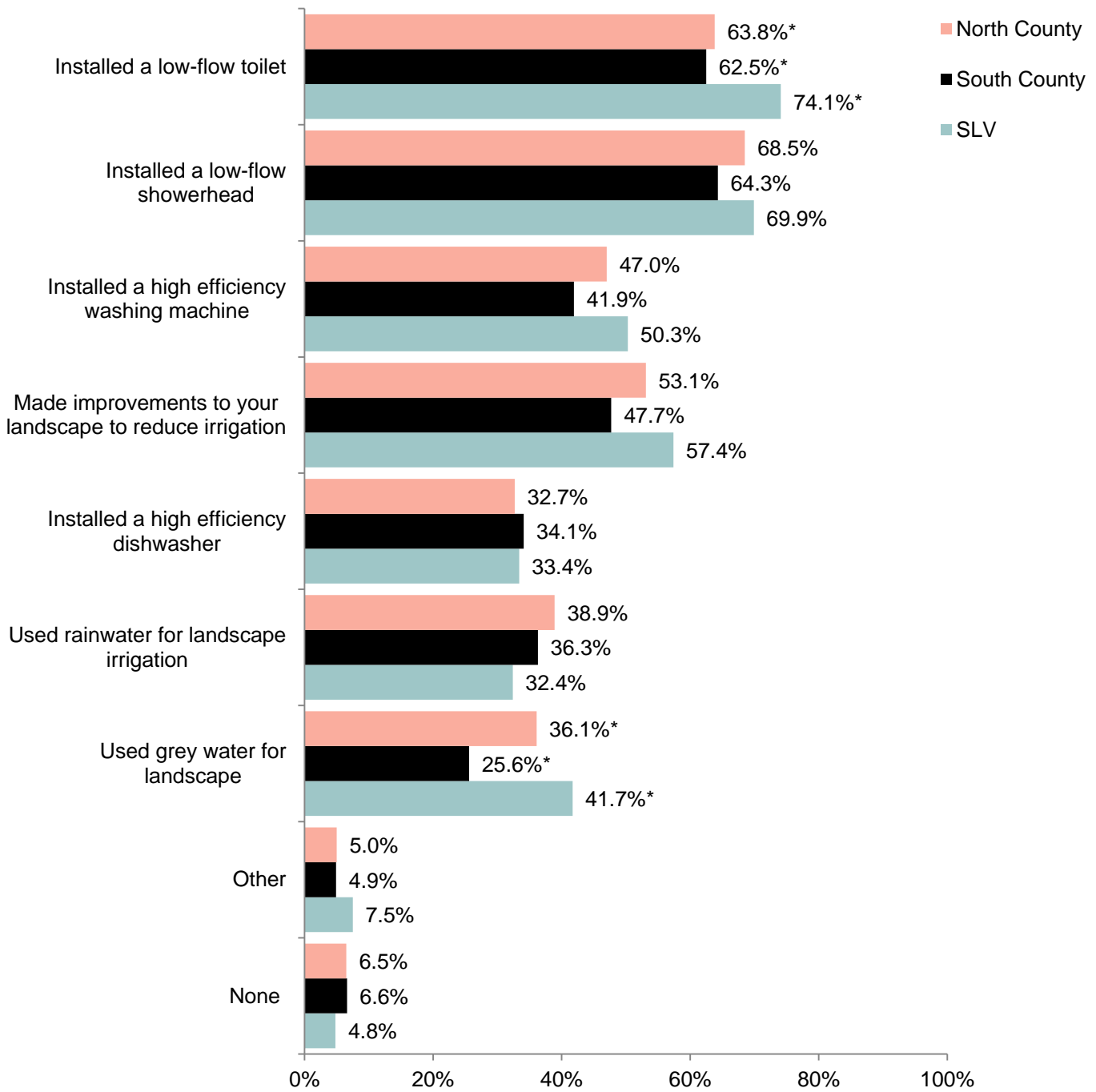


2015 - Overall n: 763 respondents offering 2,655 responses.

Source: Applied Survey Research. (2015). 2013-2015 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.

🔊 Are you taking any of the following steps to reduce your household water consumption? By Region – 2015



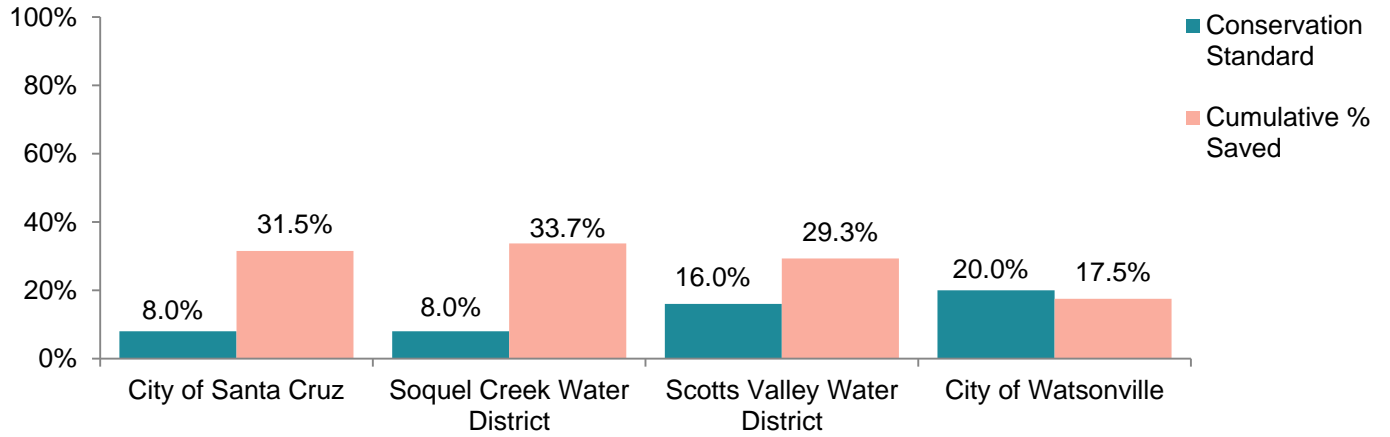
2015 - North County n: 276 offering 983 responses; South County n: 246 respondents offering 806 responses; SLV n: 243 respondents offering 912 responses.

Source: Applied Survey Research. (2015). *2015 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: SLV respondents were significantly more likely than North and South County respondents to install a low-flow toilet in 2015. North County and San Lorenzo Valley respondents were significantly more likely than South County respondents to use grey water for landscape.

Water Conservation, by Supplier, Compared to State Set Standard, July 2015



Source: California Environmental Protection Agency (2015) *July 2015 Water Conservation Report by Supplier (by hydro-region, then R-GPCD)*

Note: The Conservation Standard is set by the state as part of the current emergency regulation in place to reduce water use by 25% statewide. It is based on each community's average residential water use, per person per day, last year. The regulation dictates that each urban water supplier be placed into one of eight tiers which are assigned a conservation standard.

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 400 gallons per service connection in 2014, and Soquel Creek used the least at 188 gallons per connection. Over the last seven years, Soquel Creek reported the greatest decrease in water usage (29%), followed by Santa Cruz (26%).

When looking at the number of residential service connections in the county by water district, there was an increase from 67,014 in 2008 to 66,316 connections in 2013. Soquel Creek experienced the largest increase (3%) in the number of service connections between 2007 and 2014, while Watsonville saw a decrease of 7% in connections.

Daily Water Usage per Connection in Gallons, by Water District

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Central (Rural Aptos) ¹	500	441	450	436	494	474	400	-20.0%
San Lorenzo Valley	252	233	218	213	227	227	NA	-
Santa Cruz ²	371	324	323	308	328	341	273	-26.4%
Scotts Valley	355	321	297	333	276	243	NA	-
Soquel Creek	266	235	218	225	235	221	188	-29.3%
Watsonville	414	388	368	414	378	431	371	-10.4%
Santa Cruz County Total	2,158	1,942	1,874	1,929	1,938	1,937	-	

Source: Santa Cruz County Planning Department. (2015). *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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Central (Rural Aptos) ¹	785	784	787	812	812	814	794	1.1%
San Lorenzo Valley	7,322 ²	7,305	7,308	7,315	7,345	7,345	NA	-
Santa Cruz	24,228 ³	24,310	24,351	24,347	24,425	24,429	24,501	1.1%
Scotts Valley	3,582	3,582	3,592	3,565	3,903	3,335 ⁵	NA	
Soquel Creek	15,302	15,363	15,417	15,483	15,562	15,674	15,773	3.1%
Watsonville	15,795	15,979	15,595	14,564	14,617	14,719	14,718	-6.8%
Santa Cruz County Total⁴	67,014	67,323	67,050	66,116	66,664	66,316	NA	-

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.

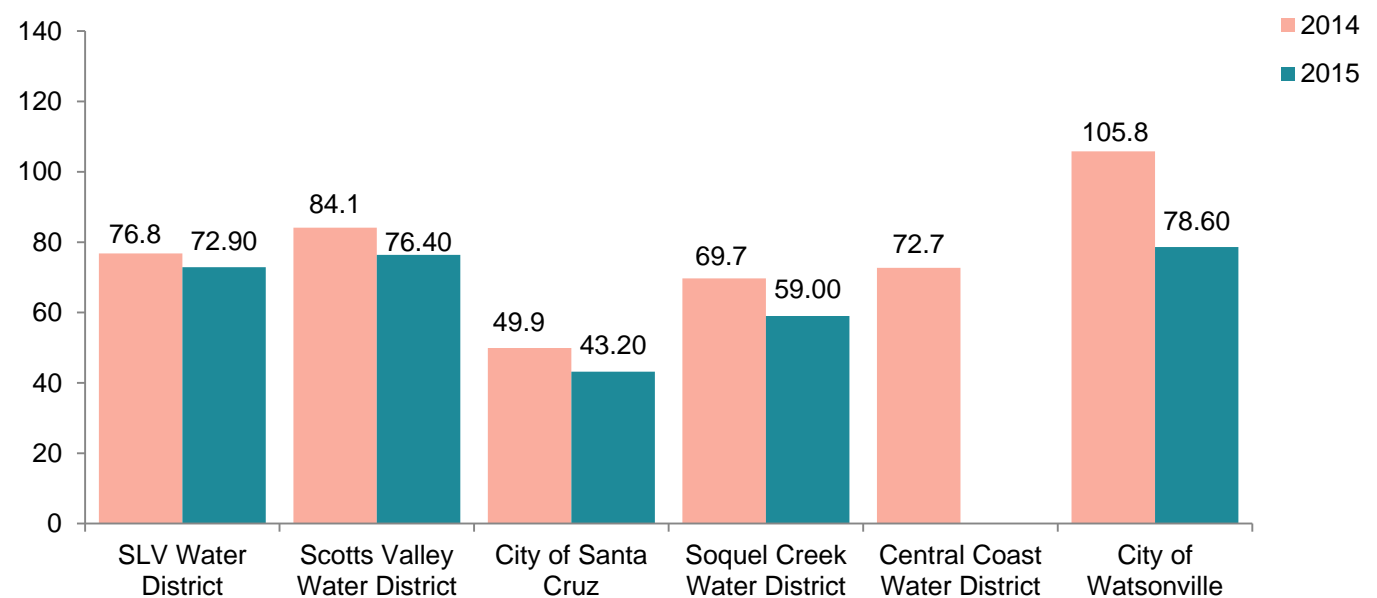
²The large increase in service connections is due to the addition of Felton to the San Lorenzo Valley Water District.

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.

Residential Gallons per Capita per Day (R-GPCD)



Source: California State Water Resources Control Board. (2014). *Personal correspondence with program representative*.

Note: Central Coast Water District data for 2015 was not available at the time of publication.

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 2014, there were 124 air quality related neighborhood complaints in Santa Cruz County, up from 97 in 2008. 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

	2008	2009	2010	2011	2012	2013	2014
Aptos	6	11	7	8	6	12	12
Ben Lomond/ Felton/ Boulder Creek	3	9	14	33	32	29	33
Bonny Doon	0	1	0	1	1	2	0
Capitola	4	4	5	4	3	3	4
Davenport	7	0	0	0	0	0	0
Freedom/Corralitos	1	2	2	1	0	2	2
Santa Cruz	54	63	61	52	25	40	43
Scotts Valley	2	6	2	2	0	14	17
Soquel	8	5	3	0	1	13	2
Watsonville	12	8	11	20	6	11	11
Santa Cruz County Total	97	109	105	121	74	126	124

Source: Monterey Bay Unified Air Pollution Control District. (2015). *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 (61%) traveled less than 25 minutes to get to work in 2014. However, 10% spent one hour or more commuting.

There were 5.2 million daily vehicle miles traveled in the county in 2013. 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.

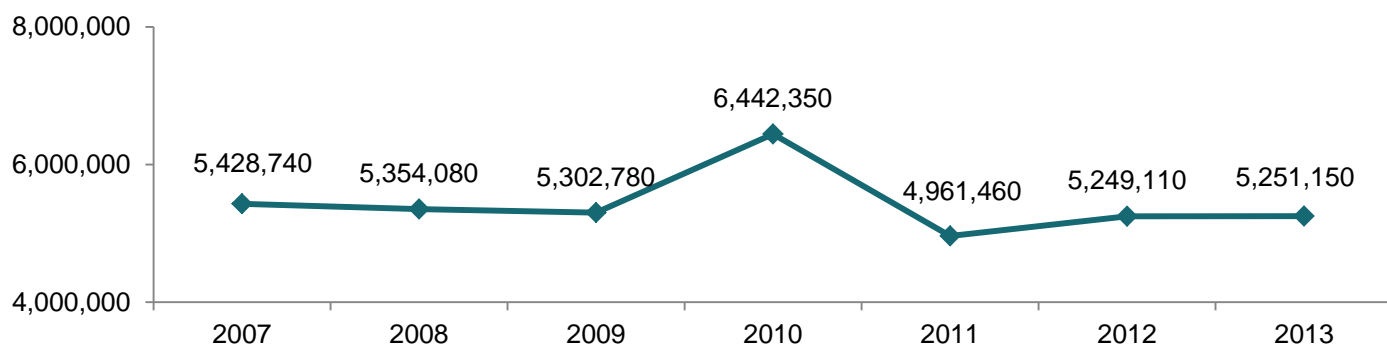
Commute Time to Work¹, Santa Cruz County

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
0-14 minutes	27.7%	32.6%	30.3%	32.0%	27.9%	27.8%	32.3%	4.6
15-24 minutes	29.7%	27.0%	29.8%	28.1%	33.3%	31.9%	28.2%	-1.5
25-34 minutes	17.4%	17.4%	14.8%	15.8%	13.4%	15.4%	12.3%	-5.1
35-59 minutes	14.8%	15.4%	16.5%	14.2%	15.8%	16.4%	17.2%	2.4
60 minutes or more	10.5%	7.4%	8.6%	9.8%	9.7%	8.5%	10.0%	-0.5
Total Respondents	119,309	109,097	107,590	117,356	121,110	117,783	118,910	-

Source: U.S. Census Bureau. (2015). 2008-2014 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. (2015). 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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Capitola	146,170	146,170	146,170	146,170	146,160	135,500	135,500	-7.3%
Santa Cruz	566,070	566,070	566,070	566,070	566,060	589,210	589,210	4.1%
Scotts Valley	124,610	124,610	136,140	136,140	136,140	133,890	133,890	7.4%
Watsonville	360,500	360,500	368,170	368,170	369,910	357,090	359,970	-0.1%
County— Unincorporated	1,396,220	1,393,830	1,394,100	1,394,100	1,394,100	1,322,530	1,319,650	-5.5%
State Highways	2,790,240	2,719,320	2,648,750	3,788,310	2,305,710	2,667,510	2,669,550	-4.3%
State Parks & Recreation	10,930	10,930	10,930	10,930	10,930	10,930	10,930	0.0%
University of California	33,880	32,640	32,450	32,450	32,450	32,450	32,450	-4.2%
Santa Cruz County Total ²	5,428,620	5,354,070	5,302,780	6,442,350	4,961,460	5,249,110	5,251,150	-3.3%

Source: California Department of Transportation. (2015). *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.

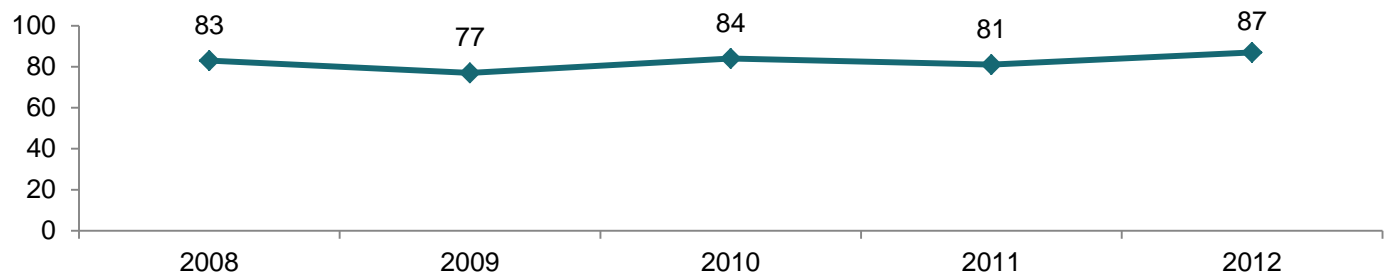
Daily Vehicle Miles Traveled, Local County Comparison

	2007	2008	2009	2010	2011	2012	2013	07-13% CHANGE
Monterey	10,008,840	9,778,090	9,984,640	10,241,360	10,199,300	10,156,280	10,117,590	1.1%
San Benito	1,394,030	1,387,040	1,375,760	1,839,140	1,346,150	1,404,770	1,427,080	2.4%
San Mateo	18,343,970	17,820,530	17,632,700	17,400,430	19,342,190	19,342,190	18,680,360	1.8%
Santa Clara	41,859,820	41,160,710	40,695,560	39,402,370	41,250,490	41,478,310	41,620,420	-0.6%
Santa Cruz	5,428,740	5,354,080	5,302,780	6,442,350	4,961,460	5,249,110	5,251,150	-3.3%
Per Capita Miles Travelled Santa Cruz County	43.8	42.2	45.7	56.3	41.0	40.1	44.2	-

Source: California Department of Transportation. (2015). *California Public Road Data*. Sacramento, CA.

U.S. Census Bureau. (2015). Table B08303: Travel time to work. *American Community Survey, 2007-2013 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
Monterey	26	25	23	26	30
San Mateo	12	11	12	10	10
Santa Clara	31	27	26	28	32
Santa Cruz	6	5	5	6	5

Source: California Energy Commission. (2013). *2008-2012 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.

ALTERNATIVE TRANSPORTATION

The number of trips taken by bus in the county has decreased by 3%, from 5.8 million trips in 2008 to around 5.6 million trips in 2014. 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 38%, from 270,044 trips in 2008 to 373,348 trips in 2014.

The number of bikeway miles in the county has increased by 5% from 210 bikeway miles in 2008 to 221 bikeway miles in 2014.

When looking at how people 16 years and older commuted to work between 2008 and 2014, there was a large increase in those who worked at home (48%), and took public transportation (18%), but decreases in the number of people who walked (5%), and people that carpooled (21%).

Annual Transit Ridership

	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	08-14 % CHANGE
Santa Cruz Metropolitan Transit District (SCMTD)	5,522,943	5,708,338	5,449,056	5,446,104	5,034,169	5,015,612	5,221,204	-5.5%
Hwy 17 Express Bus	270,044	318,582	301,104	330,340	339,048	354,058	373,348	38.3%
Paracruz (Paratransit)	87,713	93,279	94,074	94,510	92,325	90,492	99,155	13.0%
Total Ridership¹	5,880,700	6,120,199	5,844,234	5,870,954	5,465,542	5,460,162	5,693,707	-3.2%

Source: Santa Cruz Metropolitan Transit District. (2015). *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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Capitola	14.6	14.6	14.6	14.6	14.6	14.6	14.6	^
Santa Cruz	56.8	57.3	57.7	57.7	57.7	57.7	58.4	2.8%
Scotts Valley	13.1	14.7	16.5	16.5	16.5	16.5	16.7	^
Watsonville	27.2	27.2	27.2	27.5	27.5	27.5	27.5	1.1%
Unincorporated	95.9	95.9	95.9	95.9	96.4	97.2	99.4	3.6%
UCSC	2.8	3.4	3.4	3.7	3.7	3.7	3.7	^
Santa Cruz County Total	210.2	213.0	215.2	215.8	216.4	217.2	220.5	4.9%

Source: Santa Cruz County Regional Transportation Commission. (2015). *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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Car, Truck, or Van – Drove Alone	90,870	84,900	80,999	90,388	91,660	89,608	87,894	-3.3%
Car, Truck, or Van – Carpooled	13,368	11,670	11,659	12,235	12,299	11,747	10,537	-21.2%
Public Transportation (Excluding Taxicab)	3,174	3,532	3,245	3,739	3,535	2,488	3,751	18.2%
Walked	5,956	4,993	5,658	4,625	5,991	5,070	5,631	-5.5%
Worked at Home	7,501	6,964	6,783	8,499	9,664	9,080	11,097	47.9%
Other Means ¹	5,941	4,002	6,029	6,369	7,625	8,870	10,211	71.9%
Workers 16 Years & Over	126,810	116,061	114,373	125,855	130,774	126,863	129,121	1.8%
Mean Travel Time to Work (in Minutes)	26.6	25.2	25.3	25.4	25.7	25.7	26.2	-

Source: U.S. Census Bureau. (2015). *American Community Survey, 1-Year Estimates, Selected Economic Characteristics, Table DP03, 2008-2014.*

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?

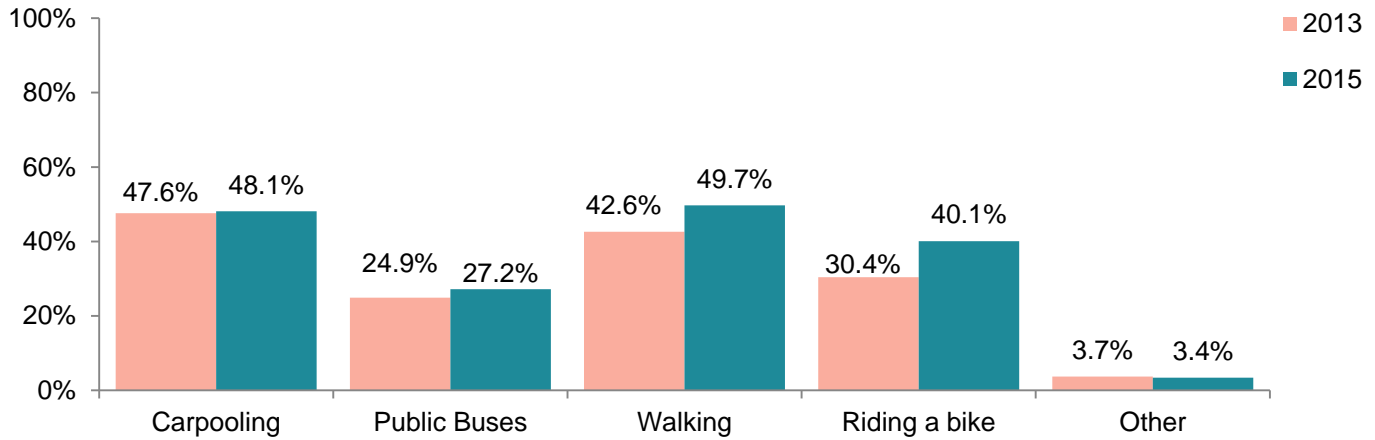
	2011	2013	2015
Never	37.1%	41.6%	43.7%
White	41.5%	42.5%	45.0%
Latino	25.7%	36.3%	44.4%
Every day	13.3%	13.6%	12.8%
White	11.6%	13.0%	10.1%
Latino	17.4%	15.6%	15.8%
At least once a week, but not every day	23.0%	22.0%	23.6%
White	20.4%	20.9%	23.2%
Latino	33.0%	28.6%	21.7%
A couple times a month	16.3%	14.1%	12.8%
White	15.0%	13.5%	12.0%
Latino	20.3%	14.9%	14.1%
A couple times a year	9.1%	8.7%	6.9%
White	10.7%	10.0%	9.4%*
Latino	3.6%	4.6%	4.0%*

2015 - Overall n: 774; White n: 421; Latino n: 284.

Source: Applied Survey Research. (2015). *2011-2015 Santa Cruz County Community Assessment Project, Telephone Survey.* Watsonville, CA.

*Significance testing: White respondents were significantly more likely than Latino respondents to use alternative forms of transportation a couple times a year in 2015.

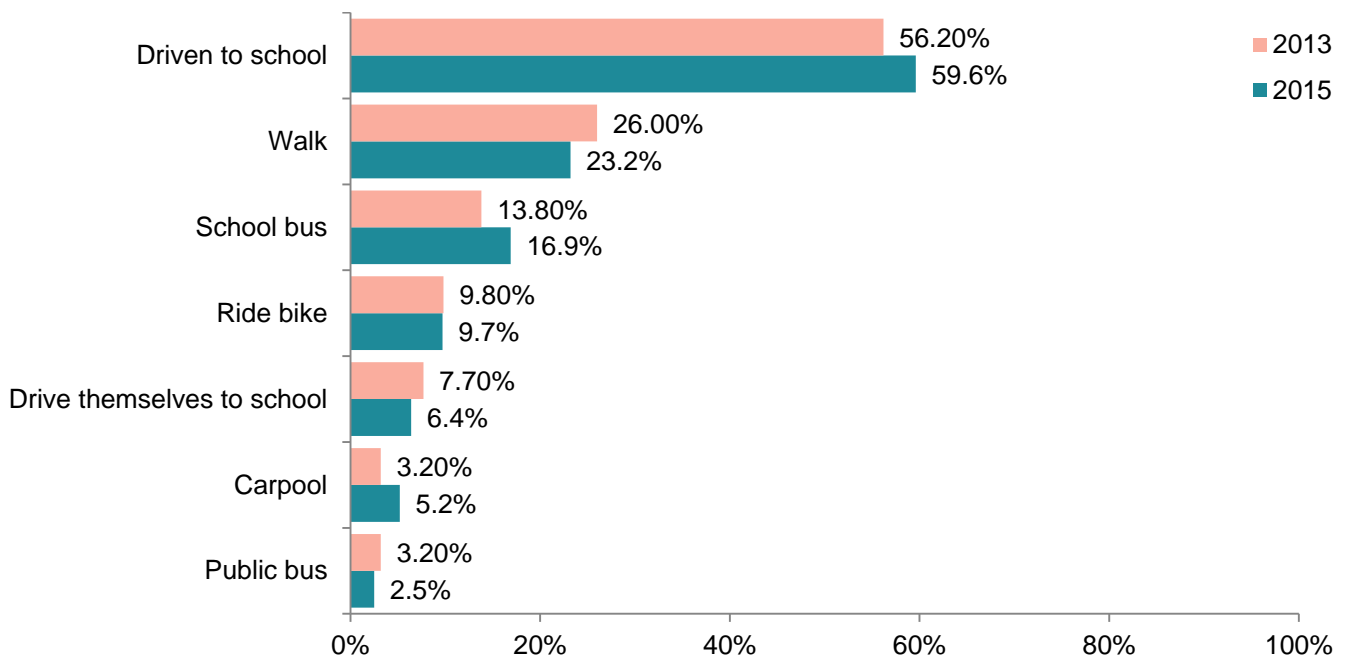
📞 What types of alternative forms of transportation do you use?



2015 - Carpooling n: 209; Public buses n: 118; Walking n: 216; Riding a bike n: 174; Other n: 15.

Source: Applied Survey Research. (2015). 2013-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

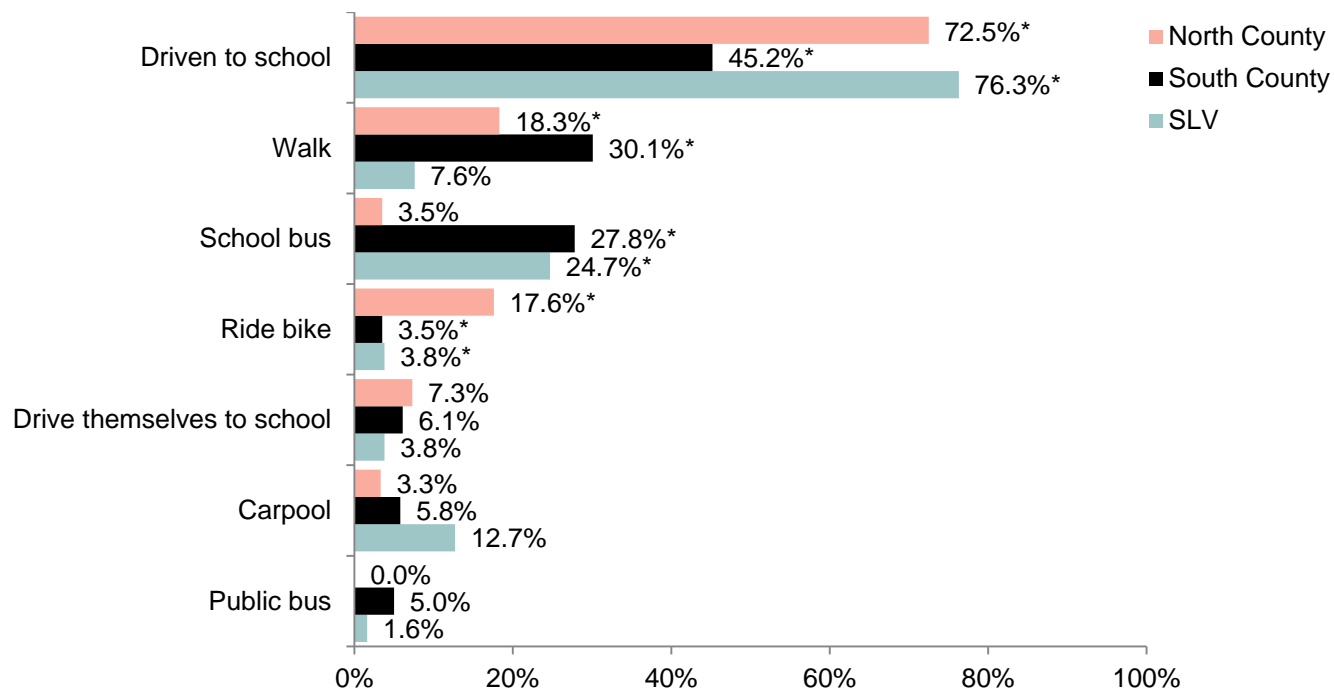
📞 How does your child (children) usually get to school?



2015 -Overall n: 239 respondents offering 313 responses.

Source: Applied Survey Research. (2015). 2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

📞 How does your child (children) usually get to school? – 2015



2015 - North County n: 71 offering 91 responses; South County n: 104 respondents offering 138 responses; SLV n: 55 respondents offering 73 responses.

Source: Applied Survey Research. (2015). *2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

*Significance testing: North County and SLV respondents were significantly more likely than South County to drive their children to school. South County respondents were significantly more likely than North County and SLV respondents to report that their children walked to school. South and SLV respondents were significantly more likely than North County respondents to report that their children took a school bus to school. North County respondents' children were significantly more likely to ride their bike to school than SLV and South County respondents.

📞 Which of the following would encourage your child (children) to walk or bike to school more frequently?

	2013	2015		2013	2015
Living closer to school	63.6%	56.1%	Change in attitude, so that it's a cool thing to do	10.3%	12.8%
North County	54.9%	43.2%*	North County	7.7%	8.4%
South County	73.0%	67.4%*	South County	14.8%	17.3%
SLV	64.4%	60.0%*	SLV	3.1%	9.7%
Increased feeling of safety from crime	28.5%	26.2%	Bike lanes	-	22.5%
North County	27.1%	26.4%*	North County	-	19.7%
South County	34.2%	29.4%*	South County	-	24.8%
SLV	9.8%	5.5%*	SLV	-	23.9%
Sidewalk or street improvements for safety	25.3%	26.1%	Lights or stop signs	-	20.0%
North County	20.5%	23.7%	North County	-	16.7%
South County	27.0%	28.1%	South County	-	26.2%
SLV	40.8%	26.6%	SLV	-	0.0%
Traffic crossing guards on duty	19.0%	22.1%	Other	4.3%	6.2%
North County	14.2%	20.9%	North County	4.5%	7.6%
South County	27.3%	25.0%	South County	3.6%	5.7%
SLV	4.7%	11.1%	SLV	5.9%	1.7%
Slower traffic speeds on streets	18.1%	24.5%			
North County	8.8%	20.4%			
South County	29.6%	29.3%			
SLV	11.7%	17.7%			

2015 - Overall n: 216 respondents offering 487 responses; North County n: 64 offering 127 responses; South County n: 93 respondents offering 243 responses; SLV n: 51 respondents offering 84 responses.

Source: Applied Survey Research. (2015). *2015 Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

Note: In 2013 *bike lanes* and *lights or stop signs* were not options in the 2013 survey so there is not comparable data for these responses.

*Significance testing: South County respondents were significantly more likely than North County and SLV respondents to indicate that living closer to school would encourage their child/children to walk or bike to school. North and South County respondents were significantly more likely to respond that an increased feeling of safety from crime would encourage their child to walk or bike to school compared to SLV respondents.

WASTE REDUCTION

From 2007 to 2013, Santa Cruz County saw a 22% reduction in annual tons of waste. The largest reduction was in the unincorporated areas of the county (35%).

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	58,229	53,538	54,325	47,129	49,702	46,380	49,672	-14.7%
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	34,491	-14.0%
Unincorporated Areas	94,538	86,974	65,769	69,076	63,286	67,850	61,428	-35.0%
Santa Cruz County Total	206,978	186,304	168,341	169,541	164,884	163,581	161,816	-21.8%

Source: California Integrated Waste Management Board. (2015). *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	2013
Capitola	4.6	4.3	4.2	4.5	4.3	4.3	4.3
Santa Cruz	5.3	5.1	5.0	4.3	4.5	4.1	4.4
Scotts Valley	3.8	2.4	3.3	3.8	3.8	2.8	4.0
Watsonville	4.2	3.5	3.5	4.0	3.8	3.7	3.7
Unincorporated Areas	3.2	2.6	2.7	2.9	2.7	3.6	2.6

Source: California Department of Resources Recycling and Recovery (CalRecycle). (2015). *Jurisdiction diversion/disposal rate summary, 2007-2013, by jurisdiction.*

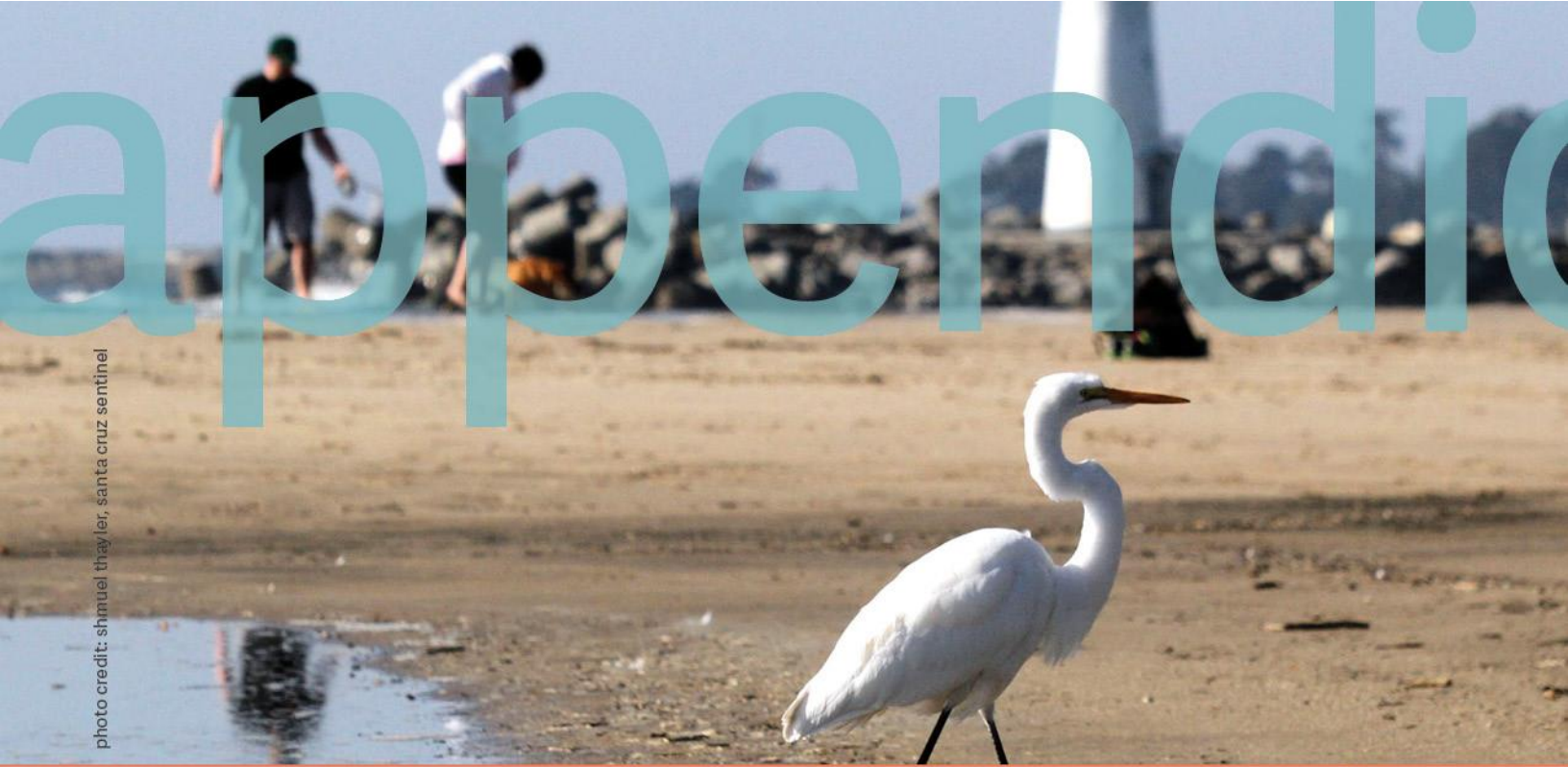


photo credit: shmuel thayer, santa cruz sentinel

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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 2015, 784 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 2015, 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 784 surveys were completed, 282 in North County, 256 in South County, and 246 in San Lorenzo Valley.

Data from the 2015 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 2015 survey, the sample was 60% female and 40% 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 2015 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 2010 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 784 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 +/- 3.5%. 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.

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 3.5%.

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 2015 data was performed using proportion Z testing to determine whether differences observed within the 2015 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 California Health Interview Survey (CHIS) is the largest state health survey in the nation. It is a random-dial telephone survey that asks questions on a wide range of health topics. CHIS is conducted on a continuous basis allowing the survey to generate timely one-year estimates. CHIS provides representative data on all 58 counties in California and provides a detailed picture of the health and health care needs of California's large and diverse population.

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).

Education

CALIFORNIA ASSESSMENT OF STUDENT PERFORMANCE AND PROGRESS (CAASPP): is a system of assessments. CAASPP was established on January 1st, 2014, replacing the Standardized Testing and Reporting (STAR) Program, to include assessments for the new Common Core State Standards (CCSS). CAASPP encompasses the Smarter Balance Assessments Consortium (SBAC) system which is based on CCSS for English language arts/literacy, and math.

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, 2015

1. Which of the following areas do you live in or live closest to?

	FREQUENCY	PERCENT
Aptos	43	5.5%
Capitola	36	4.6%
City of Santa Cruz	130	16.6%
City of Watsonville	187	23.8%
Corralitos	14	1.7%
Davenport/Bonny Doon	9	1.2%
Freedom	21	2.7%
La Selva	3	.3%
Live Oak	178	22.7%
Pajaro	17	2.2%
Scotts Valley	41	5.3%
Soquel	21	2.7%
Ben Lomond	24	3.1%
Boulder Creek	32	4.0%
Felton	26	3.3%
Lompico	1	.1%
Total	784	100.0%

2. What is your zip code?

	FREQUENCY	PERCENT
95003	43	5.5%
95005	24	3.1%
95006	32	4.0%
95010	36	4.6%
95017	4	.6%
95018	27	3.4%
95019	21	2.7%
95060	112	14.3%
95061	2	.3%
95062	178	22.7%
95063	2	.2%
95064	2	.2%
95065	17	2.2%
95066	39	5.0%
95067	3	.3%
95073	21	2.7%
95076	218	27.8%
95077	3	.4%
Total	784	100.0%

3. Are you a parent or guardian of a child (children) under the age of 18?

	FREQUENCY	PERCENT
Yes	253	32.2%
No	531	67.8%
Total	784	100.0%

4. How does (do) your child (children) usually get to school?

	FREQUENCY	PERCENT
Ride Bike	23	9.7%
Walk	55	23.2%
Driven to School	142	59.6%
Drive themselves to school	15	6.4%
Carpool	13	5.2%
School Bus	41	16.9%
Public Bus	6	2.5%
Other	2	1.0%
Too young to go to school	15	6.1%

Multiple response question with 239 respondents offering 312 responses.

4a. Which of the following would encourage your child (children) to walk or bike to school more frequently?

	FREQUENCY	PERCENT
Living closer to school	121	56.1%
Slower traffic speeds on streets	53	24.5%
Traffic crossing guards on duty	48	22.1%
Increased feeling of safety from crime	56	26.2%
Sidewalk or street improvements for safety	56	26.1%
Change in attitude, so that it's a cool thing to do	28	12.8%
Lights or stop signs	43	20.0%
Bike lanes	49	22.5%
Other	13	6.2%
Age	16	7.5%
Walk/bike already	4	1.9%

Multiple response question with 216 respondents offering 487 responses.

5. Do you feel you are better off financially this year than last year?

	FREQUENCY	PERCENT
Yes	269	34.7%
The Same	240	30.9%
No	266	34.4%
Total	775	100.0%

6. In the past 12 months, did you apply for public or government assistance?

	FREQUENCY	PERCENT
Yes	136	17.5%
No	645	82.5%
Total	781	100.0%

6a. What prevented you from applying to get help from any social service program?

	FREQUENCY	PERCENT
I didn't need public assistance	482	75.7%
I didn't know where to get help	22	3.4%
I applied for public assistance but did not qualify	63	9.9%
I didn't want to	83	13.0%
Other	3	.5%

Multiple response question with 636 respondents offering 653 responses.

7. The food that I/we bought just didn't last, and I/we didn't have money to get more

	FREQUENCY	PERCENT
Often true	46	5.9%
Sometimes true	147	18.8%
Never true	586	75.0%
Don't Know	2	.3%
Total	781	100.0%

8. Have you been without housing in Santa Cruz County during the past year?

	FREQUENCY	PERCENT
Yes	60	7.7%
No	724	92.3%
Total	784	100.0%

9. Is anyone staying at your address on a temporary basis who otherwise might be considered homeless?

	FREQUENCY	PERCENT
Yes	50	6.4%
No	730	93.3%
Don't Know	3	.3%
Total	782	100.0%

10. How would you describe, in general, your overall health?

	FREQUENCY	PERCENT
Excellent	161	20.6%
Very good	224	28.6%
Good	238	30.4%
Fair	107	13.7%
Poor	53	6.7%
Total	783	100.0%

11. Do you have a regular source of health care?

	FREQUENCY	PERCENT
Yes	687	88.0%
No	93	12.0%
Total	780	100.0%

11a. If you have a regular source of health care, where do you go?

	FREQUENCY	PERCENT
Private practice - includes Santa Cruz Medical Clinic	495	72.6%
Urgent care clinics - Doctors on Duty, 24 hour urgent care	41	6.0%
Emergency room	16	2.4%
Community and County clinics	102	14.9%
Alternative care practices	10	1.4%
Out of county	15	2.2%
Other	3	.4%
Total	682	100.0%

11b. If no, where do you go?

	FREQUENCY	PERCENT
Private practice - includes Santa Cruz Medical Clinic	24	28.6%
Urgent care clinics - Doctors on Duty, 24 hour urgent care	8	9.6%
Emergency room	17	20.2%
Community and County clinics	29	35.3%
Alternative care practices	2	2.3%
Out of county	0	0.0%
Other	3	3.9%
Total	82	100.0%

12. In the past 12 months, were you able to receive the health care you needed?

	FREQUENCY	PERCENT
Yes	684	87.8%
No	39	5.1%
I didn't need healthcare	56	7.1%
Total	779	100.0%

12a. Why were you unable to receive the health care you needed?

	FREQUENCY	PERCENT
No insurance	11	32.9%
Insurance wouldn't cover it	6	18.8%
Couldn't afford co-pay	2	6.7%
Couldn't afford the premium	3	8.3%
Too expensive	3	8.3%
Could not find a doctor to accept your insurance	0	0.0%
Transportation issues	0	0.0%
Unable to communicate due to language differences or bar	0	0.0%
Didn't know where to go	0	0.0%
Didn't know what steps to take to get health care	0	0.0%
Unable to understand the telephone instructions to make	1	2.5%
Changed employer or lost job	1	3.1%
Lack of services or services unavailable	1	3.1%
There were waiting lists	0	0.0%
Medi-Cal/MediCruz problems	2	4.7%
Other	4	11.6%
Total	33	100.0%

13. Have you needed dental care in the past year?

	FREQUENCY	PERCENT
Yes	519	66.5%
No	261	33.5%
Total	780	100.0%

14. Has a doctor ever told you that you have diabetes or pre-diabetes?

	FREQUENCY	PERCENT
Yes	132	16.9%
No	650	83.1%
Total	783	100.0%

14a. If a doctor has told you that you have diabetes or pre-diabetes, were you told it was:

	FREQUENCY	PERCENT
Type 1 Diabetes	9	6.9%
Type 2 Diabetes	51	40.6%
Gestational Diabetes	7	5.4%
Pre-Diabetes	56	45.1%
Other	2	1.9%
Total	125	100.0%

15. 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	145	18.5%
No	639	81.5%
Total	783	100.0%

16. In the past 12 months, were you able to receive the mental health and/or substance abuse treatment you needed?

	FREQUENCY	PERCENT
I didn't need mental health and/or substance abuse treatment	604	79.4%
Yes, mental health treatment	75	9.9%
Yes, substance abuse treatment	4	.6%
Yes, both mental and substance abuse treatment	36	4.8%
No, I was unable to receive the treatment I needed	41	5.4%
Total	760	100.0%

16a. Why didn't you receive the mental health and/or substance abuse treatment you needed?

	FREQUENCY	PERCENT
No insurance	1	2.0%
Insurance would not cover it	7	21.6%
Couldn't afford co-pay	1	3.5%
Couldn't afford the premium	0	0.0%
Too expensive	5	14.4%
Could not find a doctor to accept your insurance	1	4.4%
Transportation issues	2	5.8%
Unable to communicate due to language differences or bar	1	4.4%
Didn't know where to go	1	3.7%
Didn't know what steps to take to get health care	3	9.4%
Unable to understand the telephone instructions to make	0	0.0%
Changed employer or lost job	3	8.1%
Lack of services or services unavailable	3	10.3%
There were waiting lists		.9%
Too embarrassed	0	0.0%
Didn't want people to find out	4	11.9%
Other	1	3.0%

Multiple response question with 32 respondents offering 33 responses.

17. How many days per week do you engage in physical activity for a combined total of 30 minutes or more?

	FREQUENCY	PERCENT
None	81	10.3%
1 - 2 Days	114	14.6%
3 - 4 Days	199	25.4%
5 or more days	388	49.6%
Total	781	100.0%

18. How many times in the past 7 days did you eat fast food?

	FREQUENCY	PERCENT
0	424	54.3%
1	192	24.7%
2	82	10.5%
3	38	4.9%
4	15	1.9%
5	9	1.1%
6	5	.7%
7	15	1.9%
Total	780	100.0%

19. How many days in the past 7 days did you eat 5 or more servings of fruits and vegetables a day?

	FREQUENCY	PERCENT
0	101	13.2%
1	33	4.4%
2	52	6.9%
3	82	10.7%
4	68	9.0%
5	94	12.3%
6	23	3.0%
7	307	40.4%
Total	761	100.0%

20-21. Body Mass Index in adults

	FREQUENCY	PERCENT
Low BMI (Less than 18.5)	11	1.5%
Normal BMI (18.5 -24.9)	288	39.5%
Overweight (BMI 25.0 -29.9)	264	36.3%
Obese (BMI 30.0 or more)	166	22.7%
Total	729	100.0%

22. 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	627	81.0%
1	46	5.9%
2	34	4.4%
3	20	2.5%
4	14	1.8%
5	7	1.0%
7	2	.3%
8	3	.4%
10	8	1.0%
12	4	.5%
15	2	.2%
20	2	.2%
30	5	.7%
Total	774	100.0%

23. During the past 30 days, on how many days have you taken a prescription drug that was not prescribed to you?

	FREQUENCY	PERCENT
0	758	97.7%
1	7	.9%
2	4	.5%
4	4	.5%
5	2	.2%
7	1	.1%
Total	776	100.0%

24. How acceptable do you think it is for adults to provide alcohol to persons under 21, other than their own children, in their home?

	FREQUENCY	PERCENT
Very acceptable	9	1.2%
Somewhat acceptable	67	8.7%
Not at all acceptable	689	90.1%
Total	765	100.0%

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

	FREQUENCY	PERCENT
Very acceptable	143	19.1%
Somewhat acceptable	250	33.4%
Not at all acceptable	354	47.4%
Total	746	100.0%

26. How concerned are you about crime in Santa Cruz County?

	FREQUENCY	PERCENT
Very concerned	278	35.7%
Somewhat concerned	377	48.4%
Not at all concerned	124	15.9%
Total	779	100.0%

27. How safe would you say you feel in your neighborhood?

	FREQUENCY	PERCENT
Very safe	455	58.2%
Somewhat safe	300	38.3%
Not at all safe	28	3.5%
Total	782	100.0%

28. Do you feel children have a safe place to play in your neighborhood?

	FREQUENCY	PERCENT
Yes	589	79.1%
No	156	20.9%
Total	745	100.0%

29. 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	50	6.6%
No	714	93.4%
Total	765	100.0%
b. Child abuse or neglect		
Yes	27	3.6%
No	741	96.4%
Total	769	100.0%
c. Elder abuse or neglect		
Yes	35	4.6%
No	734	95.4%
Total	769	100.0%

30a. How concerned are you about drug and alcohol abuse in your neighborhood?

	FREQUENCY	PERCENT
Very concerned	166	21.6%
Somewhat concerned	256	33.3%
Not at all concerned	346	45.0%
Total	769	100.0%

30b. How concerned are you about gangs in your neighborhood?

	FREQUENCY	PERCENT
Very concerned	163	21.2%
Somewhat concerned	212	27.7%
Not at all concerned	391	51.1%
Total	766	100.0%

30c. How concerned are you about violence in your neighborhood?

	FREQUENCY	PERCENT
Very concerned	121	15.6%
Somewhat concerned	257	33.3%
Not at all concerned	395	51.1%
Total	774	100.0%

31. What one thing concerns you the MOST about the natural environment in Santa Cruz County?

	FREQUENCY	PERCENT
Water pollution	121	18.5%
Litter	65	10.0%
Water availability / Salt water intrusion	177	27.0%
No preservation of natural environment/ wildlife	27	4.2%
Drinking water quality	17	2.6%
General pollution	50	7.7%
Development of open space / agricultural land	19	3.0%
Traffic / too many cars	73	11.2%
Air pollution - car emissions	51	7.7%
Overpopulation	27	4.1%
Fire protection / prevention	15	2.3%
Global warming / climate change	30	4.6%
Closure of state parks	4	.7%
Lack of recycling	15	2.3%
Homeless encampments / panhandling	32	4.8%
Cutting down trees / commercial logging	20	3.1%
Drought	155	23.6%
Other	5	.7%

Multiple response question with 656 respondents offering 903 responses.

32. How often do you buy food from farmers markets, local produce stands, or community supported agriculture also known as CSAs?

	FREQUENCY	PERCENT
Daily	20	2.6%
Once a week	227	29.1%
More than once a week but not daily	87	11.2%
More than once a month but not every week	98	12.6%
Once a month	136	17.4%
Less than once a month	84	10.8%
Never	127	16.3%
Total	779	100.0%

32a. What prevents you from buying food from farmers markets, local produce stands, or CSAs?

	FREQUENCY	PERCENT
Nothing prevents me	222	30.9%
Cost	125	17.4%
Location	128	17.7%
Times are not convenient	215	29.9%
Variety	14	1.9%
Don't want to shop at more than one store	50	6.9%
Parking	15	2.1%
Other	21	3.0%
Grow Own	13	1.7%
Total	720	100.0%

33. Are taking any of the following steps to reduce your household water consumption?

	FREQUENCY	PERCENT
Installed a low-flow toilet	492	64.5%
Installed a low-flow showerhead	512	67.2%
Used rainwater for landscape irrigation	284	37.2%
Installed a high efficiency dishwasher	254	33.3%
Installed a high efficiency washing machine	347	45.5%
Made improvements to your landscape to reduce irrigation	393	51.6%
Used greywater for landscape	251	32.9%
None of the above	48	6.3%
Short/fewer showers	25	3.3%
Less flushing	7	1.0%
Other	40	5.2%

Multiple response question with 763 respondents offering 1,651 responses.

34. How often do you use alternative forms of transportation - carpooling, bus, bicycle, etc. - rather than driving alone?

	FREQUENCY	PERCENT
Every Day	99	12.8%
At least once a week, but not every day	182	23.6%
A couple times a month	99	12.8%
A couple times a year	54	6.9%
Never	338	43.7%
Other	1	.1%
Total	774	100.0%

34a. What type of alternative forms of transportation do you use?

	FREQUENCY	PERCENT
Carpooling	209	48.1%
Public buses	118	27.2%
Walking	216	49.7%
Riding a bike	174	40.1%
Other	15	3.4%

Multiple response question with 434 respondents offering 731 responses.

35. How satisfied are you with your overall quality of life?

	FREQUENCY	PERCENT
Very satisfied	469	60.5%
Somewhat satisfied	281	36.3%
Not at all satisfied	25	3.3%
Total	775	100.0%

36a. On which step of the ladder would you say you personally feel you stand at this time?

	FREQUENCY	PERCENT
0. Worst possible life for you	3	.3%
1	2	.2%
2	10	1.2%
3	10	1.3%
4	22	2.8%
5	93	11.9%
6	63	8.1%
7	163	21.1%
8	212	27.3%
9	89	11.5%
10. Best possible life for you	110	14.2%
Total	775	100.0%
MEAN	775	7.37

36b. On which step do you think you will stand about five years from now?

	FREQUENCY	PERCENT
0. Worse possible life for you	8	1.2%
1	6	.8%
2	6	.9%
3	16	2.3%
4	11	1.5%
5	45	6.5%
6	17	2.5%
7	77	11.2%
8	162	23.4%
9	141	20.4%
10. Best possible life for you	203	29.4%
Total	692	100.0%
MEAN	692	8.06

37. How often do you feel the people in your neighborhood help each other?

	FREQUENCY	PERCENT
Often	210	27.7%
Sometimes	435	57.2%
Never	84	11.0%
Total	31	4.0%

38. People in this neighborhood help each other out.

	FREQUENCY	PERCENT
Often	619	79.4%
Sometimes	122	15.7%
Never	38	4.9%
Total	779	100.0%

39. Have you felt discriminated against in Santa Cruz County in the last 12 months?

	FREQUENCY	PERCENT
Yes	106	13.6%
No	669	86.4%
Total	774	100.0%

39a. If you felt discriminated against or treated unfairly, for what reason?

	FREQUENCY	PERCENT
Age	19	20.7%
Appearance	8	9.0%
Ethnicity / race	43	46.1%
Gender	10	10.5%
Gender identity	4	4.5%
Language	7	7.9%
Religion	2	2.2%
Sexual orientation	1	.6%
Socioeconomic status	11	11.5%
A disability	6	6.6%
Other	7	7.6%

Multiple response question with 94 respondents offering 119 responses.

40. 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	154	19.9%
No	621	80.1%
Total	775	100.0%

40a. What is/are the age/ages of the person(s) diagnosed as having a disability?

	FREQUENCY	PERCENT
5 years or less	1	.5%
6 to 18 years	13	8.6%
19 to 24 years	3	2.2%
25 to 34 years	17	11.1%
35 to 44 years	21	14.0%
45 to 54 years	11	7.0%
55 to 64 years	30	19.6%
65 to 74 years	38	25.0%
75 to 84 years	15	10.0%
85 years and over	11	7.0%

Multiple response question with 150 respondents offering 153 responses.

40b. Is the person(s) with a disability participating in community life at the levels he or she desires?

	FREQUENCY	PERCENT
Yes	72	49.2%
Don't know	75	50.8%
Total	147	100.0%

41. 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	184	24.5%
Agree	318	42.2%
Neutral	201	26.6%
Disagree	39	5.1%
Strongly disagree	12	1.6%
Total	753	100.0%

42. In the last 12 months have you done any of the following?

	FREQUENCY	PERCENT
Attended a town meeting, public hearing or public affair	224	37.4%
Met with, e-mailed, called or sent a letter to any local	199	33.2%
Joined a protest or demonstration	67	11.2%
Signed a petition	320	53.5%
Joined an on-line political advocacy group	121	20.2%
Vote	459	76.7%
Joined a neighborhood group or association	187	31.2%
Other Political Action	8	1.4%

Question with 599 respondents offering 1,586 responses.

43. What do you think takes away from your quality of life? What don't you like about Santa Cruz County?

	FREQUENCY	PERCENT
Nothing takes away from quality of life	159	22.7%
Traffic	137	19.6%
Gangs / Crime	99	14.1%
Cost of living / housing	166	23.8%
Overcrowding / unplanned growth	50	7.2%
Lack of jobs / employment opportunities	36	5.2%
Homelessness	91	13.0%
Local politics	41	5.9%
Road conditions	12	1.7%
Weather	10	1.4%
Government rules / regulations	25	3.6%
Too liberal	14	2.0%
Other	65	9.2%

Multiple response question with 700 respondents offering 905 responses.

44. Which of the following age groups are you in?

	FREQUENCY	PERCENT
18 years or less	8	1.0%
19 to 24 years	45	5.8%
25 to 34 years	128	16.3%
35 to 44 years	130	16.6%
45 to 54 years	122	15.6%
55 to 64 years	124	15.8%
65 to 74 years	138	17.6%
75 to 84 years	58	7.4%
85 years and over	31	3.9%
Total	784	100.0%

45. Which of the following racial/ethnic groups do you identify as?

	FREQUENCY	PERCENT
Caucasian	424	54.1%
Latino / Hispanic	288	36.8%
Native American	6	.8%
African American	6	.8%
Filipino	1	.1%
Pacific Islander	1	.1%
Asian	12	1.5%
Multi-racial / multi-ethnic	46	5.9%
Other	0	0.0%
Total	784	100.0%

46. What is your best estimate of your household's total annual income from all sources before taxes?

	FREQUENCY	PERCENT
\$34,999 or less	258	37.0%
\$35,000 to \$74,999	199	28.6%
\$75,000 or more	239	34.4%
Total	696	100.0%

47. What is your employment status?

	FREQUENCY	PERCENT
Employed full-time	286	36.8%
Employed part-time	94	12.1%
Self-employed	91	11.6%
Unemployed	61	7.8%
Retired	194	24.9%
Student	17	2.2%
Homemaker, parent or caregiver	33	4.3%
Volunteer	3	.3%
Total	779	100.0%

48. Did you ever serve on active duty in the Armed Forces of the United States?

	FREQUENCY	PERCENT
Yes, Armed Forces (Army, Navy, Air Force, and Marines)	79	10.1%
Yes, National Reserve	5	.7%
Yes, Coast Guard	8	1.1%
No	685	88.3%
Total	776	100.0%

Multiple response question with 776 respondents offering 777 responses.

49. What gender do you identify as?

	FREQUENCY	PERCENT
Male	390	49.7%
Female	390	49.8%
Other	4	.5%
Total	784	100.0%

50. Which of the following best represents how you think of yourself?

	FREQUENCY	PERCENT
Gay	17	2.2%
Straight, that is, not gay	712	94.9%
Bisexual	19	2.6%
Something else	2	.3%
Total	751	100.0%

APPENDIX IV: PAST COMMUNITY HEROES 1996-2014

Year 20, 2014

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

Carol Polhamu, *Alternative Education, Santa Cruz County Office of Education*

Lawrence P. Drury, *GOKIDS*

Gary McNeil, *County of Santa Cruz Human Services Department*

John Frigon, *John Frigon Insurance Services*

Rosalba Contreras, *Salud Para La Gente*

Kate Hinnenkamp, *Live Oak Family Resource Center, Community Bridges*

Silvia Austerlic, *Hospice of Santa Cruz County*

Laura Marcus, *Dientes Community Dental Care*

Guillermina Porraz, *Salud Para La Gente*

Nereida Robles, *Centeotl Grupo de Danza y Baile*

Fe Silva, *Centeotl Grupo de Danza y Baile*

Clotilde Sanchez, *Volunteer, Neighborhood Accountability Board, City of Watsonville*

Peter Connery, *representing Project Homeless Connect Steering Committee*

Maggie McKay, *representing Project Homeless Connect Steering Committee*

Maria Virgen, *Volunteer, Second Harvest Food Bank*

Mary Masters, *Bridge of Hope Foundation*

Charles Kieffer, *Santa Cruz State Parks*

Alan Schlenger, *Board of Directors, Ecology Action and Santa Community Farmers Markets*

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, <i>Santa Cruz Goodwill Industries</i>	Patty McFarland, <i>Central California Alliance for Health</i>	Leticia Mendoza, <i>YWCA Watsonville</i>
Cynthia Wells, <i>Santa Cruz Community Counseling Center</i>	Dave McNutt	Dr. Satish Chandra, <i>Dominican Medical Foundation</i>
Cork Cherk, <i>WPENS Teacher</i>	Paul Bellerjeau, <i>Second Harvest Food Bank</i>	Richard Crowe, <i>St. Francis Soup Kitchen</i>
Jeanne Carrier, <i>WPENS Teacher</i>	Willy Elliot-McCrea, <i>Second Harvest Food Bank</i>	Maria Rodriguez Castillo
Kim Woodland, <i>Soquel PENS Teacher</i>	Deborah Elston, <i>Santa Cruz Neighbors</i>	Carol McMillen
Nancy Samsel, <i>Soquel PENS Teacher</i>	Nancy Sherrod, <i>Court Appointed Special Advocates (CASA)</i>	Kris Beall, <i>Watsonville Wetlands Watch</i>
Dara Thronton, <i>Santa Cruz PENS Teacher</i>	Javier G. Diaz, <i>Community Restoration Project</i>	Julie Barrett Heffington, <i>Seymour Center at Long Marine Lab</i>
Wendy Wyckoff, <i>Santa Cruz PENS Teacher</i>	Bob Katz, <i>Katz & Lapidés Law Office</i>	Berri Michel, <i>Bicycle Trip</i>
Maggie Klepp, <i>Santa Cruz PENS Teacher</i>	Leola Lapidés, <i>Katz & Lapidés Law Office</i>	Dick Wilson, <i>Lifetime Achievement Award Winner</i>

Year 15, 2009

Bay Federal Credit Union	Dr. Larry deGhetaldi, <i>Palo Alto Medical Foundation, Santa Cruz Division</i>	Maggie Muir, <i>Sutter Maternity & Surgery Center</i>
Preston "Boom" Boomer, <i>Chemistry & Physics Teacher, San Lorenzo Valley High School</i>	Pola Espinoza, <i>Children's Education Community Leader</i>	Michelle LaBerge, <i>Volunteer Attorney Coach, Mock Trial School Competition</i>
Sherry Lee Bryan, <i>Ecology Action</i>	Kathy Fahl, <i>Make Your Wishes Known Community Education Initiative</i>	Steve LaBerge, <i>Volunteer Attorney Coach, Mock Trial School Competition</i>
Terry Corwin, <i>Santa Cruz County Land Trust</i>	Families Together Staff	Linda Proudfoot, <i>Make Your Wishes Known Community Education Initiative</i>
Carolyn Coleman, <i>Santa Cruz Community Counseling Center</i>	Jeanne Wakatsuki Houston, <i>Author & Public Speaker (Lifetime Achievement Award Winner)</i>	Raquel Ramirez Ruiz, <i>Diabetes Health Center</i>
Jody Cramer, <i>Assisted Living Project</i>	Roberta McPherson, <i>San Lorenzo Valley Equity Committee</i>	Surfrider, <i>Santa Cruz Chapter</i>
Caroline Currie, <i>Court Appointed Special Advocate (CASA) Volunteer</i>	Dr. Nanette Mickiewicz, <i>Dominican Hospital</i>	
Crystal Dunning, <i>Assisted Living Project</i>		

Year 14, 2008

Veronica Camberos	Bernie Klum, MD, Watsonville <i>Community Hospital Emergency Department</i>	Pablo Reguerin, <i>Educational Partnership Center</i>
Henry Carter		Ginny Solari Mazry, <i>Hospice of Santa Cruz County Volunteer</i>
Dana Cox, RN	Kristi Locatelli, <i>Animal Evacuation Team, SCC Horsemen's Association</i>	Rachel Spencer
Peggy Downes Baskin	Sandy Lydon	Todd Stosuy, <i>Animal Evacuation Team, SCC Animal Services Authority</i>
First 5 SEEDS Quality Coaches	Salem Magariam, MD, <i>Dominican Pediatric Clinic</i>	Mary Sullivan-White, <i>Animal Evacuation Team, SCC Horsemen's Association</i>
Curt Gabrielson, <i>Watsonville Community Science Workshop</i>	Larry Markey	Michele Violich, MD, <i>Watsonville Health Center</i>
Dr. Gary Griggs, Ph.D.	Anthony Musielewicz, MD, <i>Dominican Emergency Department</i>	
Lyn Hood, <i>Animal Evacuation Team, SCC Equine Evacuation Unit</i>	Carmen Perez	
Hospice of Santa Cruz County	Micah Posner, <i>People Power</i>	

Year 13, 2007

Mary Boyd	Georgette Dufresne, <i>Women's Crisis Support- Defensa de Mujeres</i>	Manuel Osorio, <i>Cabrillo College</i>
David Brown, <i>Coastal Community Preschool</i>	Jennifer Hastings, <i>Medical Director, Planned Parenthood Mar Monte/ Westside Health</i>	Rock Pfothenauer, <i>Dean of Career Education and Economic Development at Cabrillo College</i>
Meg Campbell, <i>COPA Leader</i>	Maria Carmen Hernandez, <i>Healthy Start Program of PVUSD</i>	Cece Pinheiro, <i>Special Parents Information Network</i>
Michael Chavez	Rama Khalsa, Ph.D., <i>Director of the Santa Cruz County Health Services Agency</i>	Stuart Rosenstein, <i>Queer Youth Task Force of Santa Cruz County</i>
Ginny Clark, <i>Hospice Caring Project/ Friends of Hospice</i>	Katie LeBaron, <i>Santa Cruz County Health Services Agency</i>	Santa Cruz Neighbors
Kim Clary, <i>The Core</i>	Ruth Leon, <i>Healthy Start Program of PVUSD</i>	Jorge Savala, <i>Healthy Start Program of PVUSD</i>
Cleaner Beaches Coalition	Robert Montague, <i>Loaves and Fishes</i>	David True, <i>Community Action Board</i>
Yvette Cook, <i>Amesti Elementary School</i>		UC Santa Cruz Transportation and Parking Services Department (TAPS)
Christina Cuevas, <i>Program Officer, Community Foundation of Santa Cruz County</i>		
Bob Culbertson, <i>Watsonville Wetlands Watch</i>		
Doriz Downs, <i>Healthy Start Program of PVUSD</i>		

Year 12, 2006

Sybil Anderson-Adams, *Santa Cruz Family & Children's Services*
 Carmelita Austin-Schreher, *ABC Health Group*
 Deborah Blumberg, *Community Volunteer*
 Roberta Bristol, *Community Volunteer*
 Maria Callejas, *Coastal Community Preschool*
 Karina Cervantez, *Community Action Board*
 Linda Clevenger
 Jimmy Cook, *Santa Cruz Family & Children's Services*
 Gail Cosby, *Coastal Community Preschool*
 Roberta DePiana, *Coastal Community Preschool*
 Patrick J. Fitz, *Community Volunteer*

Veronica Foos, *Santa Cruz Family & Children's Services*
 Nancy Gimmons, *Watsonville Farmer's Market*
 Jim Howes, *Santa Cruz Police Department Public Services Department*
 Suzanne Koebler
 Jennifer Laskin, *Teacher at Renaissance High School*
 Judy Leguillon, *Coastal Community Preschool*
 Paul McGrath
 Lee Mercer, *Second Harvest Food Bank*
 Rob Mullens, *Coastal Community Preschool*
 Jim Naragon, *Families in Transition*
 Nell Newman, *Newman's Organics*

Terri Noto, *Santa Cruz Family & Children's Services*
 Charles Paulden, *Community Volunteer*
 Elise Perlin, *Santa Cruz Family & Children's Services*
 Bob Rittenhouse, *Community Volunteer*
 Eddie Rittenhouse, *Community Volunteer*
 Linda Robinson, *Ombudsman Program*
 Francisco Rodriguez, *Pajaro Valley Unified School District*
 Robert Rodriguez
 Marcia Soler, *Coastal Community Preschool*
 Chris Tracy, *Santa Cruz Family & Children's Services*
 Victoria Williams, *Santa Cruz Family & Children's Services*
 Mardi Wormhoudt

Year 11, 2005

Foster Anderson, *Shared Adventures*
 Austin Armstrong, *Community Volunteer*
 Brenda Armstrong, *Santa Cruz County Health Services Agency*
 Dave Bartlett, *Court Appointed Special Advocates (CASA)*
 Kay Bartlett, *Court Appointed Special Advocates (CASA)*
 Catherine Cooper, *UCSC Department of Psychology*
 Tamara Doan, *Coastal Watershed Council*

Lisa Dobbins, *Action Pajaro Valley*
 Elizabeth Dominguez, *Cabrillo College*
 Juan Gomez, *Reclaiming Futures and Friday Night Live*
 Clay Kempf, *Regional Diabetes Collaborative*
 Lynda Lewit, *Santa Cruz County Health Services Agency*
 Scott MacDonald, *Santa Cruz County Probation Department*
 Leslyn McCallum, *Train of Consciousness*
 Ryan McNamara, *Team Member with Quest4aCure*

Maria Cristina Negrete, *Community Volunteer*
 Matt O'Brien, *Team Member with Quest4aCure*
 Wells Shoemaker, M.D., *Physicians' Medical Group*
 Judy Webster, *Community Volunteer*
 Tom Webster, *Community Volunteer*
 Carol Whitehill, *Watsonville Wetlands Watch*
 Danielle Winkler, *Team Member with Quest4aCure*
 Joya Winwood, *Mothersong*

Year 10, 2004

Luis Alejo, *CRLA/Watsonville Schools*

Piet Canin, *Bike to Work Program*

Cathy Cavanaugh, *Community Bridges WIC Program*

Karen Christensen, *Santa Cruz County Resource Conservation District*

Jinny Corneliussen, Jack Farr, and Theresa Kramer, *Alzheimer's Association of Santa Cruz Volunteers*

Melissa Cowles, *Community Volunteer*

Selby Drake, *Suicide Prevention Center Volunteers*

Ecology Action

Marcia "Duffy" Grant, *Community Volunteer*

Anita Ibarra, *Community Action Board*

Gail Levine, *Branciforte Elementary*

Elnora Lewis, *Community Volunteer*

Jaime Molina, *County Mental Health Services*

Phil Reader, *Community Volunteer*

Ride a Wave and Balance 4 Kids

Jerri Ross, *Santa Cruz County Health Care Outreach Coalition*

Patricia Schroeder, *Student Health Services*

Judy Williams, *Community Volunteer*

Year 9, 2003

Dan Cope, *Special Education Local Planning Area*

Don Eggleston, *New School*

Jill Gallo, *Community Volunteer*

Mary Hammer, *Community Volunteer*

Mas Hashimoto, *Japanese American Citizens League*

Roland and Violetta Law, *Community Volunteers*

Dean Lundholm, *Pleasant Acres Tenant Association*

Marcia Meyer, *Childcare Ventures*

Omega Nu

Yolanda Perez-Logan, *Probation Department*

Amy Pine, *Survivors Healing Center*

R.E.A.L.

Randy Repass, *West Marine*

Joseph Rivers, *Dragonslayers*

Ann Ruper, *Volunteer Book Buddy*

Theresa Thomae, *Small Business Development Center*

Phyllis and Dick Wasserstrom, *Community Volunteers*

George Wolfe, *Community Volunteer*

Year 8, 2002

Mary Balzer, *SPIN*

Ruth Barker, *We Care Program*

David Beaudry, *Community Builder*

Michael Bethke, *Community Volunteer*

Toni Campbell

Angie Christmann, *Land Trust of Santa Cruz County*

Jena Collier, *Health Families*

Daniel Dodge, *Community Activist*

Heather Hite

Deutron Kebebew, *UCSC*

Marq Lipton, *Seaside Company*

Ellen Moir, *New Teacher Center*

Jorge Sanchez, *Si Se Puede*

Paul Tutwiler, *Volunteer*

Jim Van Houten, *Community Volunteer*

Linda Wilshusen, *Live Oak Neighborhood Organization*

Martina Zamilpa, *Catholic Charities*

Year 7, 2001

Jane Barr, *Mid-Peninsula Housing*

Jess Brown, *Santa Cruz County Farm Bureau*

Virginia Butz

Alie Carey, *Y.E.S. School*

Destiny Castillo, *Y.E.S. School*

Amy Christey, *Santa Cruz County Sheriff's Department*

Aurelie Clivas, *San Lorenzo Valley Healthy Start*

Diane Cooley, *Community Volunteer*

Jonathan Cornejo, *Head Start Blanca Corrales*

LaRue Foster, *Ombudsman*

Scott Kennedy, *Santa Cruz City Council*

Ken Meshke

Carrol Moran, *UCSC Education Partner CTR*

Chrissie Morrison, *Y.E.S. School*

Theresa Ontiveros, *Planned Parenthood*

Sally Smith, *Surfrider Foundation*

Barbara Sprenger, *San Lorenzo Valley Teen Board*

Jonas Stanley, *San Lorenzo Valley Healthy Start*

Lillian Westerman, *Santa Cruz County Office of Education*

Mike Wilker, *CCIC Lutheran Church*

Year 6, 2000

Jay Balzar, *Dientes*

Steve Beedle, *Santa Cruz Tech Alliance*

Kathy Bernard, *Pajaro Valley Housing Corporation*

Janet Boss, *Boys and Girls Club of Santa Cruz County*

Noah Brown, *Youth Services*

Judy Cox, *Santa Cruz County Probation Department*

Pam Elders, *Head Start*

Siri Vaeth, *Big Brothers/Big Sisters*

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*

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

