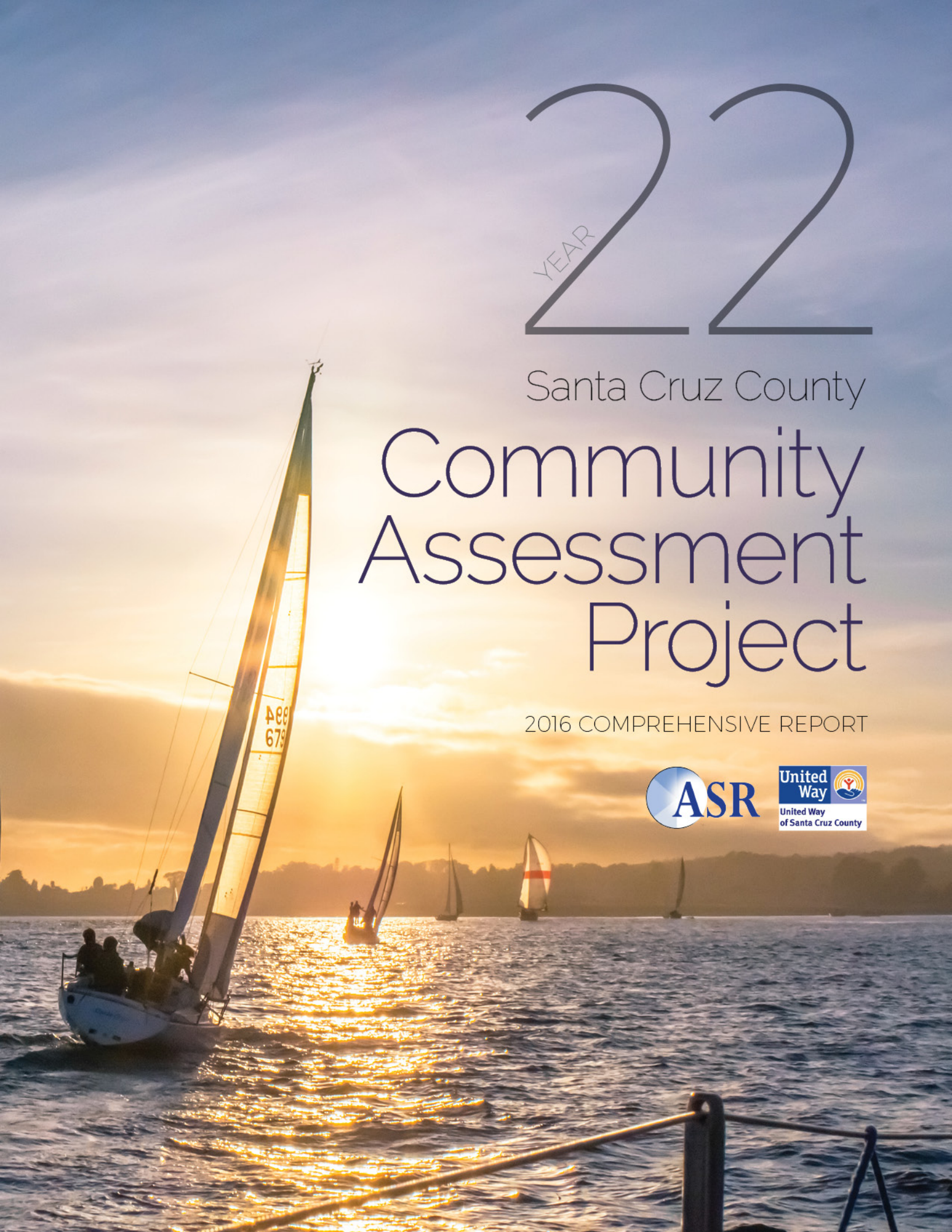


YEAR 22

Santa Cruz County

Community Assessment Project

2016 COMPREHENSIVE REPORT



22
YEAR

Santa Cruz County

Community Assessment Project

2016 COMPREHENSIVE REPORT



The **CAP report** summarizes 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.



CAP 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 Summary Report of the Year 22, Community Assessment Project findings, produced by Dignity Health Dominican Hospital.

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

About The Researcher



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

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

Central Coast Office:
55 Penny Lane, Suite 101
Watsonville, CA 95076
Tel: 831-728-1356 | Fax: 831-728-3374

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

www.appliedsurveyresearch.org

Report Design
Graphic Design
Production
Report Cover Photography

Applied Survey Research (ASR)
Michelle Luedtke, ASR
Business with Pleasure, Scotts Valley
Matt Pfeifer (front cover)
Michelle Luedtke (back cover)

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CAP Overview

The Santa Cruz County Community Assessment Project (CAP) is entering its third decade, with 2016 marking the 22nd 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 80 indicators and almost 190 measures across these fields, including both primary and secondary data. Biennially, ASR conducts a telephone survey of a representative sample of Santa Cruz County residents; the last survey year was 2015. Secondary data is collected from a myriad of 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 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 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 action through the establishment of Community Goals for improvement. There are several goals for each of the six topical areas. Groups and organizations are asked to become champions to help achieve the Community Goals.

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

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

Legend

Item	Description
	Denotes a telephone survey question.
^	Indicates sample size is too small to calculate, as small numbers are unstable and can be misinterpreted.
*	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.
Regions	
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
San Lorenzo Valley	Ben Lomond, Boulder Creek, Brookdale, Felton, Lompico, Mount Hermon, and Zayante
National Goals and Objectives	
	Healthy People 2020 identifies nearly 600 objectives with 1,200 measures to improve the health of all Americans. This label is applied to corresponding and related measures within the CAP report.
	Leading Health Indicators (LHI) are a subset of Healthy People 2020 that communicate high priority focus areas. This label is applied to corresponding and related measures within the CAP report.
	Social Determinants of Health (SDOH) are indicators that relate to creating social and physical environments aimed towards promoting well-being for all.

Executive Summary

The health of Santa Cruz County residents does not begin at the doctor’s office, but at their home, school, workplace, neighborhood, and in their community. In part, health is determined by the opportunities, both social and economic, that are afforded to residents throughout their lifetime. Disparities that arise as a consequence of these opportunities, or lack thereof, offer context to why some in our county thrive while others only survive.

In order to put greater focus on both Santa Cruz County’s successes and areas for improvement, the 2016 CAP integrated national measures and objectives aimed towards improving health through the application of the Healthy People 2020 targets, including Leading Health Indicators (LHI), throughout the report where applicable. Incorporated among the Healthy People 2020 indicators are specific goals that relate to the Social Determinants of Health (SDOH).

SDOH are components of a person’s environment that impact how they experience health and well-being throughout the span of their life, such as access to basic needs including housing and food, in addition to education and healthcare.³ The SDOH shed light on the health inequities and resource disparities that exist within our community. Health inequities are unfair and avoidable outcomes within societal structures, and are measured as the differences between distinct populations.⁴ These disparities arise out of unequal distribution of resources at all levels: local, national, and international.⁵

It is through this lens that the CAP data are presented below, organized in relationship to the five key areas of SDOH, which are: Economic Stability; Education; Social and Community Context; Health and Health Care; and Neighborhood and Built Environment.⁶ By considering Santa Cruz County data in relationship to national goals and objectives, our community can utilize the framework provided by Healthy People 2020, the Leading Health Indicators, and the Social Determinants of Health to take actionable steps towards advancing the quality of life for all of our residents.






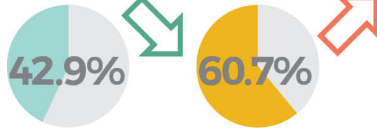
³ Office of Disease Prevention and Health Promotion. (2016). Social Determinants of Health, Healthy People 2020. Retrieved October 20, 2016 from <http://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-health>.

⁴ Boston Public Health Commission. (2013) Health of Boston’s Children: Parent and Caregiver Perspectives.



⁵ Centers for Disease Control and Prevention. (2014). NCHHSTP Social Determinants of Health. Retrieved October 21, 2016 from <http://www.cdc.gov/nchhstp/socialdeterminants/definitions.html>.

⁶ Office of Disease Prevention and Health Promotion. (2016). Social Determinants of Health, Healthy People 2020. Retrieved October 20, 2016 from <http://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-health>.




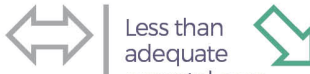


Economic Stability

<p>Poverty</p> <p>16.1%</p> <p>of Santa Cruz County's population were living below the poverty level</p> <p>CALIFORNIA: 15.3%</p> 	<p>Employment</p> <p>7.5%</p> <p>Unemployment rate in Santa Cruz County</p> <p>CALIFORNIA: 6.2% UNITED STATES: 5.3%</p> <p>All 4 local jurisdictions have seen a decrease over the past 5 years</p> 	<p>Food Security</p> <p>24.7%</p> <p>of CAP survey respondents reported sometimes or often their purchased food didn't last and they couldn't afford to buy more</p> <p>WHITE: 11.6%* LATINO: 42.8%*</p> <p>*Statistically significant</p>
<p>Housing Stability</p> <p>16.1%</p> <p>of homes in the Santa Cruz-Watsonville Metro Area were affordable to Median Income Families</p> <p>UNITED STATES: 65.0%</p> 	<p>A decrease of 53% between 2010 and 2015</p>	<p>Families who experienced housing burden*</p> <p>*Families who spent 30% or more of their income on housing</p> <p>MORTGAGE HOLDER HOUSEHOLDS: 42.9%</p> <p>RENTER HOUSEHOLDS: 60.7%</p> 

Education

<p>Early Childhood Education</p> <p>11,050</p> <p>Santa Cruz County children (ages 0-12) were enrolled in subsidized after school programs</p>	<p>Language and Literacy</p> <p>33%</p> <p>of Santa Cruz County 3rd graders met or exceeded grade standards in English language arts/literacy and are ready for future coursework</p>	<p>High School Graduation</p> <p>87.4%</p> <p>Santa Cruz County cohort outcome graduation rate</p> <p>CALIFORNIA: 82.3%</p> <p>HP 2020: 87% WHITE: 92.3% LATINO: 83.9%</p> 	<p>Enrollment in Higher Education</p> <p>CABRILLO COLLEGE: 13,395</p> <p>UC SANTA CRUZ: 17,868</p> 
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Health and Health Care

<p>County Health Ranking*</p> <p>19 SOCIAL & ECONOMIC FACTORS</p> <p>25 PHYSICAL ENVIRONMENT</p> <p><i>Shown for two sub-categories of the Health Factors category. A higher number represents poorer outcomes</i></p> <p><i>*Santa Cruz County's rank out of 57 of the counties in California</i></p> 	<p>Access to Health Care</p> <p>88.0%</p> <p>of CAP survey respondents reported they had a regular source of health care.</p> <p>HP 2020: 95% WHITE: 94.2%* LATINO: 80.2%*</p> <p>*Statistically significant</p> <p>66.5%</p> <p>of CAP survey respondents reported they had dental care in the past 12 months</p> <p>WHITE: 74.2%* LATINO: 58.5%*</p> <p>*Statistically significant</p> 	
<p>Health Insurance</p> <p>77.5%</p> <p>Currently insured adults (ages 18-64) in Santa Cruz County</p> <p>HP 2020: 100% CALIFORNIA: 82.8%</p> 	<p>Prenatal Care</p> <p>84.0%</p> <p>Santa Cruz County residents with 1st trimester prenatal care</p> <p>HP 2020: 77.9%</p> <p>Less than adequate prenatal care</p> <p>WHITE: 7.6% LATINO: 18.7%</p> 	<p>Infant Mortality</p> <p>4.5</p> <p>infant deaths per 1,000 live births in Santa Cruz County</p> <p>HP 2020: 6.0 CALIFORNIA: 4.7</p> <p>WHITE: 4.7 LATINO: 8.7</p> 
<p>Pre-term Births¹</p> <p>10.2% Santa Cruz County</p> <p>11.6% County females ages ≤ 19</p> <p>HP 2020: 11.4% WHITE: 7.1% LATINO: 9.1%</p> <p>Low-Birth Weight² Babies</p> <p>8.0% Santa Cruz County</p> <p>9.4% County females ages ≤ 19</p> <p>HP 2020: 7.8% WHITE: 5.7% LATINO: 7.3%</p> 		<p>¹ Pre-term births are all births before 37 weeks gestation.</p> <p>² Low-birth weight are all babies born weighing less than 2,500 grams.</p>

Health and Health Care (Continued)

<p>Overall Health</p> <p>79.6%</p> <p>of CAP survey respondents described their overall health as "Excellent, Very Good, or Good"</p> <p>HP 2020: 79.8% WHITE: 84.1% LATINO: 73.6%</p>	<p>Asthma</p> <p>4.2</p> <p>residents per 10,000 were hospitalized in Santa Cruz County</p> <p>CALIFORNIA: 7.6</p>	<p>Selected Causes of Death</p> <p>18.5</p> <p>drug-induced deaths per 100,000 residents in Santa Cruz County</p> <p>CALIFORNIA: 11.3 HP 2020: 11.3</p> <p>14.4</p> <p>suicide deaths per 100,000 residents in Santa Cruz County</p> <p>CALIFORNIA: 10.2 HP 2020: 10.2</p>
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Social and Community Context

<p>Social Cohesion</p> <p>CAP survey respondents who strongly agree or agree with the statement: People in this neighborhood help each other out</p> <p>84.9% OVERALL</p> <p>90.3% WHITE</p> <p>76.2% LATINO</p>	<p>95.1%</p> <p>of CAP survey respondents who often or sometimes feel they have someone to turn to when they need help</p> <p>WHITE: 96.6% LATINO: 92.8%</p>
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<p>Civic Participation</p> <p>65.1%</p> <p>of Santa Cruz County registered voters voted in the 2016 primary election</p> <p>CALIFORNIA: 47.7%</p>	<p>11.2%</p> <p>of CAP survey respondents who joined a protest or demonstration in the last 12 months</p> <p>WHITE: 8.2%* LATINO: 18.9%*</p> <p><i>*Statistically significant</i></p>	<p>Discrimination</p> <p>13.6%</p> <p>of CAP survey respondents felt discriminated against. Of those, 46.1% felt race/ethnicity was the reason</p>	<p>Incarceration</p> <p>Jail population, Santa Cruz County</p> <p>WHITE: 47.2% HISPANIC: 42.5% AFRICAN AMERICAN: 7.0%</p>
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Neighborhood and Built Environment

<p>Healthy Foods</p> <p>48.6%</p> <p>of adults (ages 18 and older) in Santa Cruz County always have access to affordable fresh fruits and vegetables</p> <p>CALIFORNIA: 47.0%</p>	<p>Crime and Violence</p> <p>38.4</p> <p>per 1,000 residents was the Santa Cruz County crime rate</p> <p>CALIFORNIA: 30.8</p> <p>VIOLENT CRIME RATE: 4.3 PROPERTY CRIME RATE: 33.9</p>	<p>Juvenile Arrests, Santa Cruz County</p> <p>WHITE: 25.2% HISPANIC: 68.4% BLACK: 4.5%</p>	<p>4.1</p> <p>homicide deaths per 100,000 residents in Santa Cruz County</p> <p>HP 2020: 5.5 CALIFORNIA: 5.0</p>
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<p>Environmental Conditions</p> <p>1,907,983</p> <p>pounds of pesticide applied in Santa Cruz County</p> <p>CALIFORNIA: 188,874,287</p>	<p>217</p> <p>days of swim advisories in Santa Cruz County</p>	<p>Average reported residential water use (in gallons per capita, per day) by water district</p> <p>45.3 CITY OF SANTA CRUZ 65.4 SCOTTS VALLEY 51.9 SOQUEL CREEK 56.4 WATSONVILLE CITY 89.1 HP 2020</p>	<p>Mode of transportation for commuting to work among Santa Cruz County residents</p> <p>68.9% drove alone (car, truck, or van)</p> <p>10.1% carpooled (car, truck, or van)</p>
<p>7.3 pounds per resident in Santa Cruz County</p> <p>CALIFORNIA: 5.1 (RESIDENT) CALIFORNIA: 1.9 (ACRE)</p>	<p>6.7 pounds per acre in Santa Cruz County</p>	<p>zero</p> <p>days of beach closures in Santa Cruz County</p>	<p>26.2 mins. average travel time to work for Santa Cruz County residents</p>
<p>zero</p> <p>unhealthy days (Air Quality Index) for sensitive groups in Santa Cruz County</p>			

2016 Community Heroes

The CAP has annually honored community heroes, special individuals whose efforts help move Santa Cruz County toward the achievement of the established CAP 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 the 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

Top Row, Left to Right: Kathleen Crocetti, Deidre Hamilton, Pastor James, Abby Bell, Paulina Moreno
 Middle Row, Left to Right: Martina O'Sullivan, Cathy Simmons, Lynne Achtenberg, Valerie Thompson, Ingrid Trejo
 Bottom Row, Left to Right: Victor M. Sosa-Tellez, Ayla Dingman, Mary Gaukel, Magali Arriaga

Not pictured: Darrie Ganzhorn, Carol Williamson, Margaret Gordon, Angelica Caballero

2016 Community Goals

The purpose of the following community goals are 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 2020, reduce the winter unemployment rate by one-half percent, creating 725 new winter jobs in Santa Cruz County.
 - » Community Hero: Darrie Ganzhorn
- Goal 2: By the year 2020, increase the housing stock by 1,000 units in Santa Cruz County.
 - » Community Hero: Pastor James and Congregation at St. Stephens Lutheran Church

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.
 - » Community Hero: Kathleen Crocetti
- 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.
 - » Community Hero: Deidre Hamilton
- 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.
 - » Community Hero: Live Oak Cradle to Career Parent Leadership

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.
 - » Community Hero: Cathy Simmons
- Goal 2: By the year 2020, obesity in Santa Cruz County will be reduced by 10%.
 - » Community Hero: Abby Bell

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.
 - » Community Hero: Mary Gaukel
- 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.
 - » Community Hero: Valerie Thompson
- 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.
 - » Community Hero: Carol Williamson
- 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.
 - » Community Hero: Paulina Moreno

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.
 - » Community Hero: Margaret Gordon

- Goal 2: By the year 2020, schools and communities will be safe, supportive, and engaging places for children, youth, and families.
 - » Community Hero: Ingrid Trejo
- 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.
 - » Community Hero: Lynne Achtenberg
- 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 bike and multi-use trails will be constructed within Santa Cruz County to decrease traffic, increase active transportation, and connect urban areas to open spaces.

Youth of the Year Award: Ayla Dingman

Lifetime Achievement Award: Martina O'Sullivan

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

Acknowledgements

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Applied Survey Research

Project Directors:
Susan Brutschy & Michelle Luedtke

Research Coordinator:
James Connery

Researchers and Analysts:
Angie Aguirre, John Connery, Audra Eads, Javier Salcedo, and Alvaro Zamora

United Way of Santa Cruz County

Mary Lou Goeke, Executive Director

Brenda Gonzalez,
Community Coordinator

CAP Steering Committee

Donna Blitzer,
UC Santa Cruz

Beth Carr,
Santa Cruz Community Credit Union

Shebreh Kalantari,
Community Volunteer

Rama Khalsa,
Health Improvement Partnership of Santa Cruz County

Kirsten Liske,
Ecology Action

Martine Watkins,
County Office of Education

Brenda Armstrong,
County of Santa Cruz Drug and Alcohol Programs

Vince Barabba,
Community Volunteer

David Brody,
First 5 of Santa Cruz County

Susan Brutschy,
Applied Survey Research

Veronica Camberos,
Pajaro Valley Community Health Trust

Leslie Conner,
Santa Cruz Community Health Centers

Christina Cuevas,
Community Foundation of Santa Cruz County

Karen Delaney,
Volunteer Center

Ed Durkee,
Goodwill of the Central Coast

Willy Elliott-McCrea,
Second Harvest Food Bank

Sarah Emmert,
United Way of Santa Cruz County

Will Forest,
Santa Cruz County Health Services Agency

Fernando Giraldo,
Santa Cruz County Probation Department

Mary Lou Goeke,
United Way of Santa Cruz County

Allison Guevara,
Community Volunteer

Will Hahn,
Palo Alto Medical Foundation

Dan Haifley,
O'Neill Sea Odyssey

Michelle Luedtke,
Applied Survey Research

Laura Marcus,
Dientes Community Dental Care

Martina O'Sullivan,
Community Volunteer

Greg Pepping,
Coastal Watershed Council

Rock Pfothenauer,
Cabrillo College

Janet Reed,
Community Volunteer

Stuart Rosenstein,
Community Volunteer

Jessica Scheiner,
County of Santa Cruz Human Services Department

Laura Segura,
Monarch Services

Nina Simon,
Santa Cruz Museum of Art and History

Brian Spector,
Spector Corbett Architects

Adam Spickler,
County of Santa Cruz Human Services Department

Sharee Storm,
Dientes Community Dental Care

Joey Vaughan,
Lucile Packard Children's Hospital Stanford

Michelle Williams,
Arts Council of Santa Cruz County

Financial Sponsors

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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, the assistance of individuals has been critical.



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Santa Cruz County Demographic Profile

Demographics describe a region's population across different areas, including gender, age, race/ethnicity, and language. Demographic trends are useful for program planning and strategizing funding priorities to meet the needs of a diverse population.

Population

Total Population

	2010	2011	2012	2013	2014	2015
Santa Cruz County	263,054	264,298	266,776	269,419	271,804	274,146
California	37,349,363	37,691,912	38,041,430	38,332,521	38,802,500	39,144,818

Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

Jurisdictional Distribution, Santa Cruz County

	2010	2011	2012	2013	2014	2015	2016
Capitola	9,918	9,923	9,957	9,988	10,136	10,052	10,150
Santa Cruz	59,946	61,245	61,825	62,372	63,440	63,789	64,632
Scotts Valley	11,580	11,581	11,613	11,678	11,954	11,928	12,143
Watsonville	51,199	51,226	51,484	51,612	52,508	52,087	52,891
Unincorporated	129,739	129,979	130,471	131,012	133,557	133,790	136,086

Source: California Department of Finance. (2016). Table 2: E-4. 2010-2016 January Population Estimates for Cities, Counties and the State.

Basic Demographics

Sex Distribution, Santa Cruz County

	2010	2011	2012	2013	2014	2015
Female	50.1%	50.1%	50.3%	50.5%	50.2%	50.4%
Male	49.9%	49.9%	49.7%	49.5%	49.8%	49.6%

Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

Race/Ethnicity Distribution, Santa Cruz County

	2010	2011	2012	2013	2014	2015
Asian	4.4%	4.4%	4.0%	4.4%	4.3%	4.4%
Black	0.8%	1.0%	1.0%	0.8%	0.8%	0.8%
Hispanic/Latino	32.2%	32.7%	32.7%	32.9%	33.2%	33.3%
White	59.7%	58.8%	58.7%	58.3%	58.1%	57.6%
Multi-Race	2.3%	2.6%	2.9%	3.4%	3.3%	3.5%
Other	0.6%	0.5%	0.7%	0.1%	0.3%	0.4%

Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

Age Distribution, Santa Cruz County

	2010	2011	2012	2013	2014	2015
Under 5 Years	5.6%	5.7%	5.6%	5.9%	5.5%	5.4%
5-19 Years	21.0%	19.5%	20.1%	19.5%	19.5%	19.2%
20-34 Years	20.9%	23.1%	21.9%	22.5%	22.5%	22.9%
35-64 Years	41.3%	40.2%	40.1%	39.6%	39.1%	38.2%
65 Years and Above	11.1%	11.6%	12.2%	12.5%	13.4%	14.3%

Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

Households¹ by Type, Santa Cruz County

	2010	2011	2012	2013	2014	2015
Non-Family Households	36.9%	37.2%	38.0%	39.1%	35.9%	37.7%
Family Households	63.1%	62.8%	62.0%	60.9%	64.1%	62.3%
Married-Couple Family	45.1%	46.8%	47.0%	47.6%	48.2%	47.8%
Female Householder Family (No Husband Present)	12.3%	10.9%	10.0%	9.7%	11.7%	11.1%
Male Householder Family (No Wife Present)	5.7%	5.2%	5.0%	3.6%	4.2%	3.4%
Total Households	91,264	94,775	93,253	93,982	96,127	93,317
Percentage with Persons Under 18 Years	31.9%	30.3%	30.1%	26.6%	30.1%	29.2%
Percentage with Persons 65 Years and Older	23.5%	23.8%	26.3%	26.9%	27.5%	30.9%
Total Population in Households	241,449	253,650	255,178	257,627	259,829	261,519
Average Household Size	2.65	2.68	2.74	2.74	2.70	2.80
Average Family Size	3.18	3.25	3.32	3.39	3.21	3.39

Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

¹ Households refer to an occupied housing unit, while a householder refers to a person in whose name the housing unit is rented or owned. This person must be at least 15 years old. A family household refers to a household in which there is at least 1 person present who is related to the householder by birth, marriage, or adoption.

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

	2010	2011	2012	2013	2014	2015
English Only	69.1%	67.8%	68.1%	67.7%	67.6%	68.2%
Language Other Than English	30.9%	32.2%	31.9%	32.3%	32.4%	31.8%
Asian and Pacific Islander Languages	2.5%	2.9%	2.9%	3.1%	2.8%	2.7%
Spanish	25.6%	26.5%	25.5%	26.0%	26.3%	26.0%
Other Indo-European Languages	2.2%	2.5%	2.9%	2.9%	2.9%	2.6%
Other Languages	0.5%	0.3%	0.6%	0.3%	0.4%	0.5%
Total Population (Ages 5 Years and Older)	248,383	249,132	251,704	253,575	256,877	259,307

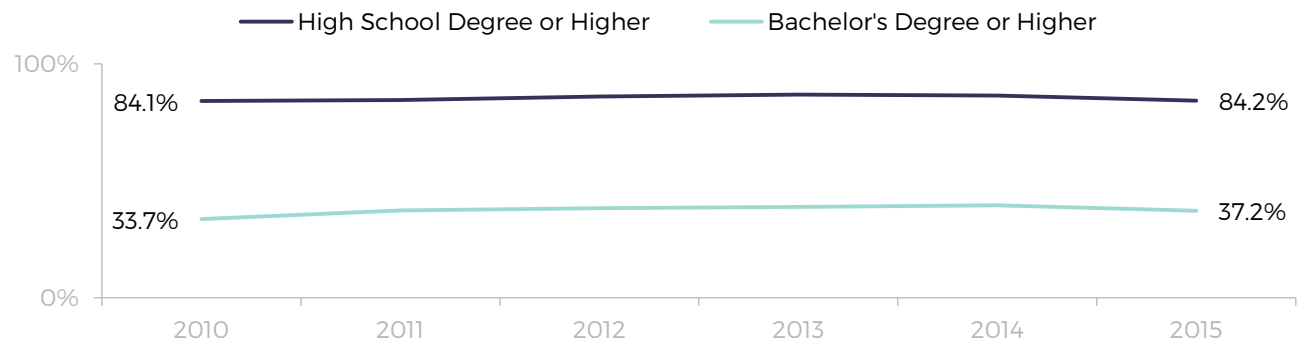
Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

Veteran Status, Santa Cruz County

	2010	2011	2012	2013	2014	2015
Civilian Veterans (Ages 18 and Older)	6.7%	6.1%	6.2%	5.3%	4.9%	4.8%
Total Civilian Population (Ages 18 Years and Older)	207,535	209,323	211,393	213,233	217,577	219,946

Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

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



Attainment Level	2010	2011	2012	2013	2014	2015
Less than 9th Grade	10.1%	9.2%	8.9%	8.1%	9.7%	9.5%
9th to 12th Grade, No Diploma	5.7%	6.4%	5.1%	5.1%	3.8%	6.4%
High School Graduate (Includes Equivalency)	16.5%	15.7%	16.1%	14.1%	16.8%	15.5%
Some College, No Degree	26.3%	23.3%	22.7%	24.1%	21.0%	22.2%
Associate's Degree	7.6%	8.1%	8.9%	9.8%	9.2%	9.3%
Bachelor's Degree	21.3%	23.1%	23.1%	23.5%	24.4%	22.6%
Graduate or Professional Degree	12.4%	14.3%	15.2%	15.4%	15.1%	14.6%

Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

Adult (Ages 25 Years and Older) Educational Attainment by Jurisdiction – 2010 to 2014

	High School Degree or Higher	Bachelor's Degree or Higher
Capitola	92.7%	38.3%
Santa Cruz	92.6%	49.4%
Scotts Valley	96.8%	45.9%
Watsonville	55.2%	10.5%

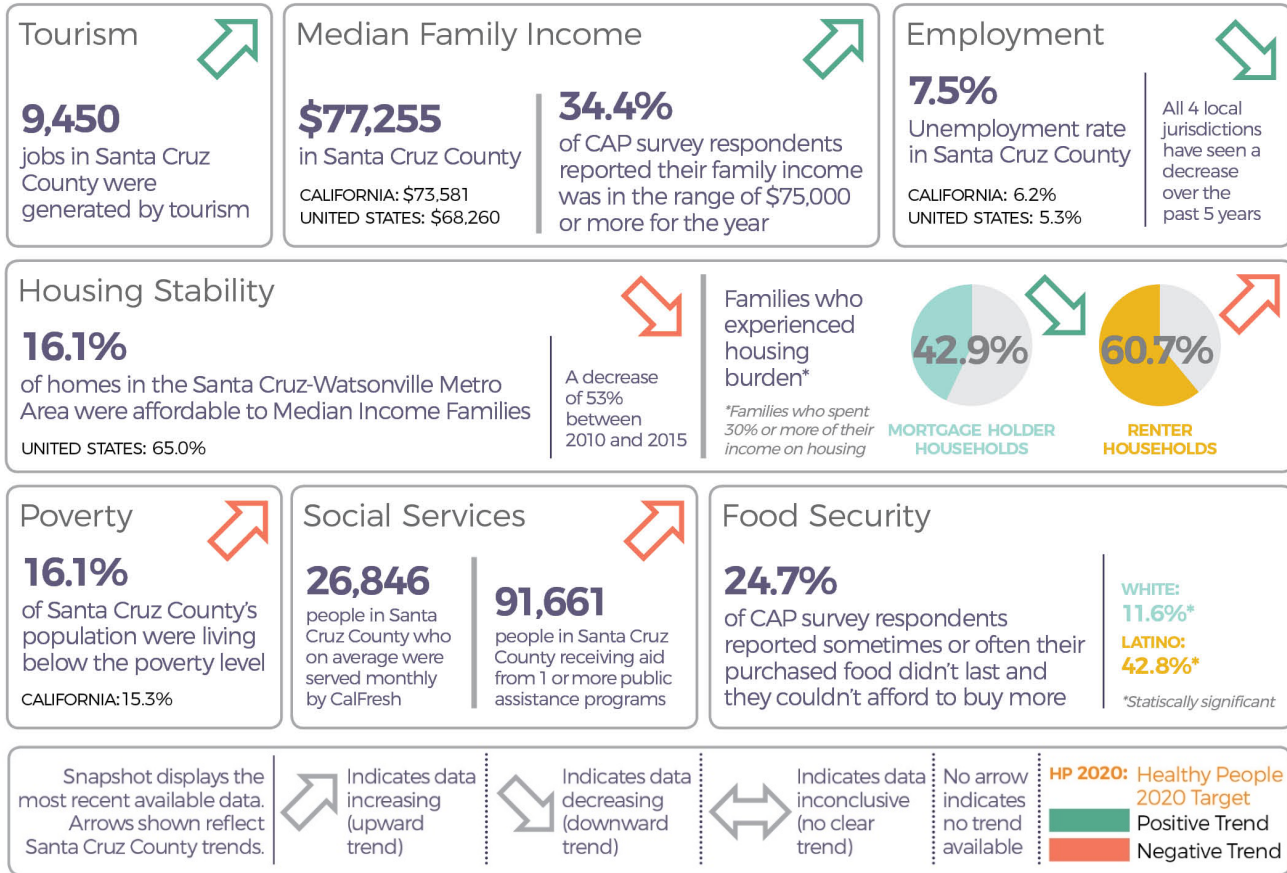
Source: United States Census Bureau. (2016). 2010-2014 *American Community Survey 5-year estimates*.



Economy

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Economy Snapshot



Economy Community Goals for 2020

- Goal 1: By the year 2020, reduce the winter unemployment rate by one-half percent, creating 725 new winter jobs in Santa Cruz County.

Community Hero: Darrie Ganzhorn
- Goal 2: By the year 2020, increase the housing stock by 1,000 units in Santa Cruz County.

Community Hero: Pastor James and Congregation at St. Stephens Lutheran Church

Economic Vitality

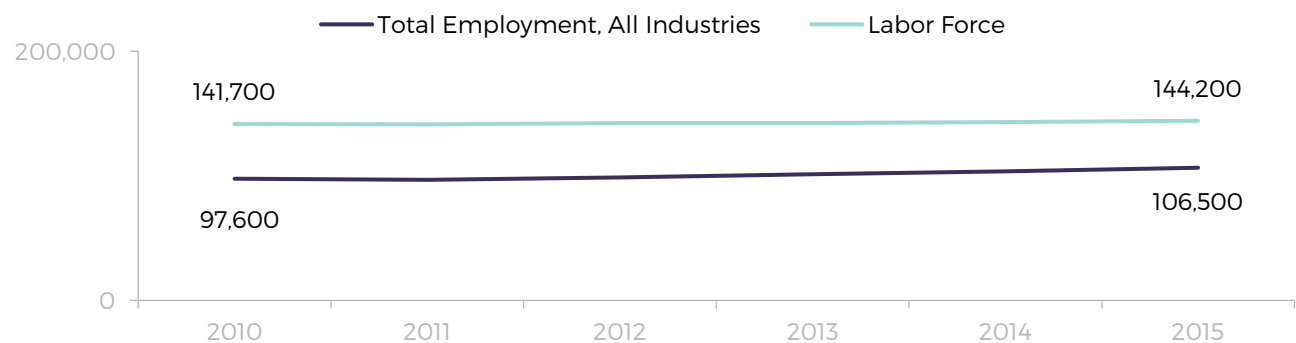
Examining employment and revenue by sector helps us understand the changing composition of jobs within the region and the strength of the economy.

Agriculture is one of the two largest employment sectors in Santa Cruz County, and the county has a high concentration of jobs in this sector as compared to the state (more than 3 times as many jobs on a proportional basis).⁷ The total value of crops produced in Santa Cruz County has been increasing over time. Processing, transportation, marketing, employment, and other farm-related services significantly multiply the reported gross production values to benefit the local economy.⁸

Alongside agriculture, tourism ranks as one of the top employers and revenue-producing industries in Santa Cruz County, generating over \$700 million in direct travel expenditures annually. There are approximately 3 million visitor trips taken to Santa Cruz County each year.⁹ Visitor dollars help to support Santa Cruz County by providing business and tax revenues which contribute to local employment; open space, beaches, and parks; and locally owned small businesses.¹⁰

Net Job Growth

Total Employment All Industries, Santa Cruz County



Source: State of California Employment Development Department, Labor Market Information Division. (2016). 2010-2015 *Industry Employment & Labor Force*.

Note: Industry employment figures represent rounded numbers.

⁷ Santa Cruz County. 2014. *Economic Vitality Study*.

⁸ Santa Cruz County Agricultural Commissioner. (2014). 2008-2014 *Santa Cruz County Crop Report*.

⁹ Visit Santa Cruz County (VSCC). *Tourism Facts*. Accessed on July 26, 2016 from <http://www.santacruzca.org/partners/tourism-facts.php>.

¹⁰ Ibid.

Employment by Industry Type, Santa Cruz County

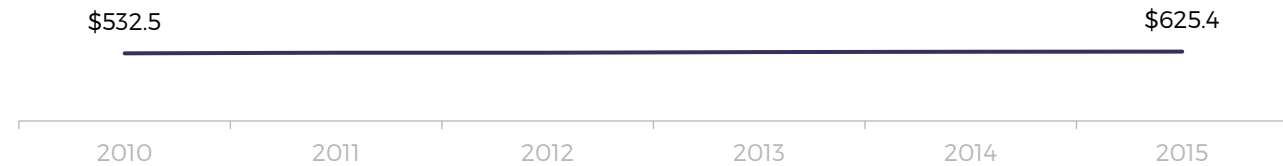
	2010	2011	2012	2013	2014	2015
Government	20,300	20,300	20,400	20,600	21,100	21,400
Education & Health Services	15,100	15,400	15,800	16,500	16,900	17,200
Retail Trade	11,400	11,300	11,400	11,500	11,800	11,900
Leisure & Hospitality	10,900	11,100	11,600	12,200	12,900	13,700
Professional & Business Services	9,100	9,500	9,700	9,700	9,500	9,800
Manufacturing	5,500	5,400	5,700	6,000	6,200	6,600
Mining, Logging, & Construction	3,000	2,900	3,000	3,200	3,400	3,600
Wholesale Trade	3,500	3,400	3,400	3,500	3,500	3,500
Financial Activities	3,300	3,100	3,200	3,400	3,500	3,600
Transportation, Warehousing, & Utilities	1,500	1,500	1,400	1,400	1,300	1,400
Information	900	900	800	800	800	800
Other Services	3,700	3,600	3,800	4,100	4,300	4,600
Total Employment, Non-farm Industries	88,000	88,200	90,100	92,900	95,200	98,100
Total Employment, Farm Industries	9,600	8,600	8,400	8,300	8,500	8,400

Source: State of California Employment Development Department, Labor Market Information Division. (2016). 2010-2015 *Industry Employment & Labor Force*.

Note: Industry employment figures represent rounded numbers.

Agricultural Production

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



Source: County Agricultural Commissioner. (2016). 2010-2015 *Santa Cruz County Crop Report*.

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

	2010	2011	2012	2013	2014	2015
Total Crops Value	\$527.8	\$562.9	\$563.9	\$595.9	\$611.2	\$620.5
Berries	\$324.6	\$363.2	\$367.9	\$390.1	\$395.8	\$404.7
Nursery/ Ornamental Crops	\$118.8	\$122.6	\$113.5	\$107.9	\$119.7	\$119.1
Vegetables	\$61.8	\$55.8	\$57.8	\$74.2	\$72.2	\$80.4
Tree and Vine Products	\$16.7	\$14.7	\$18.1	\$16.8	\$16.2	\$9.0
Livestock and Animal Products	\$5.8	\$6.6	\$6.5	\$6.9	\$7.3	\$7.3
Timber Farming	\$4.8	\$2.8	\$2.3	\$3.4	\$5.3	\$4.9

Source: County Agricultural Commissioner. (2016). 2010-2015 *Santa Cruz County Crop Report*.

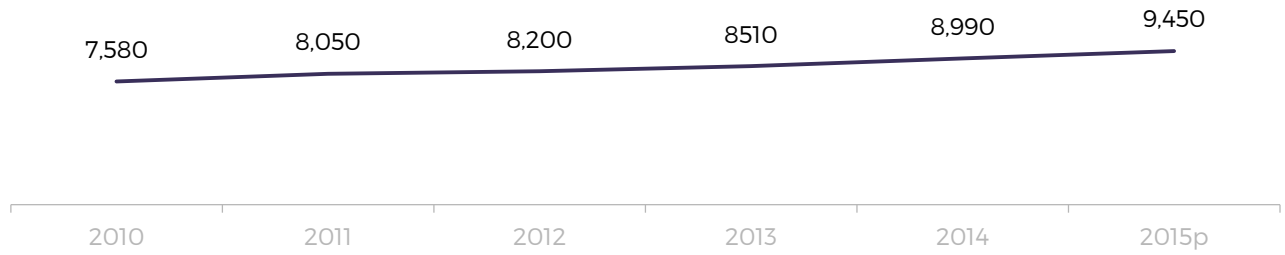
Million Dollar Crops by Production Value (in Millions of Dollars), Santa Cruz County

Crop Type	2010	2011	2012	2013	2014	2015
Strawberries	\$197.2	\$198.3	\$191.1	\$201.8	\$228.1	\$219.2
Raspberries	\$91.7	\$132.4	\$142.4	\$152.2	\$131.3	\$142.8
Cut Flowers & Greens	\$72.3	\$67.4	\$48.6	\$33.7	\$42.3	\$50.1
Apples	\$13.3	\$12.7	\$12.5	\$11.9	\$10.9	\$6.3
Livestock and Animal Products	\$5.8	\$6.6	\$6.5	\$6.9	\$7.3	\$7.3
Timber Farming	\$4.8	\$2.8	\$2.4	\$3.4	\$5.3	\$4.9
Brussels Sprouts	\$7.5	\$9.9	\$9.4	\$14.6	\$11.3	\$16.4
Lettuce, Head & Leaf	\$15.9	\$13.1	\$13.0	\$17.8	\$19.4	\$23.4
Wine Grapes	\$3.1	\$1.6	\$5.4	\$4.6	\$4.9	\$2.4

Source: County Agricultural Commissioner. (2016). 2010-2015 *Santa Cruz County Crop Report*.

Tourism

Number of Jobs Generated by Tourism, Santa Cruz County



Source: Dean Runyan Associates. (2016). 2000-2015p *California Travel Impacts by County*.

¹The estimates for 2015 are preliminary; finalized data unavailable until spring 2017.

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

Revenue Type	2010	2011	2012	2013	2014	2015p ¹
Direct Travel Spending	\$711.5	\$759.4	\$770.4	\$789.0	\$818.5	\$839.7
Industry Earnings	\$191.8	\$200.4	\$208.3	\$221.5	\$241.2	\$264.5
Local Tax Receipts	\$21.2	\$22.4	\$23.2	\$24.8	\$27.1	\$29.6
State Tax Receipts	\$37.2	\$37.6	\$36.0	\$37.9	\$39.2	\$39.3

Source: Dean Runyan Associates. (2016). 2000-2015p *California Travel Impacts by County*.

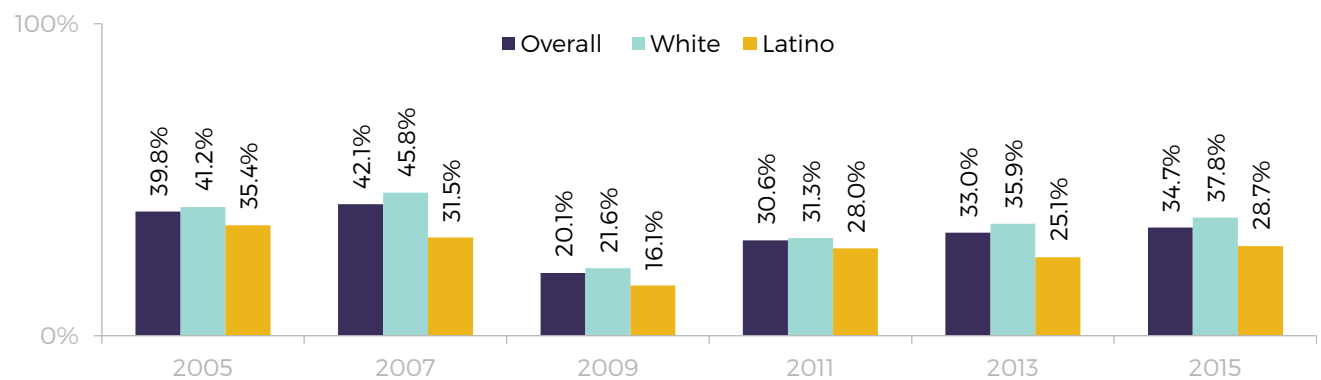
¹The estimates for 2015 are preliminary; finalized data unavailable until spring 2017.

Financial Wellbeing, Income & Employment

Income, employment status, and overall financial well-being affect's one's ability to acquire resources for healthy living and impacts the overall health of a community. For example, unemployment is associated with higher rates of self-reported poor health, long-term illness, higher incidence of risky health behaviors (e.g. alcoholism, smoking), and increased mortality. With regards to income inequality, research demonstrates that people have a shorter life expectancy in places with higher levels of income inequality.

Financial Well-being

 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.

Household Income

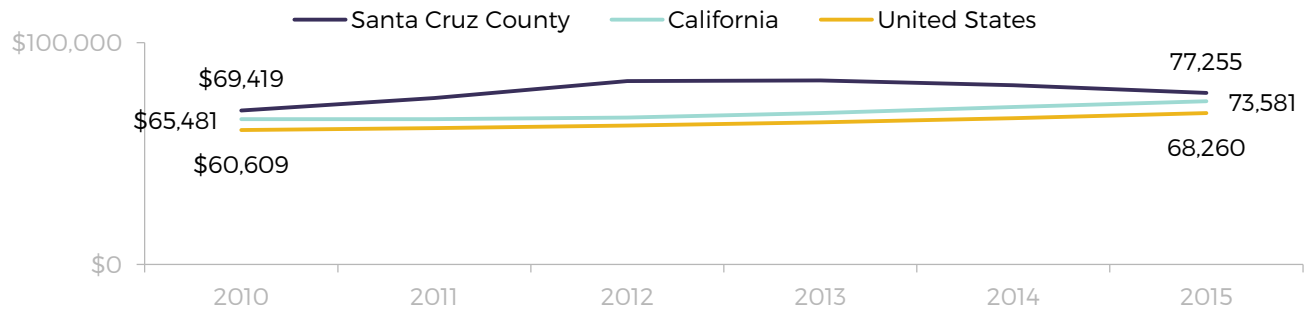
Per Capita Personal Income

	2010	2011	2012	2013	2014
Santa Cruz County	\$42,808	\$45,770	\$49,195	\$49,942	\$52,280
California	\$42,411	\$44,852	\$47,614	\$48,125	\$49,985
United States	\$40,277	\$42,453	\$44,266	\$44,348	\$46,049

Source: U.S. Department of Commerce, Bureau of Economic Analysis. (2016). 2008-2015 *Regional Economic Information System*.

Note: Data presented are the most recent available.

Median Family Income¹



Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

¹ Median Family Income divides 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.

Median Household Income (Inflation Adjusted Dollars) by Ethnicity

	2010	2011	2012	2013	2014	2015
Santa Cruz County						
Hispanic or Latino	\$42,127	\$45,862	\$51,891	\$50,003	\$46,890	\$45,411
White	\$67,003	\$70,859	\$73,141	\$73,218	\$78,300	\$74,093
California						
Hispanic or Latino	\$45,185	\$44,377	\$44,401	\$45,800	\$47,434	\$49,682
White	\$66,638	\$67,040	\$68,530	\$70,786	\$73,017	\$75,933

Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

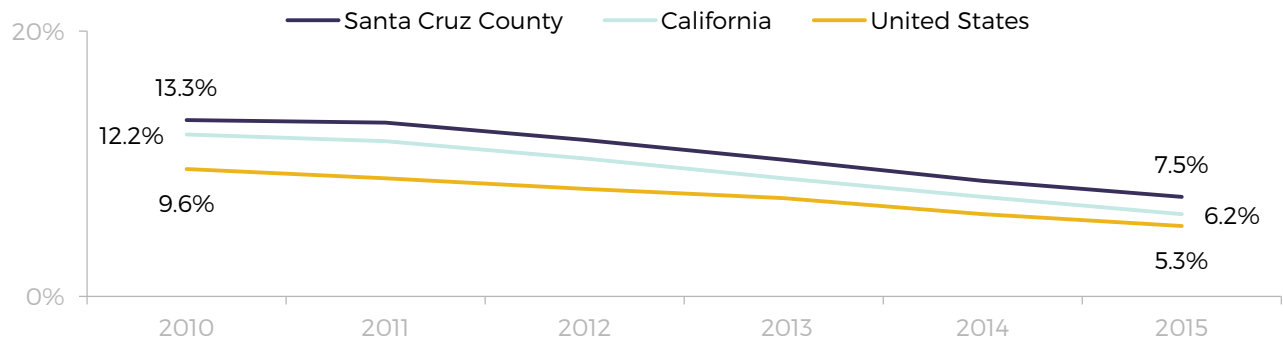
☎ Which income range best describes your family income for the year?

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

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

Employment

Unemployment Rate



Jurisdiction	2010	2011	2012	2013	2014	2015
Capitola	10.7%	10.5%	9.5%	8.2%	7.0%	6.0%
Santa Cruz	11.9%	11.7%	10.6%	9.2%	7.8%	6.7%
Scotts Valley	12.2%	11.9%	10.8%	9.4%	8.0%	6.8%
Watsonville	16.8%	16.5%	15.0%	13.1%	11.2%	9.7%

Source: State of California Employment Development Department, Labor Market Information Division. (2015). 2010-2015 *Industry Employment & Labor Force*. U.S. Department of Labor (2016). 2010-2015 *Bureau of Labor Statistics*.

Note: These data are not seasonally adjusted.

Note: Unincorporated data unavailable.

January Unemployment Rate

	2010	2011	2012	2013	2014	2015
Santa Cruz County	16.0%	15.9%	14.9%	13.5%	11.7%	10.2%
California	12.7%	12.6%	11.4%	10.2%	8.5%	7.2%
United States	9.8%	9.1%	8.3%	8.0%	6.6%	5.7%

Source: State of California Employment Development Department, Labor Market Information Division. (2016). 2010-2015 *Industry Employment & Labor Force*. U.S. Department of Labor (2016). 2006-2016 *Bureau of Labor Statistics*.

☎ What is your employment status? By Ethnicity

Category	2005	2007	2009	2011	2013	2015
Employed full-time	38.1%	33.5%	33.0%	32.3%	37.4%	36.8%
White	38.0%	29.6%	30.3%	27.5%	34.2%	32.2%*
Latino	40.5%	47.6%	40.9%	43.9%	47.9%	45.3%*
Retired	22.5%	33.9%	25.6%	29.0%	27.6%	24.9%
White	28.9%	38.5%	32.9%	35.7%	33.9%	36.9%*
Latino	2.0%	19.5%	6.7%	8.2%	8.4%	8.7%*
Self-employed	8.1%	8.4%	11.7%	11.9%	9.5%	11.6%
White	10.1%	10.7%	13.4%	13.3%	11.3%	12.5%
Latino	1.8%	0.8%	5.1%	8.4%	4.5%	9.0%
Unemployed	9.5%	5.8%	10.6%	10.5%	9.1%	7.8%
White	5.3%	4.1%	8.2%	9.5%	6.2%	6.5%
Latino	21.2%	11.8%	16.2%	14.9%	15.7%	8.9%
Employed part-time	11.7%	9.9%	10.4%	10.4%	11.9%	12.1%
White	11.5%	11.0%	10.7%	8.6%	10.7%	8.9%*
Latino	12.1%	5.1%	9.1%	16.5%	16.0%	16.2%*
Other¹	10.0%	8.5%	8.6%	6.0%	4.5%	6.8%
White	6.3%	6.2%	4.5%	5.4%	3.8%	3.0%
Latino	22.4%	15.2%	21.9%	8.2%	7.4%	11.8%
Total Respondents	705	702	846	713	706	779
White	494	497	595	500	495	422
Latino	159	158	190	161	159	288

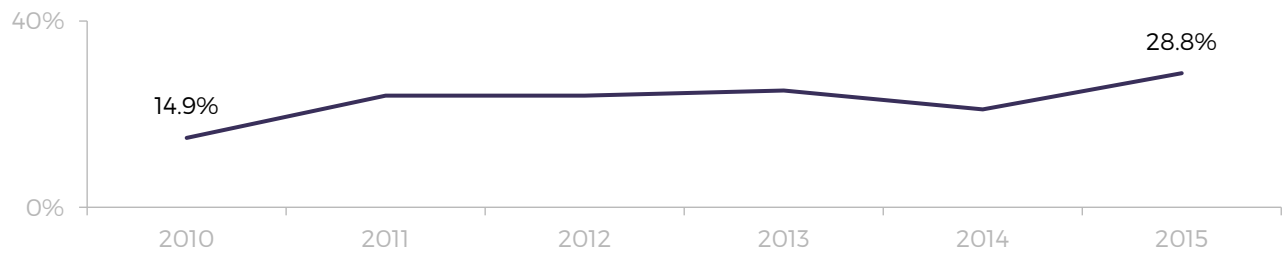
Source: Applied Survey Research. (2015). 2005-2015 *Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

¹Other contains the categories of: Homemaker, parent, or caregiver; Student; and Volunteer. The 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 or employed part-time. White respondents were significantly more likely than Latino respondents to have their employment status be retired in 2015.

Youth Employment

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



Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

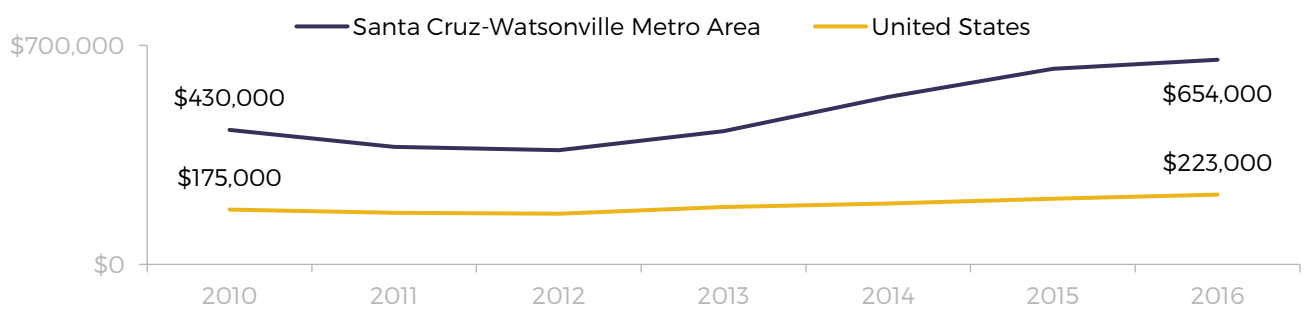
Housing



Affordable, quality, and stable housing is central to the health, diversity, and economic vitality of a community. When housing is affordable, low- and moderate income families are able to put nutritious food on the table, receive necessary medical care, and provide reliable daycare for their children. Moreover, the development of affordable housing increases spending and employment in the surrounding economy, acts as an important source of revenue for local governments, and reduces the likelihood of foreclosure and its associated costs. Without a sufficient supply of affordable housing, employers can be at a competitive disadvantage because of their subsequent difficulty attracting and retaining workers.¹¹

Affordable Housing

Median Sale Price (All Home Types¹)



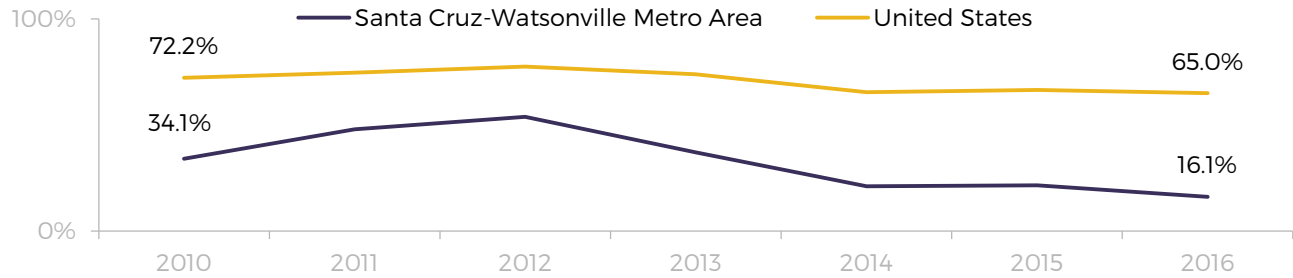
Source: National Association of Home Builders. (2016). 2010-2016 *NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter*.

Note: State level data unavailable.

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

¹¹ Center for Housing Policy and the MacArthur Foundation. 2011. *The Role of Affordable Housing in Creating Jobs and Stimulating Local Economic Development: A Review of the Literature*.

Percentage of Homes Affordable for Median Income Families



Source: National Association of Home Builders. (2016). 2010-2016 *NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter*.

Note: State level data unavailable.



Percentage of Housing Burden¹ among Population, Santa Cruz County

	2010	2011	2012	2013	2014	2015
Mortgage Holder Households	56.2%	50.2%	47.3%	46.2%	43.8%	42.9%
Renter Households	59.4%	63.6%	54.6%	65.0%	65.3%	60.7%

Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

¹ The U.S. Department of Housing and Urban Development defines the housing burden as Families who pay more than 30 percent of their income for housing and may have difficulty affording necessities such as food, clothing, transportation, and medical care.

Note: The proportion of all households that spend more than 30% of income on housing and the proportion of renter households that spend more than 50% of income on housing are Social Determinant of Health indicators per Healthy People 2020. There are no associated targets with these indicator, they are deemed informational.

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

Number of Bedrooms	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016
0 bedrooms	\$1,160	\$1,212	\$1,058	\$1,039	\$1,051	\$1,146	\$1,064
1 bedroom	\$1,363	\$1,424	\$1,248	\$1,257	\$1,271	\$1,387	\$1,289
2 bedrooms	\$1,784	\$1,864	\$1,627	\$1,700	\$1,750	\$1,876	\$1,725
3 bedrooms	\$2,598	\$2,714	\$2,341	\$2,191	\$2,217	\$2,418	\$2,285
4 bedrooms	\$2,779	\$2,904	\$2,413	\$2,444	\$2,473	\$2,698	\$2,555

Source: U.S. Department of Housing and Urban Development. (2016). 2010-2016 *HUD USER Data Sets*.

Social Characteristics



Social indicators, such as poverty and self-sufficiency, provide quantitative evidence of social well-being and illuminate social challenges, trends, and conditions useful for policy making, social spending, and the monitoring and evaluation of programs and policies.

Too many individuals continue to experience hardship and difficulty making ends meet as evidenced by the data presented in this section. Moreover, specific populations bear a heavier burden.

Poverty Level



Percentage of Population Living Below the Poverty Level by Age

	2010	2011	2012	2013	2014	2015
Santa Cruz County	14.6%	14.8%	13.4%	14.9%	16.8%	16.1%
0-5 Years Old	18.0%	15.0%	13.7%	18.6%	19.0%	22.5%
6-17 Years Old	16.9%	13.9%	11.9%	18.3%	22.1%	18.4%
18-64 Years Old	14.8%	17.4%	15.8%	15.4%	17.4%	16.9%
65+ Years Old	8.5%	9.5%	8.0%	6.6%	7.4%	8.0%
California	15.8%	16.6%	17.0%	16.8%	16.4%	15.3%
0-5 Years Old	23.6%	24.3%	25.3%	24.8%	23.4%	22.3%
6-17 Years Old	21.2%	22.1%	23.1%	22.8%	22.4%	20.6%
18-64 Years Old	14.5%	15.3%	15.6%	15.6%	15.3%	14.3%
65+ Years Old	9.7%	10.0%	10.4%	10.4%	10.6%	9.9%

Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

Note: The proportion of persons living in poverty is a Social Determinant of Health indicator per Healthy People 2020. There is no associated target with this indicator, it is deemed informational.

Self-Sufficiency Income Standards

Self-Sufficiency Income Standards (per working adult) by Type, Santa Cruz County

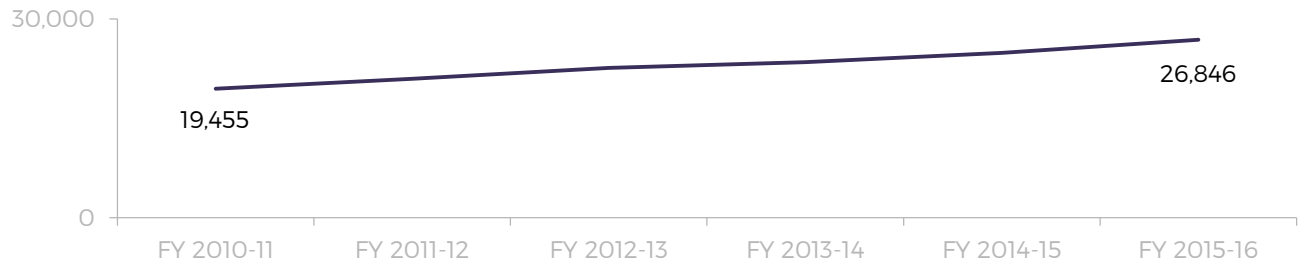
Household Type	Hourly Wage	Annual Salary
1 Adult - No Children	\$14.16	\$29,903.00
1 Adult, 1 preschool Child	\$28.52	\$60,240.00
1 Adult, 2 Children (1 preschool, 1 school)	\$33.46	\$70,675.00
1 Adult, 3 Children (infant, preschool, school)	\$52.77	\$111,441.00
2 Adults - No children	\$9.84	\$41,575.00
2 Adults, 1 Child (preschool)	\$16.12	\$68,083.00
2 Adults, 2 Children (1 preschool, 1 school)	\$18.46	\$77,954.00
2 Adults, 3 Children (infant, preschool, school)	\$26.84	\$113,373.00

Source: Insight Center for Economic Development. (2016). The self-sufficiency standard for individuals and families in Santa Cruz, CA, 2014.

¹ Children descriptions - Infant; Preschool (ages 3-5); School (ages 6-12)

Social Services

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



Source: County of Santa Cruz Human Services Department. (2015) 2010-2015 Annual Report. County of Santa Cruz Human Services Department. (2016). *Personal Correspondence*.

Annual Average CalFresh Caseload, Santa Cruz County

	FY 2013-14	FY 2014-15	FY 2015-16
CalFresh Caseload	12,075	13,054	14,530
CalFresh Applications	1,161	1,042	1,062

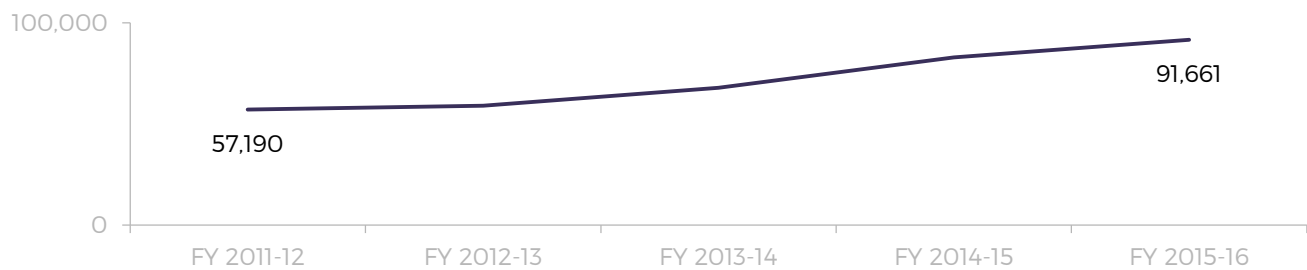
Source: County of Santa Cruz Human Services Department. (2016). *Personal Correspondence*.

Average Monthly Caseload, Santa Cruz County

	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16
General Assistance	162	196	174	171	171	212
CalWORKs	2,366	2,226	2,059	1,974	1,884	1,722

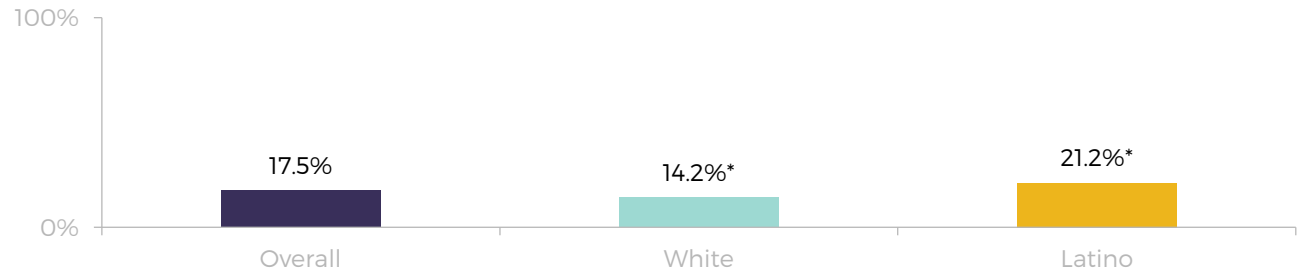
Source: County of Santa Cruz Human Services Department. (2015) 2009-2015 Annual Report. County of Santa Cruz Human Services Department. (2016). *Personal Correspondence*.

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



Source: County of Santa Cruz Human Services Department. (2016). 2011-2016 Annual Report.

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



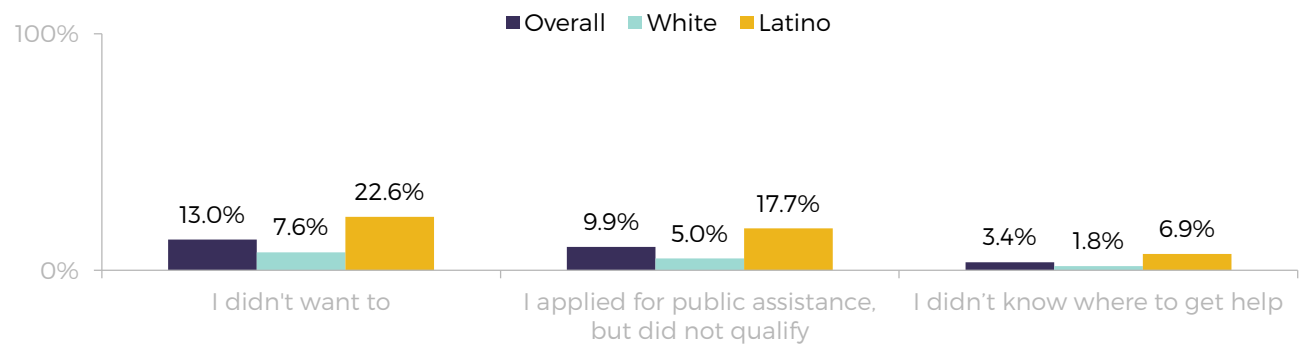
2015 - Overall n: 781; White n: 421; Latino n: 288.

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."

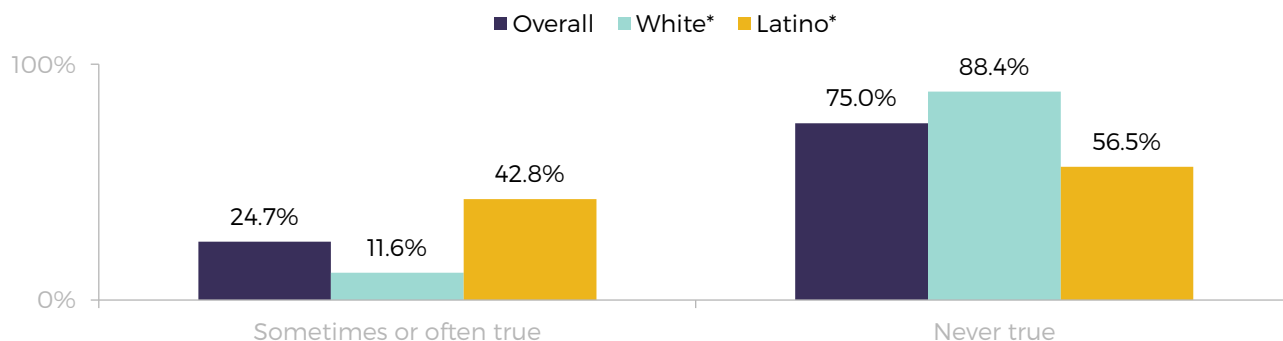
Food Security



Access to affordable, healthy food is a critical component for health and well-being. Researchers have found that food insecurity is associated with malnutrition, particularly as it relates to inadequate consumption of nutritious foods such as fresh fruit and vegetables.¹² Research suggests that food insecurity increases the likelihood of hospitalizations, developmental and mental health problems, poor disease managements and increases health care spending. Moreover, research suggests that food insecurity triggers compensatory behaviors such as skipping meals or binge eating when food is available, often on low-cost and nutritionally poor foods.^{13,14}



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.

Note: Reduce household food insecurity and in doing so reduce hunger is a Social Determinant of Health indicator per Healthy People 2020. Indicator has a target of 6.0% of households with food insecurity in the past 12 months with a desired decrease associated with the indicator. Please note that individual targets are not listed above as dataset shown is not directly comparable to the Healthy People 2020 goal as written.

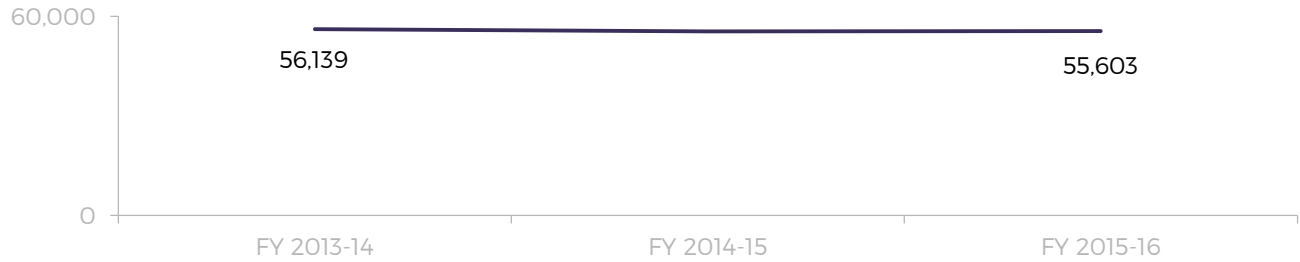
*Significance testing: Latino respondents were significantly more likely than White respondents to be unable to get more food when the food they bought ran out in 2015.

¹² Drewnowski A, Darmon N. The economics of obesity: dietary energy density and energy cost. *Am J Clin Nutr* July 2005;82(suppl):265S-73S.

¹³ Edin, Kathryn, Melody Boyd, James Mabli, Jim Ohls, Julie Worthington, Sara Greene, Nicholas Redel, and Swetha Sridharan. 2013. "SNAP Food Security In-Depth Interview Study: Final Report" Family Programs Report. U.S. Department of Agriculture, Food and Nutrition Service.

¹⁴ Bruening M, Maclehorse R, Loth K, Story M, Neumark-Sztainer D. Feeding a family in a recession: Food insecurity among Minnesota parents. *Am J Public Health*. 2012 March; 102(3): 520-526. 9.

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



Jurisdiction	FY 2013-14	FY 2014-15	FY 2015-16
Capitola	3.1%	2.4%	2.8%
Santa Cruz	33.6%	24.0%	25.7%
Scotts Valley	2.3%	5.8%	5.9%
Watsonville	35.8%	43.9%	41.5%
Unincorporated	25.2%	23.9%	24.1%

Source: Second Harvest Food Bank of Santa Cruz County. (2016). 2013-2016 *Personal Correspondence*.

Note: Reporting methodology changed in Fiscal Year 2013-14 to show data for June through July.

Percentage of People Served by the Second Harvest Food Bank by Ethnicity

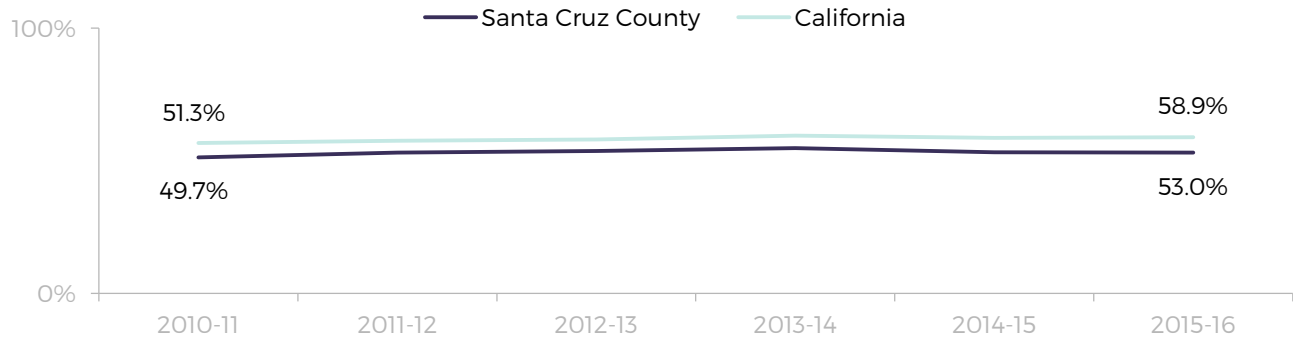
	FY 2014-15	FY 2015-16
Latino	62.4%	62.3%
White	31.6%	27.7%
African American	1.6%	1.5%
Asian	1.4%	1.4%
Native American	0.5%	0.5%
Pacific Islander	0.3%	0.2%
Other	2.2%	6.4%

Source: Second Harvest Food Bank of Santa Cruz County. (2016). 2014-2016 *Personal Correspondence*.

Note: Other reported an increase from 2.2% to 6.4% because a large school district changed the way they report ethnicity.

Students Receiving Free or Reduced Cost Meals

Percentage of Students Receiving Free or Reduced Cost Meals



School District	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Bonny Doon Elementary	7.0%	10.4%	9.8%	15.7%	15.1%	20.6%
Happy Valley Elementary	14.1%	12.9%	8.7%	11.6%	12.7%	9.1%
Live Oak Elementary	60.5%	62.8%	58.5%	59.8%	60.4%	54.3%
Mountain Elementary	0.0%	3.3%	4.5%	5.3%	4.2%	14.5%
Pacific Elementary	34.9%	45.0%	21.2%	38.7%	29.6%	26.1%
Pajaro Valley Unified	70.1%	72.9%	75.5%	76.6%	75.1%	75.3%
San Lorenzo Valley Unified	21.6%	23.3%	24.9%	23.3%	16.6%	17.4%
Santa Cruz City Elementary	47.6%	44.6%	44.2%	42.4%	42.8%	43.9%
Santa Cruz City High	35.6%	33.5%	32.5%	36.5%	40.3%	39.0%
Santa Cruz County Office of Education	20.1%	25.3%	22.7%	28.3%	21.5%	21.0%
Scotts Valley Unified	13.5%	14.0%	14.6%	11.4%	10.0%	11.3%
Soquel Union Elementary	35.9%	37.6%	36.9%	36.1%	32.9%	33.6%
Santa Cruz County	51.3%	53.1%	53.7%	54.8%	53.2%	53.0%
California	56.7%	57.5%	58.0%	59.4%	58.6%	58.9%

Source: California Department of Education. (2016). 2008-2016 *Educational Demographics Unit*.

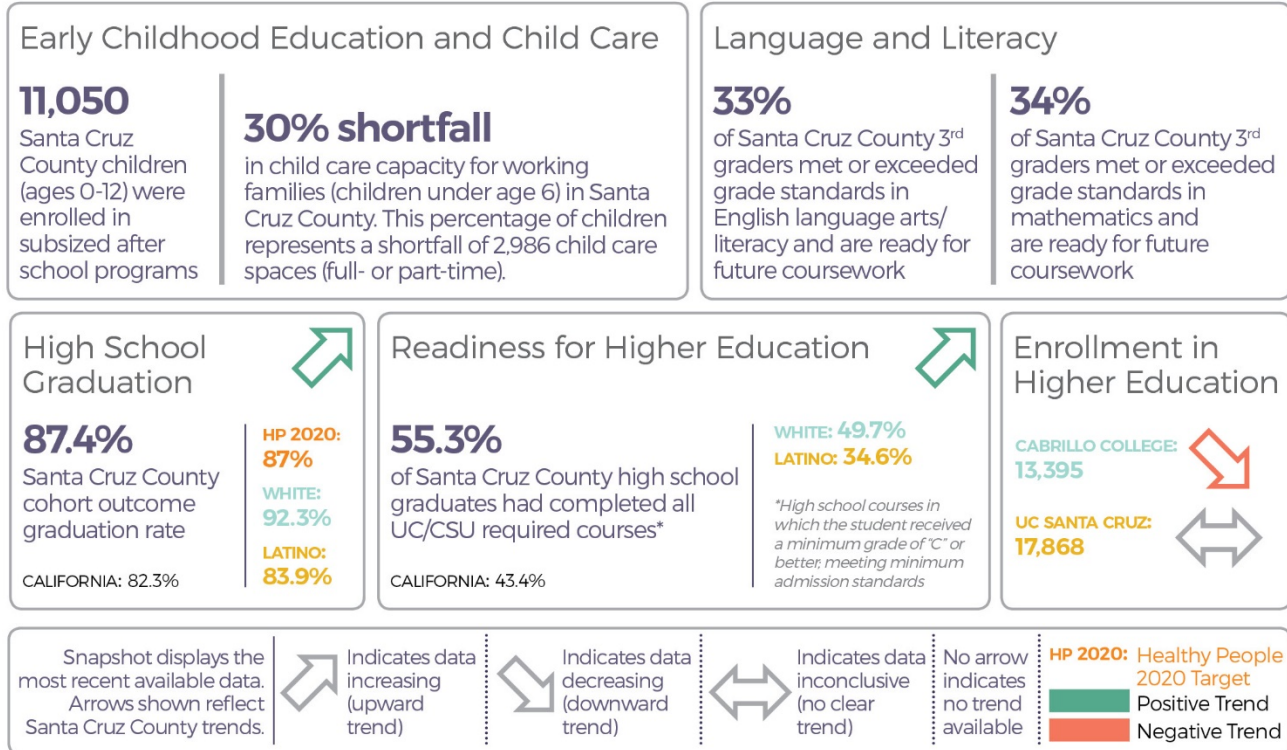
Education

photo credit: matt pfeifer



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Education Snapshot



Education Community Goals for 2020

- 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.

Community Hero: Kathleen Crocetti

- 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.

Community Hero: Deidre Hamilton

- 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.

Community Hero: Live Oak Cradle to Career Parent Leadership

Child Care / Early Childhood Education

Several decades of research clearly demonstrate that high-quality, developmentally appropriate early childhood education (ECE) programs produce short- and long-term positive effects on children's cognitive and social development.¹⁵ Moreover, studies of the costs and long-term benefits of high-quality ECE programs have consistently found substantial savings derived over the course of years and decades from reduced need for remedial and special education, reduced incarceration rates, lower rates of teen pregnancy, and many other factors. Analyses of the costs and benefits of ECE have found impressive returns on investment to the public, ranging from \$2.69 to \$7.16 per dollar invested. Additionally, research has found that high-quality and reliable child care increases worker productivity and improves businesses' bottom line.¹⁶

Number of Spaces in Child Care Centers and Homes – 2014

	0-1 Years	2-5 Years	0-5 Years
Licensed Child Care Centers	309	3,486	3,795
Licensed Family Child Care Homes	861	2,321	3,182
Total	1,170	5,807	6,977

Source: California Child Care Resource & Referral Network, California Child Care Portfolio (2015).

Note: The Portfolio Report provided family child care homes spaces as a total, not by age. The age-specific totals for FCCH listed in the table above are estimated based on the age distribution of FCCH's for the current year.

Note: Based on Section 13 of the LPC template. This table does not include the number of spaces in licensed and unlicensed centers and after-school programs for school-aged children, ages 6-12. There are different sources for these data which cannot be reconciled into an unduplicated total count.

¹⁵ NAEYC. A Call for Excellence in Early Childhood Education. Accessed on July 29, 2016 from <https://www.naeyc.org/policy/excellence>.

¹⁶ University of California, Berkeley, Center for Labor Research and Education. 2011. *Economic Impacts of Early Care and Education in California*.

Children Enrolled in Subsidized Child Care and Development Programs¹ – 2015-16

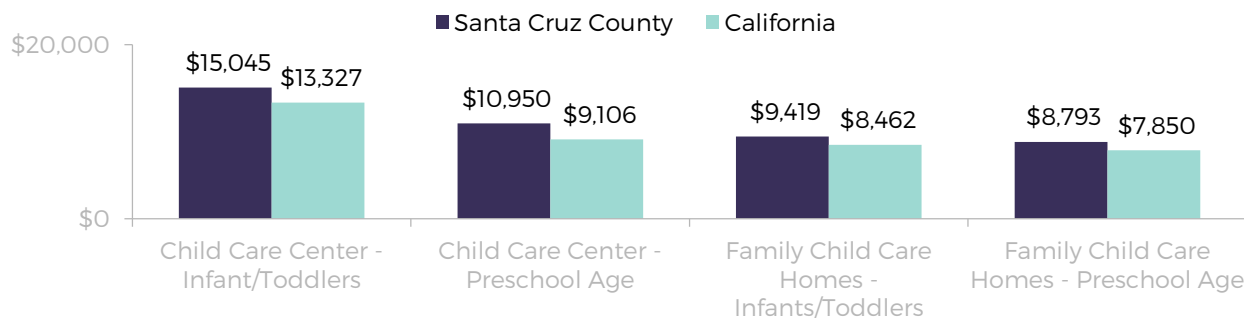
Program Name	Infants, Toddlers (0-2)	Preschool (3-4)	School Age (5-12)	All Children (0-12)
CA State Preschool Program (Title V)	0	779	31 ²	810
CCTR: General Child Care & Development (Title V)	168	45	122	335
Head Start (3-5) & Early Head Start (0-2)	169	378	29 ²	576
Migrant Head Start	395	413	96 ²	904
CMIG (Center based migrant child care)	36	23	14 ²	73
Handicap Program (CHAN)	0	0	0	0
Alternative Payment Program (CAPP)	46	45	137	228
CalWORKs Stage 1	119	97	142	358
CalWORKs Stage 2	39	32	63	134
CalWORKs Stage 3	4	8	68	80
Cabrillo Family Child Care (Family Child Care Homes - Title V)	13	5	0	18
Total Subsidized After School Programs (2015-16)	0	0	7,534	7,534
Total	989	1,825	8,236	11,050

Source: All figures are from the AIR Early Learning Needs Assessment Tool with the following exceptions. Head Start, Family Child Care Homes, and CalWORKs Stage 1 enrollment is from the Santa Cruz Child Care Planning Council 2015 Priorities Report, and after-school program enrollment was collected by Santa Cruz COE, based on correspondence with individual school districts.

¹All totals reflect 2014-15 enrollments, except the after school program totals which reflect 2015-16 enrollments.

²Number reflects age 5 children only.

Average Annual Cost of Child Care – 2015



Source: California Child Care Resource & Referral Network, California Child Care Portfolio (2015); Cost data are from the Child Care Regional Market Rate Survey, 2014. Retrieved from <http://www.kidsdata.org/topic/1849/child-care-cost-agefacility/table#fmt=2358&loc=370&tf=79&ch=984,985,222,223&sortColumnId=0&sortType=asc>.

Child Care Capacity for Working Families under Age 6 – 2014-15

Category	0-1 Years	2-5 Years	Total (0-5 Years)
Children in Working Families	2,910	7,053	9,963
Number of part-time or full-time spaces (capacity)	1,170	5,807 ¹	6,977
Licensed Child Care Centers	309	3,486	3,795
Licensed Family Child Care Homes	861	2,321 ¹	3,182
Shortfall in Capacity	(1,740)	(1,246)	(2,986)
Shortfall as Percentage of Children	60%	18%	30%

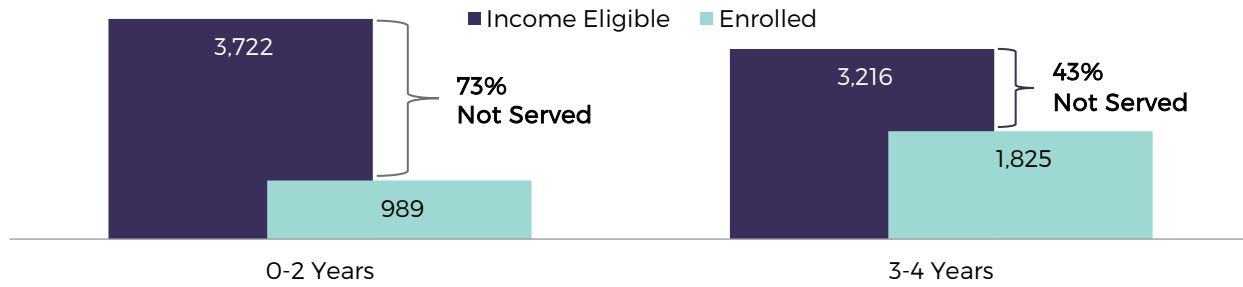
Source: "Children in Working Families" totals are from AIR Early Learning Needs Assessment Tool. Licensed capacity totals are from the 2015 Child Care Portfolio of the California Child Care Resource & Referral Network.

Note: To estimate the overall shortfall in capacity, the number of spaces available are subtracted from the number of children estimated in need.

Note: Shortfall as Percentage of Children = Shortfall / Children in Working Families.

¹The R&R Network publishes only the total FCCH spaces, without specifying by age group. The age-group estimates in the table are based on the proportion of FCCH spaces by age group that existed in 2015, as provided by Santa Cruz COE.

Low-Income Children under Age 5 Enrolled in Subsidized Child Care – 2014-2015

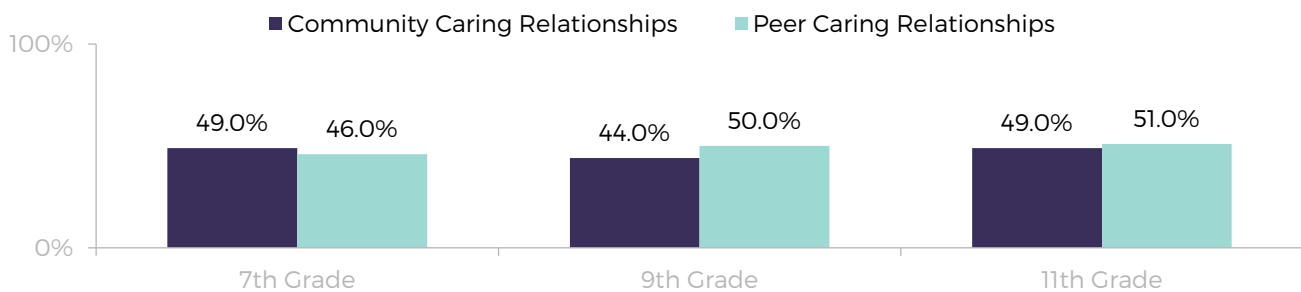


Source: Applied Survey Research. (2016). Santa Cruz County Early Care and Education Needs Assessment. Project AIR Early Learning Needs Assessment Tool, Santa Cruz COE.

Youth Assets

Developmental assets are a set of skills, experiences, relationships, and behaviors that enable young people to develop into successful and contributing adults. Studies of more than 5 million young people across the United States (as well as studies in other countries) show that the more developmental assets young people acquire, the better their chances of succeeding in school and becoming happy, healthy, and contributing members of their communities and society.¹⁷ Importantly, they are less likely to engage in a wide range of high-risk behaviors, such as violence, trouble in school, and drug and alcohol use.¹⁸ Examples of developmental assets include service to others, self-esteem, sense of purpose, and having adult role models.¹⁹

Percentage of Students with a “High” Level by Relationship Type^{1,2} and Grade Level, Santa Cruz County – 2014-15



Source: West Ed for California Department of Education. (2015). *California Healthy Kids Survey, Santa Cruz County*.

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.

²Peer 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.”

¹⁷ Search Institute. Accessed on August 2, 2016 from <http://www.search-institute.org/research/developmental-assets>.

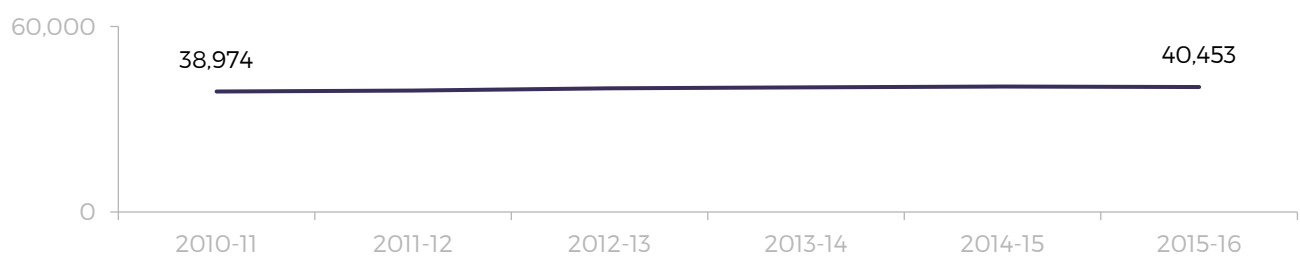
¹⁸ Ibid.

¹⁹ Project Cornerstone. Accessed on August 2, 2016 from <http://www.projectcornerstone.org/html/developmentalassets.html>.

Student Enrollment

Student enrollment provides insight into the shifting demographic composition of a region. Nationally, enrollment in public elementary and secondary schools increased from 48.5 million to 50.0 million between 2003 and 2013, and is projected to continue increasing.²⁰ Additionally, the number of White students enrolled in public elementary and secondary schools is decreasing while, in contrast, the number who are Hispanic is increasing, reflecting demographic shifts in the population,²¹ data suggests that Santa Cruz County is mirroring this national shift.

Student Enrollment, Santa Cruz County



School District	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
County Office of Education	1,389	1,106	1,393	1,349	1,289	1,352
Bonny Doon Union Elementary	114	129	132	127	146	165
Happy Valley Elementary	135	133	127	129	134	132
Live Oak Elementary	2,108	2,061	2,118	2,081	2,108	2,106
Mountain Elementary	120	123	132	131	120	124
Pacific Elementary	110	110	104	106	108	115
Pajaro Valley Unified	19,542	19,914	20,001	20,362	20,438	20,354
San Lorenzo Valley Unified	4,025	4,264	4,444	4,514	4,613	4,644
Santa Cruz City Elementary	2,257	2,336	2,360	2,351	2,361	2,294
Santa Cruz City High	4,718	4,691	4,716	4,666	4,731	4,643
Scotts Valley Unified	2,574	2,506	2,479	2,474	2,482	2,545
Soquel Union Elementary	1,879	1,895	1,954	2,005	2,054	1,979
California	6,217,113	6,214,204	6,214,199	6,236,672	6,235,520	6,226,737

Source: California Department of Education. (2016). 2010-2016 *Educational Demographics Office*.

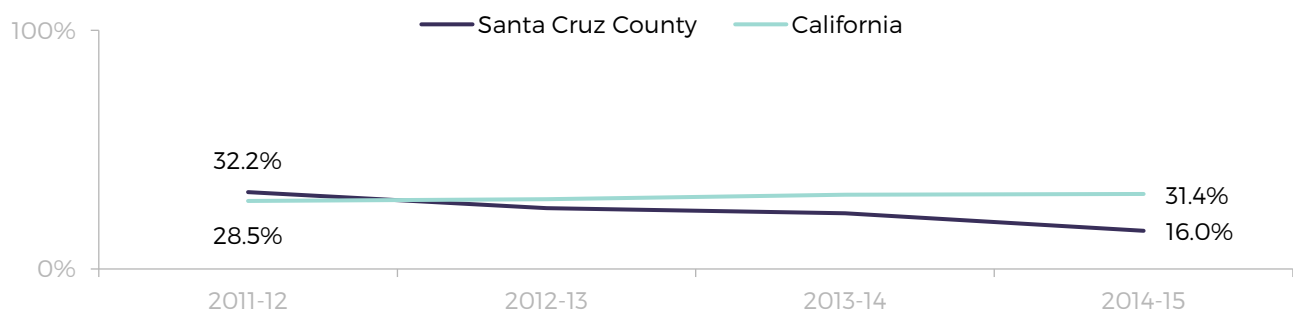
²⁰ National Center for Education Statistics. Accessed on August 2, 2016 from http://nces.ed.gov/programs/coe/indicator_cge.asp.

²¹ Ibid.

Absenteeism

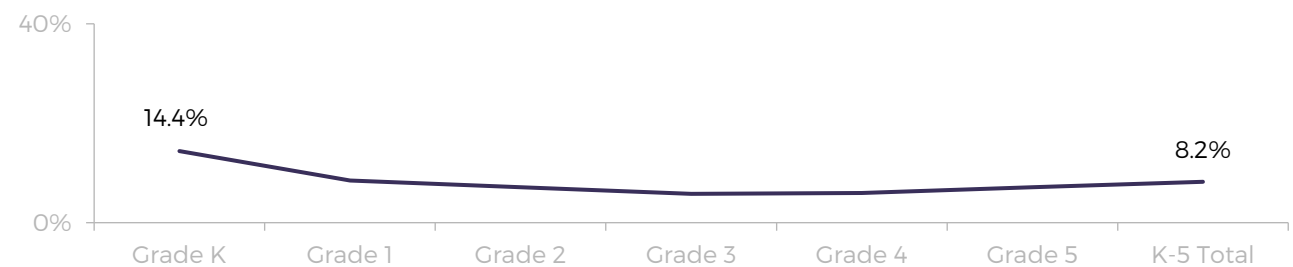
California Legislature defines a truant as a student missing more than 30 minutes of instruction without an excuse three times during the school year. Chronic absenteeism is when a student misses 10 percent of a school year for any reason. Students who are chronically absent are more likely to fall behind in reading and math, and are less likely to graduate from high school.²² Chronic absenteeism increases achievement gaps at the elementary, middle, and high school levels. Because students raised in poverty benefit the most from being in school, one of the most effective strategies for providing pathways out of poverty is to ensure low-income students are in school every day.²³

Truancy Rate



Source: National Association of Home Builders. (2016). 2010-2016 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

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



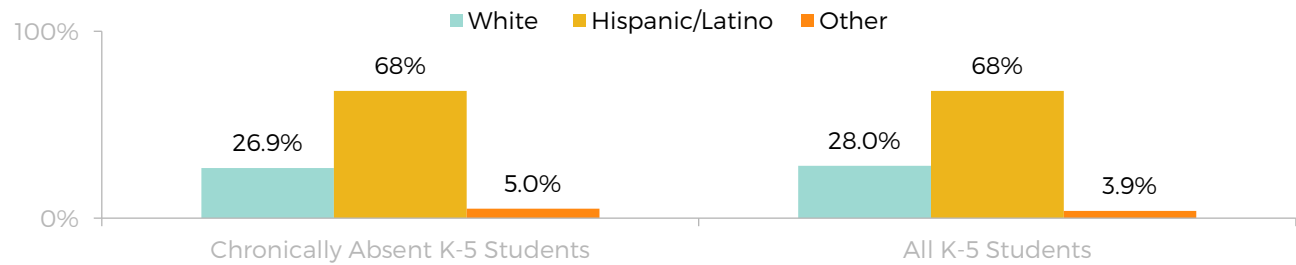
Source: Santa Cruz County, Keeping Kids in School (KKIS) Collaborative. (2014).

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

²² Johns Hopkins University, School of Education, Center for Social Organization of Schools. 2012. *The Importance of Being in School: A Report on Absenteeism in the Nation's Public Schools*.

²³ Ibid.

Percentage of Students that are Chronically Absent Compared to All Students by Ethnicity, Santa Cruz County¹ – 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.

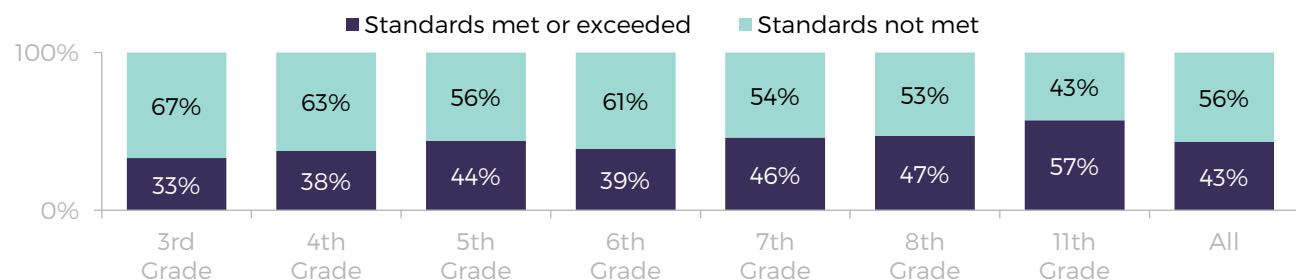
Test Scores

Standardized tests assesses knowledge and skills that students need to be successful in school, such as critical reading, mathematics, science, and writing skills. Assessments promote high-quality teaching and student learning, and set a course to ensure that all California students are well prepared to enter college and careers in today’s competitive global economy.²⁴

In 2014, the California Assessment of Student Performance (CAASPP) was established to replace the Standardized Testing and Reporting (STAR) Program, in order 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.

California Assessment of Student Performance (CAASPP)

English Language Arts/Literacy Achievement Level Distribution, Santa Cruz County – 2014-15

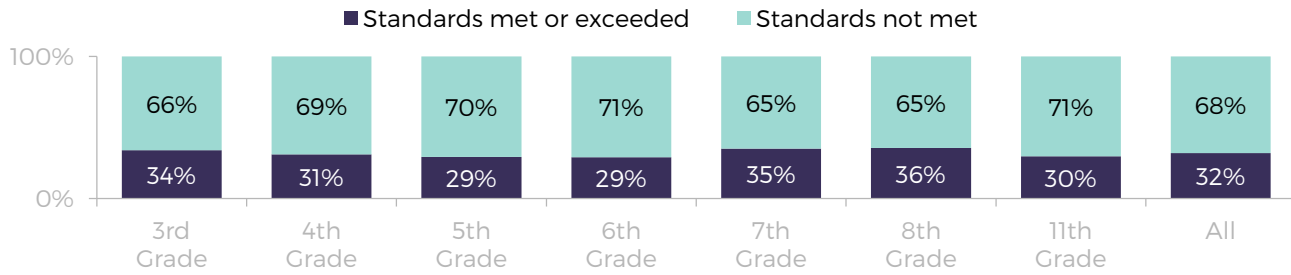


Source: California Assessment of Student Performance and Progress. (2016). 2015 Test Results for English Language Arts/Literacy.

Note: Standards not met includes students who nearly met standards.

²⁴ California Department of Education. Assessment Information. Accessed on August 2, 2016 from <http://www.cde.ca.gov/ta/tg/ai/>.

Mathematics Achievement Level Distribution, Santa Cruz County – 2014-15

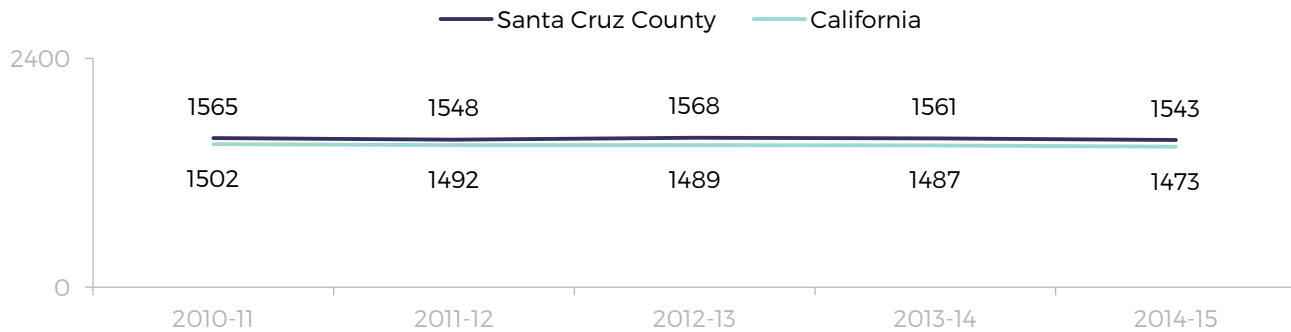


Source: California Assessment of Student Performance and Progress. (2016). 2015 Test Results for Mathematics.

Note: Standards not met includes students who nearly met standards.

SAT and ACT

Average SAT¹ Score

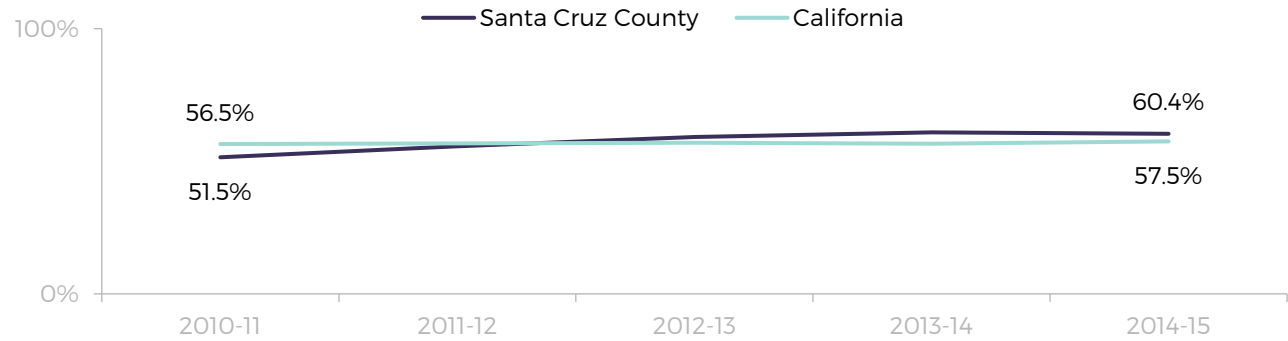


High School	2010-11	2011-12	2012-13	2013-14	2014-15
Aptos High	1598	1574	1584	1599	1582
Harbor High	1686	1618	1607	1538	1513
Pajaro Valley High	1173	1223	1241	1328	1299
San Lorenzo Valley High	1655	1589	1634	1580	1573
Santa Cruz High	1691	1687	1732	1667	1672
Scotts Valley High	1682	1621	1653	1637	1648
Soquel High	1626	1653	1568	1580	1571
Watsonville High	1322	1305	1270	1343	1322
Santa Cruz County	1565	1548	1568	1561	1543
California	1502	1492	1489	1487	1473

Source: California Department of Education. (2016). 2010-2015 SAT Report.

¹The SAT is 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. 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/>. Each section of the SAT is scored on a scale of 200-800, with two writing subscores for multiple-choice questions and the essay.

Percentage of ACT¹ Scores of 21 or Higher



High School	2010-11	2011-12	2012-13	2013-14	2014-15
Aptos High	76.7%	78.9%	75.3%	77.1%	82.9%
Harbor High	84.8%	73.9%	72.0%	60.6%	55.3%
Pajaro Valley High	12.4%	16.1%	16.0%	22.0%	22.4%
San Lorenzo Valley High	90.0%	91.7%	84.0%	76.9%	92.3%
Santa Cruz High	68.3%	72.2%	87.7%	84.9%	88.9%
Scotts Valley High	82.7%	82.4%	87.3%	79.5%	89.2%
Soquel High	77.6%	84.2%	73.6%	87.3%	84.1%
Watsonville High	22.6%	23.0%	24.7%	36.7%	27.0%
Santa Cruz County	51.5%	55.7%	59.1%	60.9%	60.4%
California	56.5%	56.7%	57.0%	56.6%	57.5%

Source: California Department of Education. (2016). 2010-2015 *SAT Report*.

¹The ACT is a national college admissions test. It tests students' knowledge of subjects that are necessary for college success: reading, English, math, and science. It is typically taken by high school juniors and seniors. Scores range from 1 to 36 possible points.

Percentage of 9th-12th Grade Students Who Took the SAT or ACT by High School – 2014-15

	SAT	ACT
Aptos High	49.7%	22.9%
Harbor High	50.8%	19.4%
Pajaro Valley High	35.3%	26.1%
San Lorenzo Valley High	55.3%	22.9%
Santa Cruz High	60.5%	30.5%
Scotts Valley High	69.5%	42.5%
Soquel High	50.6%	27.5%
Watsonville High	41.9%	35.0%
Santa Cruz County	38.1%	22.9%
California	42.4%	21.0%

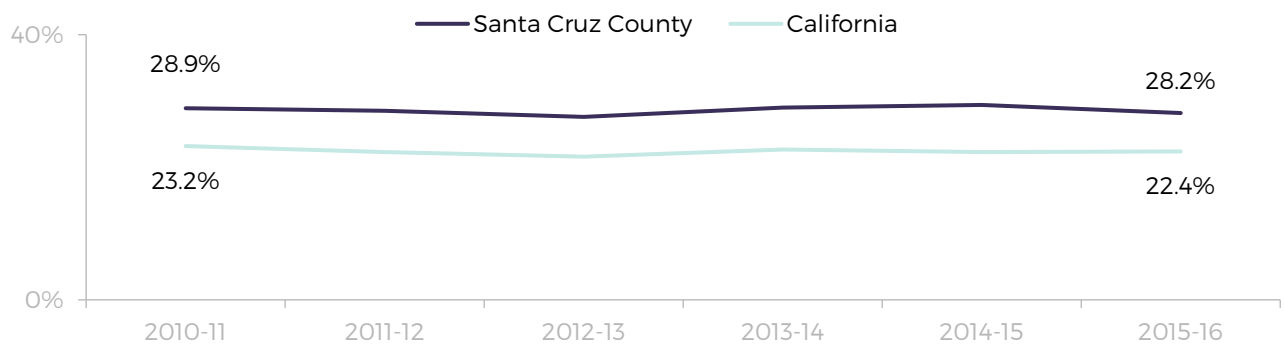
Source: California Department of Education. (2016). 2014-2015 *SAT Report*.

Diverse Learners

America’s schools are responsible for meeting the educational needs of an increasingly diverse student population. Diverse student learners include children working to learn the English language, students with disabilities, Native American students, homeless students, the children of migrant workers, and neglected or delinquent students.²⁵ English Learners (ELs) are the fastest- growing student population within the United States and a large achievement gap exists between ELs and their non-EL classmates.²⁶ Schools are striving to provide a wide range of resources and support to ensure that all students have the opportunity to succeed in college and in a career.

English Language Learners

Percentage of English Learner Students



Source: California Department of Education. (2016). 2010-2016 *Educational Demographics Office*.

²⁵ U.S. Department of Education. 2010. *Diverse Learners*.

²⁶ Ibid.

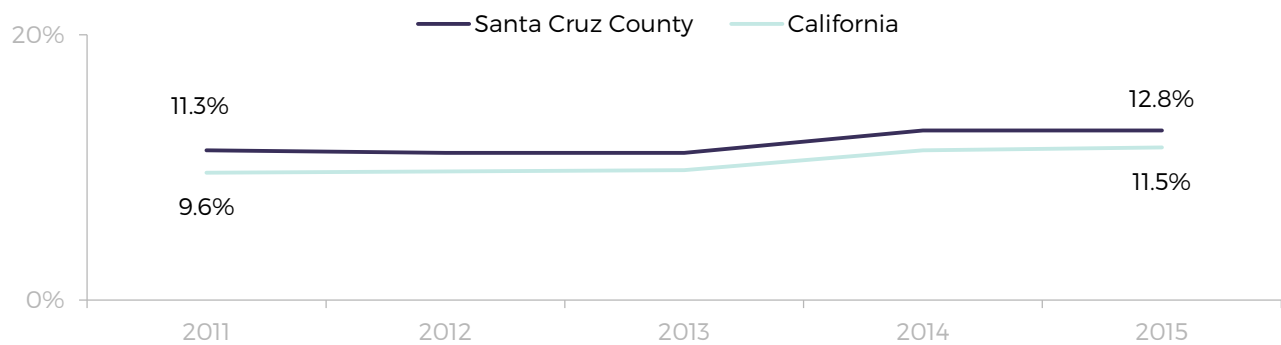
Percentage of English Learner Students by School District

	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
County Office of Education	26.1%	15.8%	18.4%	17.4%	13.8%	13.9%
Bonny Doon Union Elementary	0.9%	1.6%	0.8%	0.0%	1.4%	1.2%
Happy Valley Elementary	0.0%	0.8%	1.6%	1.6%	1.5%	3.0%
Live Oak Elementary	31.6%	32.3%	32.6%	32.7%	33.5%	34.5%
Mountain Elementary	2.5%	3.3%	0.8%	0.0%	0.0%	0.8%
Pacific Elementary	10.9%	9.1%	10.6%	12.3%	13.0%	13.0%
Pajaro Valley Unified	45.9%	45.4%	44.0%	46.5%	47.3%	44.7%
San Lorenzo Valley Unified	1.1%	1.3%	1.8%	1.7%	2.0%	2.3%
Santa Cruz City Elementary	27.2%	25.7%	24.4%	25.7%	25.0%	26.0%
Santa Cruz City High	7.9%	7.7%	6.7%	7.2%	7.6%	8.7%
Scotts Valley Unified	1.7%	2.1%	1.7%	2.3%	3.0%	2.0%
Soquel Union Elementary	14.0%	12.1%	13.2%	11.8%	12.4%	10.0%

Source: California Department of Education. (2016). 2010-2016 *Educational Demographics Office*.

Special Education

Special Education Enrollment



Source: California Department of Education. (2016). 2010-2016 *Educational Demographics Office*.

Special Education Enrollment by Disability Type¹

	2011	2012	2013	2014	2015
Autism					
Santa Cruz County	5.8%	5.9%	6.4%	6.8%	7.1%
California	8.8%	9.6%	10.4%	12.0%	12.6%

Special Education Enrollment by Disability Type¹ (Continued)

Deaf					
Santa Cruz County	0.4%	0.4%	0.4%	0.5%	0.6%
California	0.5%	0.5%	0.5%	0.5%	0.5%
Emotional Disturbance					
Santa Cruz County	3.0%	3.2%	2.9%	2.7%	2.7%
California	4.4%	4.3%	4.1%	3.5%	3.4%
Hard of Hearing					
Santa Cruz County	2.1%	2.0%	2.3%	3.0%	2.8%
California	1.2%	1.2%	1.2%	1.5%	1.4%
Intellectual Disability					
Santa Cruz County	4.1%	4.4%	4.3%	3.9%	4.1%
California	6.3%	6.3%	6.3%	6.2%	6.1%
Learning Disability					
Santa Cruz County	49.1%	49.6%	50.0%	43.4%	43.0%
California	46.4%	45.9%	45.5%	40.0%	39.6%
Multiple Disability					
Santa Cruz County	1.1%	1.2%	1.1%	1.1%	0.9%
California	0.7%	0.8%	0.8%	0.9%	0.9%
Orthopedic Impairment					
Santa Cruz County	2.0%	1.9%	1.8%	1.6%	1.6%
California	2.0%	1.9%	1.8%	1.8%	1.7%
Other Health Impairment					
Santa Cruz County	5.9%	6.3%	6.1%	7.4%	8.6%
California	8.9%	9.5%	10.2%	10.0%	10.6%
Speech or Language Impairment					
Santa Cruz County	25.8%	24.2%	23.9%	28.7%	27.7%
California	19.8%	19.0%	18.4%	22.8%	22.3%
Traumatic Brain Injury					
Santa Cruz County	0.2%	NA	NA	0.1%	0.2%
California	0.3%	0.3%	0.3%	0.2%	0.2%
Visual Impairment					
Santa Cruz County	0.6%	0.6%	0.6%	0.6%	0.5%
California	0.6%	0.6%	0.6%	0.6%	0.5%
Santa Cruz County Total Special Education Enrollment	4,408	4,372	4,449	5,165	5,193
California Total Special Education Enrollment	599,770	605,549	613,061	705,279	717,961

Source: California Department of Education. (2016). 2011-2016 Educational Demographics Office.

¹ For more information regarding disability types, visit: <http://www.cde.ca.gov/ta/tg/ca/disablecodes.asp>

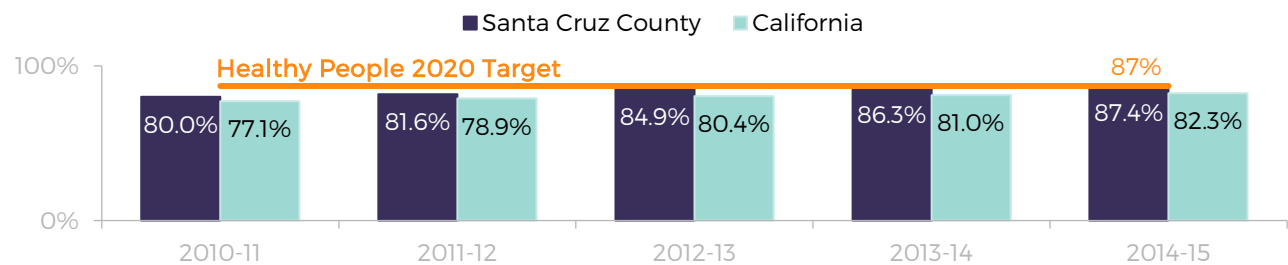
High School Graduation & College Readiness



High school graduation and college readiness are important measures of how well a region prepares its youth for future success. 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.²⁷ High school graduation can be measured by the cohort graduation rate at which students enter 9th grade and graduate within four years (including GED or special education certificate of completion). College readiness can be measured by the proportion of youth that complete high school and meet entrance requirements for the University of California (UC) or California State University (CSU). Examining high school graduation rates and college readiness by socioeconomic variables sheds light on the inequality of educational achievement in a region.



Cohort¹ Outcome Graduation Rates



School District	2010-11	2011-12	2012-13	2013-14	2014-15
District					
Pajaro Valley Unified	81.6%	85.9%	88.6%	89.7%	93.6%
San Lorenzo Valley Unified	90.1%	96.3%	94.4%	96.8%	96.8%
Santa Cruz City High	90.2%	90.5%	89.8%	91.9%	89.7%
Scotts Valley Unified	96.7%	96.7%	97.9%	97.7%	98.8%
Ethnicity					
Hispanic/Latino	73.1%	74.7%	80.4%	82.6%	83.9%
White	86.7%	88.7%	90.6%	90.8%	92.3%

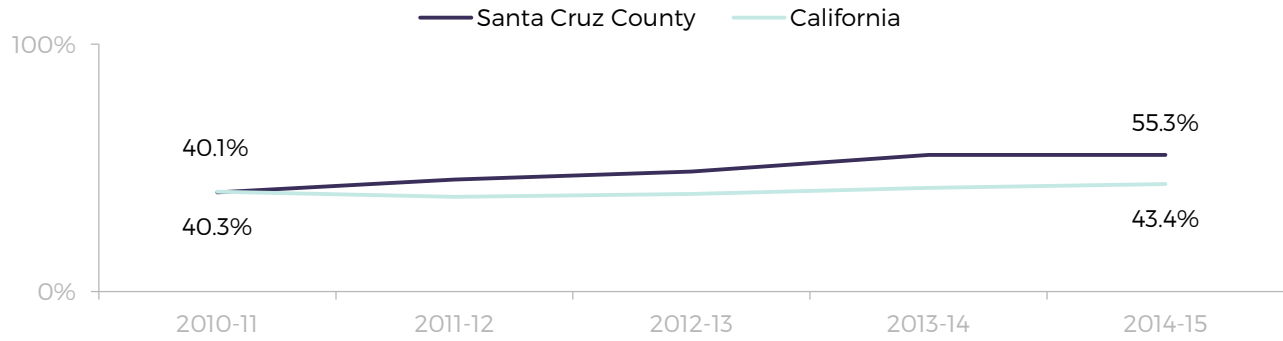
Source: California Department of Education. (2016). 2010-2015 *Educational Demographics Office*.

Note: Increase in the proportion of students who graduate with a regular diploma 4 years after starting 9th grade is both a Social Determinant of Health indicator and Leading Health Indicator per Healthy People 2020. Indicator has a target of 87% of students awarded a high school diploma 4 years after starting 9th grade with a desired increase associated with the indicator.

¹ A cohort is a group of students that could potentially graduate during a four-year time period (grade 9 to grade 12).

²⁷ 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

Percentage of High School Graduates Completing All UC/CSU Required Courses¹



	2010-11	2011-12	2012-13	2013-14	2014-15
District					
Pajaro Valley Unified	43.3%	43.4%	57.7%	67.8%	55.8%
San Lorenzo Valley Unified	40.1%	49.3%	46.3%	70.9%	59.8%
Santa Cruz City High	40.0%	44.2%	44.3%	43.7%	45.0%
Scotts Valley Unified	51.1%	65.5%	62.0%	67.3%	62.1%
Gender					
Female	45.5%	51.7%	55.3%	60.5%	61.6%
Male	34.6%	39.0%	41.4%	49.9%	48.5%
Ethnicity					
Hispanic/Latino	27.8%	32.5%	40.1%	48.9%	34.6%
White	50.6%	57.1%	57.4%	62.4%	49.7%

Source: California Department of Education. (2016). 2010-2015 *Educational Demographics Office*.

¹High 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.

Higher Education

Higher education is a critical mechanism for socioeconomic advancement and an important driver of economic mobility within society. Moreover, higher education is important for intergenerational mobility. Without a college degree, children born in the bottom income quintile have a 45 percent chance of remaining there as adults. With a degree, they have less than a 20 percent chance of staying in the bottom quintile of the income distribution and a roughly equal chance of ending up in any of the higher income quintiles.²⁸ Additionally, a well-educated workforce is vital to our nation’s future economic growth. Companies and businesses require a highly skilled workforce to meet the demands of today’s increasingly competitive global economy.

Cabrillo College

Cabrillo College Headcount (Enrollment)

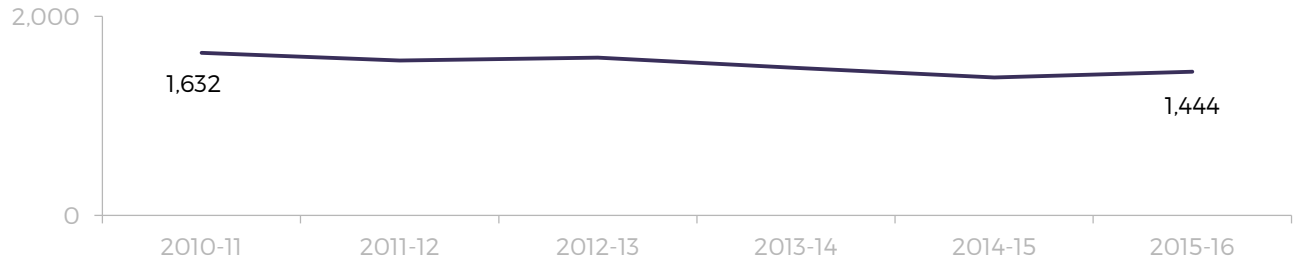


Age Group	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Under 18 Years	4.4%	3.5%	3.6%	3.7%	4.3%	5.6%
Age 18-20 Years	30.3%	31.2%	31.8%	30.7%	29.0%	29.9%
Age 21-24 Years	19.2%	19.9%	22.0%	22.2%	22.0%	21.4%
Age 25-30 Years	14.5%	14.5%	14.5%	14.8%	14.8%	14.6%
Age 31-40 Years	11.5%	11.5%	10.6%	11.1%	11.8%	11.5%
Age 41-50 Years	9.3%	9.1%	7.7%	7.3%	7.3%	6.9%
Age 51-60 Years	7.0%	6.4%	5.9%	6.2%	6.1%	5.5%
Age 61 Years & Older	3.8%	3.9%	3.9%	4.0%	4.6%	4.5%

Source: Cabrillo College. (2016). 2010-2015 *Planning & Research Office*. Personal Correspondence.

²⁸ U.S. Department of the Treasury with the U.S. Department of Education. 2012. *The Economics of Higher Education*.

Cabrillo College Degrees and Certificates Awarded



	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Degree Type						
Associate of Arts	34.2%	40.8%	50.1%	33.8%	36.3%	36.4%
Associate of Science	21.6%	24.4%	25.2%	31.1%	32.9%	32.5%
Certificates of Achievement (18+ Units)	31.9%	19.6%	10.6%	17.7%	13.8%	15.2%
Skills Certificate (<18 Units)	12.4%	15.2%	14.1%	17.5%	16.9%	15.9%
Ethnicity						
African American	1.1%	1.4%	1.0%	1.1%	0.9%	0.6%
Asian	2.8%	2.2%	1.7%	1.0%	3.0%	1.9%
Filipino	1.5%	0.9%	1.1%	1.0%	1.1%	1.1%
Hispanic/Latino	27.9%	31.1%	34.7%	37.4%	37.6%	42.2%
Native American	0.8%	0.8%	0.4%	1.0%	1.2%	0.4%
Pacific Islander	0.9%	0.5%	0.8%	0.3%	0.3%	0.1%
White	56.7%	55.2%	52.8%	50.1%	50.6%	47.7%
Multiple/Other	1.0%	0.8%	2.3%	5.0%	2.4%	4.5%
Unknown	7.5%	7.1%	5.1%	3.2%	2.9%	1.5%

Source: Cabrillo College. (2016). 2010-2015 *Planning & Research Office*. Personal Correspondence.

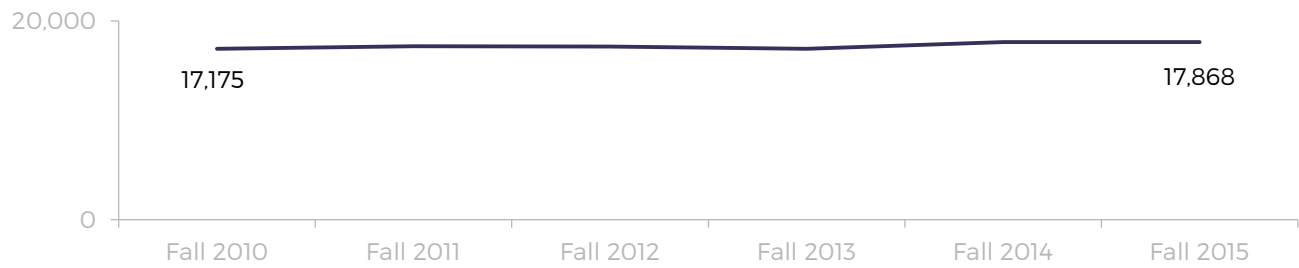
Cabrillo College's Disabled Student Programs and Services (DSPS) Enrollment

Disability Type	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Learning Disabilities (LD)	32.8%	31.7%	29.5%	27.5%	25.6%	24.7%
Psychological Disabilities	15.3%	14.3%	13.9%	14.4%	14.5%	16.0%
Mobility Impaired	10.7%	10.4%	10.2%	8.7%	8.2%	7.7%
Acquired Brain Injuries (ABI)	11.4%	10.9%	10.2%	11.0%	11.7%	10.6%
Developmentally Delayed Learners (DDL)	8.2%	8.2%	8.5%	9.3%	8.8%	8.5%
Deafness or Other Hearing Impairments	2.2%	2.4%	2.1%	2.2%	2.1%	1.7%
Blindness or Other Significant Visual Impairments	1.4%	1.1%	1.2%	1.0%	1.1%	1.1%
Speech & Language Programs	0.6%	0.5%	0.5%	0.5%	0.5%	0.3%
Other Health Impairments	17.6%	20.7%	23.8%	25.5%	27.6%	29.4%
Total Number of Students Enrolled in DSPS	1,832	1,869	1,753	1,567	1,561	1,665

Source: Cabrillo College. (2016). 2010-2015 *Planning & Research Office*. Personal Correspondence.

UC Santa Cruz

UC Santa Cruz Total Enrollment



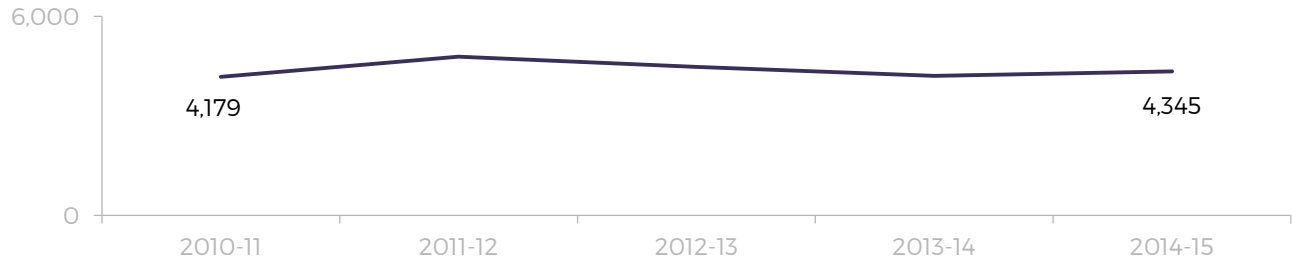
Source: University of California - Santa Cruz. (2016). 2011-2015 *Office of Institutional Research and Policy Studies*.

UC Santa Cruz Undergraduate Enrollment, by Age Group

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Under 18 Years	2.5%	2.8%	2.2%	2.6%	2.6%
Age 18-20 Years	58.4%	61.0%	61.5%	60.8%	60.4%
Age 21-24 Years	34.6%	31.7%	31.8%	32.0%	32.4%
Age 25-28 Years	2.6%	2.7%	2.8%	2.9%	2.9%
Age 29-32 Years	1.0%	0.8%	0.9%	0.8%	0.8%
Age 33 & Older	0.9%	0.9%	0.8%	0.8%	0.8%

Source: University of California - Santa Cruz. (2016). 2011-2015 *Office of Institutional Research and Policy Studies*.

UC Santa Cruz Degrees Awarded



	2010-11	2011-12	2012-13	2013-14	2014-15
Degree Type					
Bachelors Awarded	3,701	4,301	4,038	3,766	3,896
Masters and Certificates Awarded	330	310	280	261	298
Doctorates Awarded	148	172	160	179	151
Ethnicity					
African American	2.0%	1.9%	2.0%	1.9%	1.9%
Asian	19.4%	19.7%	19.5%	19.2%	19.7%
International	1.5%	1.4%	2.3%	3.7%	5.4%
Hispanic/Latino	22.2%	26.2%	28.5%	29.8%	29.3%
Two or More	4.3%	5.7%	6.7%	7.1%	7.1%
White	43.2%	40.5%	38.1%	35.8%	34.3%
Other	7.3%	4.6%	2.9%	2.6%	2.4%

Source: University of California - Santa Cruz. (2016). 2010-2015 *Office of Institutional Research and Policy Studies*.

UC Santa Cruz Disability Resource Center (DRC) Enrollment

Disability Type	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Learning Disabilities (LD)	24.2%	20.6%	18.1%	17.6%	15.6%	11.6%
Attention Deficit Disorder (ADD)/ Attention Deficit Hyperactivity Disorder (ADHD)	23.1%	25.9%	25.4%	22.0%	18.4%	15.6%
Psychological Disability	23.8%	25.8%	27.2%	30.9%	37.2%	43.8%
Acquired Brain Injuries (ABI)	0.6%	1.3%	1.1%	1.8%	1.8%	1.2%
Chronic System Condition	9.6%	10.4%	11.7%	10.8%	13.4%	12.5%
Asperger's Syndrome or Disorder, Autism Spectrum	3.1%	2.7%	3.8%	3.7%	3.8%	3.6%
Mobility or Orthopedic Impairment	11.5%	9.7%	8.7%	7.1%	4.6%	3.5%
Blind or Low Vision	2.3%	1.6%	1.7%	0.8%	0.8%	1.1%
Hearing Impairment, Hard of Hearing, or Deaf	1.6%	1.8%	1.6%	1.8%	1.7%	1.3%
Other Functional Disability	0.1%	0.1%	0.7%	3.4%	2.7%	5.8%
Total Number of Students Enrolled in DRC	685	790	878	967	1,146	1,515

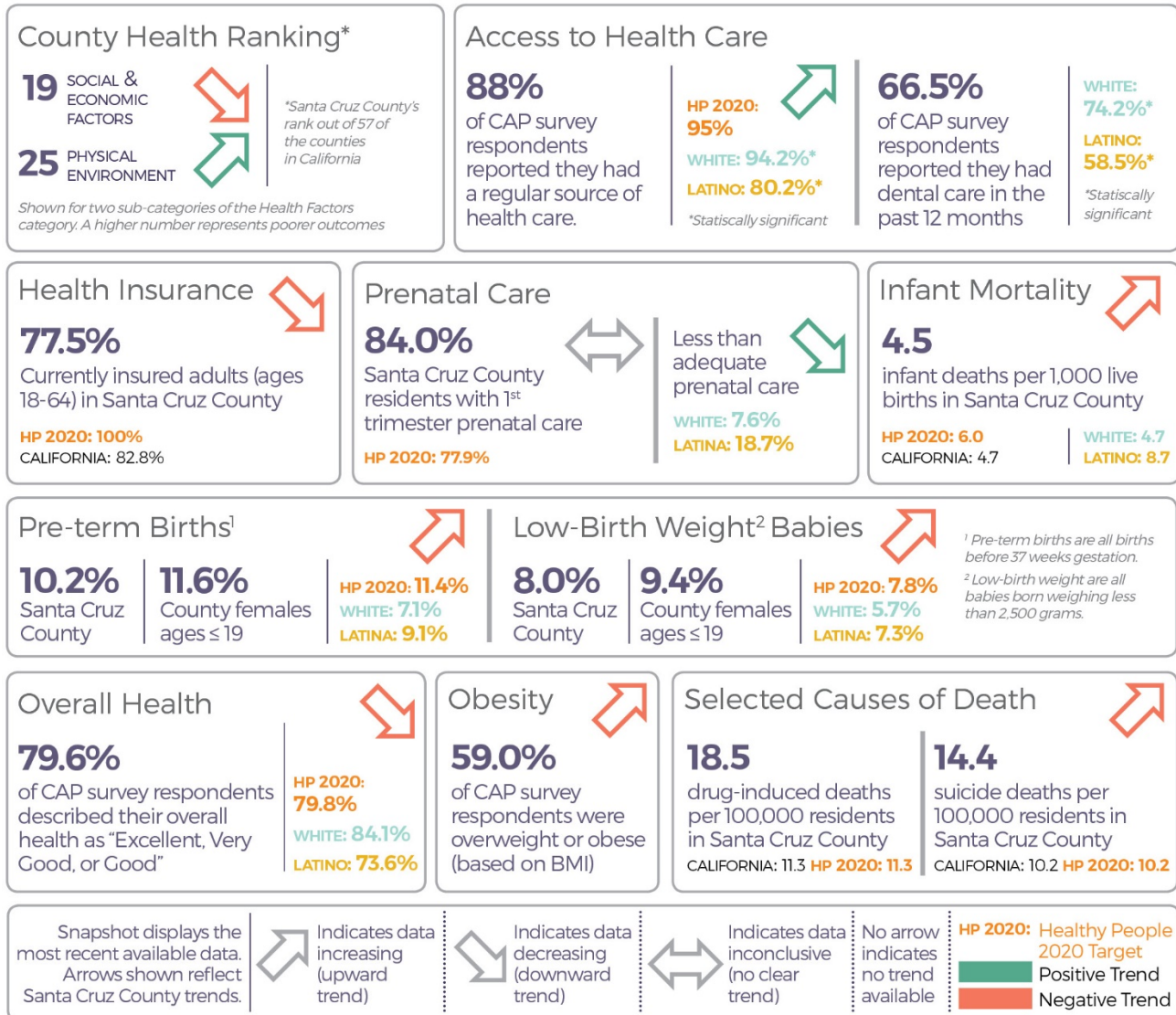
Source: State of California Postsecondary Education Commission. (2016). 2010-2016.

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.

Health

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Total Births	77	Unintentional Injuries	105
Pre-Term and Low-Birth Weight Births	79	Intentional Injuries.....	107
Infant Mortality	80	Communicable Diseases	108
Immunizations.....	81	Reported Communicable Diseases	108
Oral Health	83	HIV/AIDS.....	109
Mental Health.....	84	Causes of Death.....	110
Physical Health & Activity	87	Suicides.....	112
Physical Health & Activity.....	88		
Nutrition	90		
Diabetes.....	91		

Health Snapshot



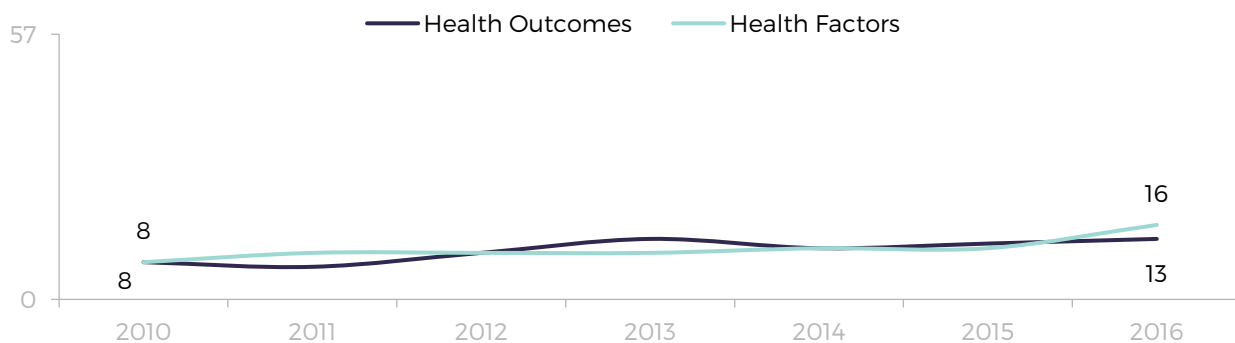
Health Community Goals for 2020

- 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.
 - » Community Hero: Cathy Simmons
- Goal 2: By the year 2020, obesity in Santa Cruz County will be reduced by 10%.
 - » Community Hero: Abby Bell

County Health Rankings

The County Health Rankings provide a snapshot of a community’s health. The Rankings are based on a model of population health that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work, and play.²⁹ Health outcomes in the Rankings represent how healthy a county is and measures two types of health outcomes: how long people live (length of life) and how healthy people feel while alive (quality of life). Health factors in the Rankings represent what influences the health of a county and measures four types of health factors: health behaviors, clinical care, social and economic, and physical environment factors. Policies and programs may target health outcomes directly, or tackle the variety of factors that help to determine those outcomes.

County Health Rankings, Santa Cruz County in Relationship to California Counties¹



Components	2010	2011	2012	2013	2014	2015	2016
Health Outcomes							
Length of Life	6	7	10	10	10	18	20
Quality of Life	7	7	13	20	12	11	16
Health Factors							
Health Behaviors	2	1	3	4	6	7	17
Clinical Care	19	24	13	12	6	7	11
Social & Economic Factors	14	17	23	21	16	20	19
Physical Environment	37	5	10	9	23	22	25

Source: University of Wisconsin, Population Health Institute. (2016). *County Health Rankings*. Madison, WI.

¹2010 through 2012 county health rankings are out of 56 counties in California (out of a possible 58). 2013-2016 county health rankings are based on 57 counties within California (out of a possible 58). **A higher ranking represents worse outcomes, a lower rank is desirable.**

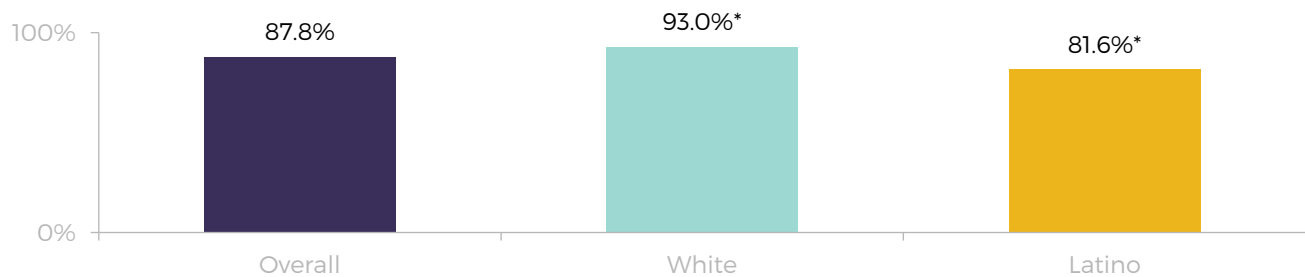
²⁹ Robert Wood Johnson Foundation. *County Health Rankings & Roadmaps*. Accessed on August 2, 2016 from <http://www.countyhealthrankings.org/our-approach>.

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 until their conditions worsen before seeking treatment, and are more likely to require hospitalization compared to those who have a dependable source of health care.^{30, 31} Children’s access to primary health care is especially important to monitor healthy growth and development³² and to prevent everyday illnesses from progressing into more serious problems. Children with a usual source of care are more likely to utilize preventive services and to have better health outcomes and fewer disparities overall.³³

📞 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.

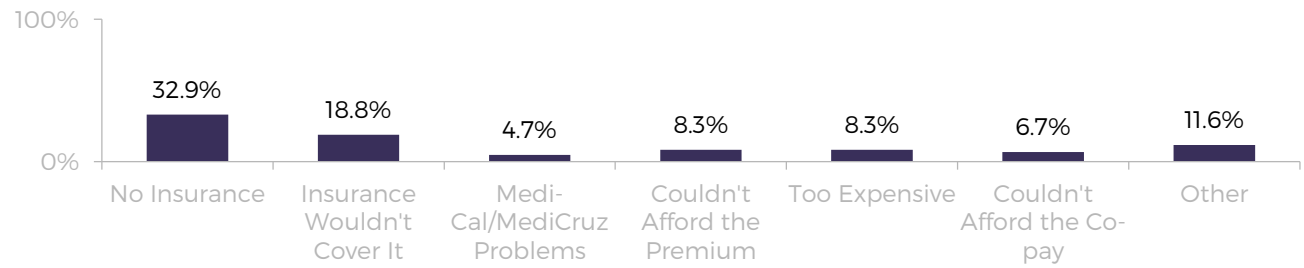
³⁰ U.S. Department of Health and Human Services, Agency for Healthcare Research and Quality. (2011). National Healthcare Disparities and Quality Report. Washington, D.C.

³¹ 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.

³² ChildStats.gov. *America’s Children: Key National Indicators of Well-Being*. Usual Source of Health Care. 2015. <http://www.childstats.gov/americaschildren/care2.asp>. Accessed October 21, 2105.

³³ U.S. Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau. *Child Health USA 2014*. Rockville, Maryland: U.S. Department of Health and Human Services, 2014.

📞 If you needed health care and were unable to receive it, why couldn't you receive it? – 2015

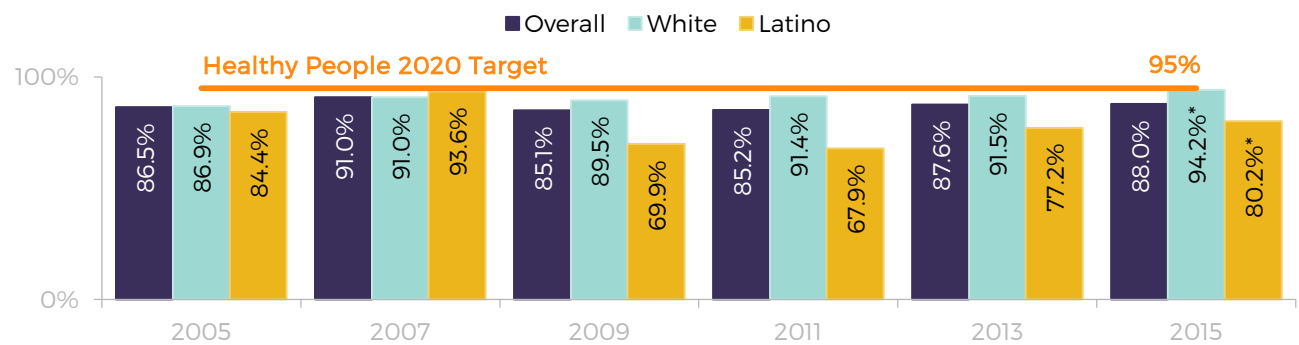


2015 - Overall n: 33

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.

 📞 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.

Note: Increase in the proportion of persons of all ages who have a specific source of ongoing care is a Social Determinant of Health indicator per Healthy People 2020. Indicator has a target of 95% of persons with a source of ongoing care (all ages) with a desired increase associated with the indicator.

*Significance testing: White respondents were significantly more likely than Latino respondents to have a regular source of health care in 2015.

☎ Where do you go for health care? (Top 5 Responses) By Ethnicity – 2015

	DO have a regular source of health care	Do NOT have a regular source of health care
Private Practice	72.6%	28.6%
White	81.9%*	54.5%*
Latino	55.8%*	17.6%*
Urgent Care Clinics	6.0%	9.6%
White	5.1%	10.1%
Latino	7.5%	7.9%
Emergency Room	2.4%	20.2%
White	1.7%	13.6%
Latino	3.5%	17.7%
Alternative Care Practices	1.4%	2.3%
White	2.0%	8.4%
Latino	0.6%	0.0%
Community and County Clinics	14.9%	35.3%
White	6.9%*	11.7%*
Latino	29.4%*	52.9%*
Out of County	2.2%	0.0%
White	2.3%	0.0%
Latino	2.1%	0.0%
Other	0.4%	3.9%
White	0.1%	1.8%
Latino	1.1%	3.9%

DO have health care: 2015 - Overall n: 682, White n: 396, Latino n: 227; Do NOT have health care: 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.

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.³⁴

Children who have health insurance learn better in school; miss fewer days of school; are more likely to have a regular source of primary care; and are less likely to be hospitalized for conditions that could have been treated by a primary care physician.³⁵

Covered California is the state's health insurance marketplace for the federal Patient Protection and Affordable Care Act.³⁶ 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.³⁷

³⁴ U.S. Department of Health and Human Services. (2011). Healthy People 2020 objectives. Retrieved from <http://healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=1>.

³⁵ Bernstein J, Chollet D, Peterson S. *How Does Insurance Coverage Improve Health Outcomes?* ISSUE BRIEF 2010. Available at: http://www.mathematica-mpr.com/-/media/publications/pdfs/health/reformhealthcare_ib1.pdf. Accessed October 21, 2015.

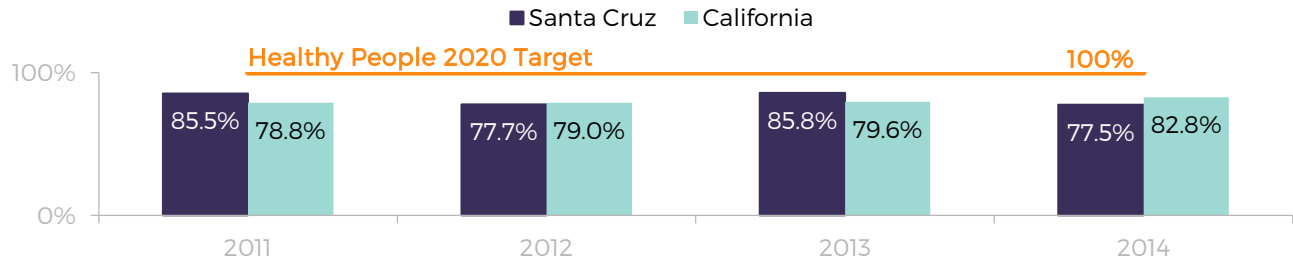
³⁶ Covered California. (2014). Covered California health insurance plans. Retrieved from <http://www.coveredca.com/PDFs/CC-health-plans-booklet-rev4.pdf>

³⁷ Ibid.

Health Insurance



Currently Insured Adults (Ages 18-64)



Source: UCLA Center for Health Policy Research. (2015). *California Health Interview Survey, 2011-14*.

Note: Increase in the proportion of persons with medical insurance is both a Social Determinant of Health indicator and a Leading Health Indicator per Healthy People 2020. Indicator has a target of 100% of persons with medical insurance (<65) with a desired increase associated with the indicator.

Percentage of Children Currently Insured (Ages Birth through 17)

	2011	2012	2013	2014
Santa Cruz County	88.7%	84.5%	87.4%	85.0%
Children Birth-4 Years	95.9% ¹	100.0% ¹	68.0% ¹	100.0% ¹
Children 5-11 Years	88.0% ¹	100.0% ¹	100.0% ¹	100.0% ¹
Children 12-14 Years	100.0% ¹	77.9% ¹	100.0% ¹	65.4% ¹
Children 15-17 Years	100.0% ¹	95.0% ¹	100.0% ¹	100.0% ¹
California	85.6%	85.5%	86.2%	88.1%
Children Birth-4 Years	96.4%	96.7%	98.3%	97.0% ¹
Children 5-11 Years	96.2%	96.4%	97.3%	95.1% ¹
Children 12-14 Years	94.9%	94.2%	95.4% ¹	95.3% ¹
Children 15-17 Years	96.4%	93.5%	95.7%	95.2% ¹

Source: UCLA Center for Health Policy Research. (2015). *California Health Interview Survey, 2011-14*.

¹Statistically unstable due to a low number of respondents.

Individuals Enrolled in Covered California¹

	2014	2015	Total
Santa Cruz County	12,997	19,131	32,128
California	1,222,320	1,891,002	3,113,322

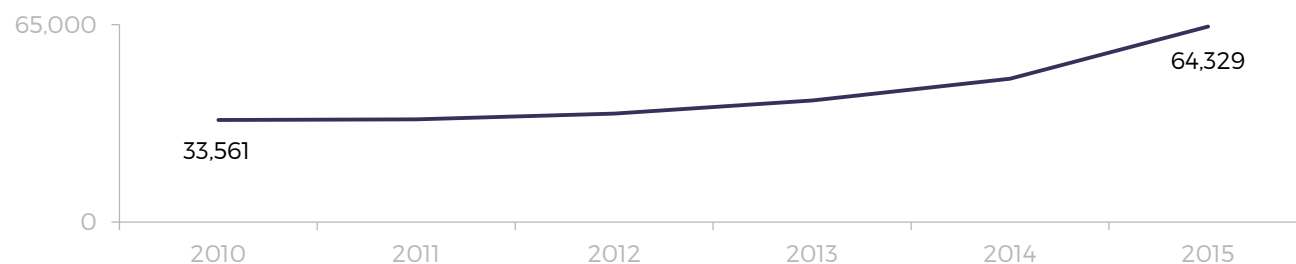
Source: Covered California. (2015). *2015 Regional Open Enrollment Data*. Sacramento, CA.

Note: Data include individuals who finished their applications and selected plans through February 22, 2015. These data are ongoing and subject to review.

¹At time of open enrollment.

Low-Income Health Insurance

Central California Alliance for Health Members Enrolled in Medi-Cal, Santa Cruz County



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.

Central California Alliance for Health Members Enrolled in Medi-Cal by Characteristic, Santa Cruz County

	2010	2011	2012	2013	2014	2015
Primary Care Provider Type						
Clinic	14,582	13,160	12,190	13,303	16,290	28,027
Private Practice	15,178	10,798	13,289	17,125	19,411	22,657
Administrative Members (Not Linked) ¹	3,801	9,785	10,224	9,529	11,495	13,645
Ethnicity						
White	32%	32%	31%	28%	29%	33%
Hispanic	59%	58%	59%	60%	56%	46%
Other	9%	8%	10%	12%	15%	21%
Region						
South County ²	55%	56%	54%	56%	54%	49%
North County ³	44%	43%	42%	41%	43%	46%
Out of County	1%	1%	4%	3%	4%	5%

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.

¹ Central 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).

² Central California Alliance for Health defines South County as including the areas of Freedom and Watsonville.

³ Central California Alliance for Health defines North County as including the areas of Santa Cruz, Scotts Valley, Davenport, Felton, Ben Lomond, Boulder Creek, Brookdale, Aptos, Capitola, and Soquel.

Central California Alliance for Health Medi-Cal Enrollment since Medi-Cal Expansion¹

	2013	2014	2015
Medi-Cal Expansion Category	0	14,011	16,661
All Other Categories	41,508	47,529	47,668
Both Programs	41,508²	61,540²	64,329

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.

Prenatal Care



Pregnancy can provide an opportunity to identify existing health risks in women and to prevent future health problems for women and their children. The risk of and pregnancy-related complications and maternal and infant mortality can be reduced by increasing access to quality care.³⁸ Regular prenatal care lowers the risk of adverse birth outcomes, including preterm and low birth weight babies.³⁹ Prenatal care is comprehensive medical care for pregnant women, including screening and management for risk factors and health conditions, and education to promote a healthy pregnancy.⁴⁰ Women are advised to seek prenatal care in the first trimester of pregnancy and to have quality prenatal care visits throughout their pregnancy.⁴¹

³⁸ U.S. Department of Health and Human Services. Healthy People 2020. Healthy People 2020. Accessed on August 9, 2016 from <https://www.healthypeople.gov/2020/topics-objectives/topic/maternal-infant-and-child-health>.

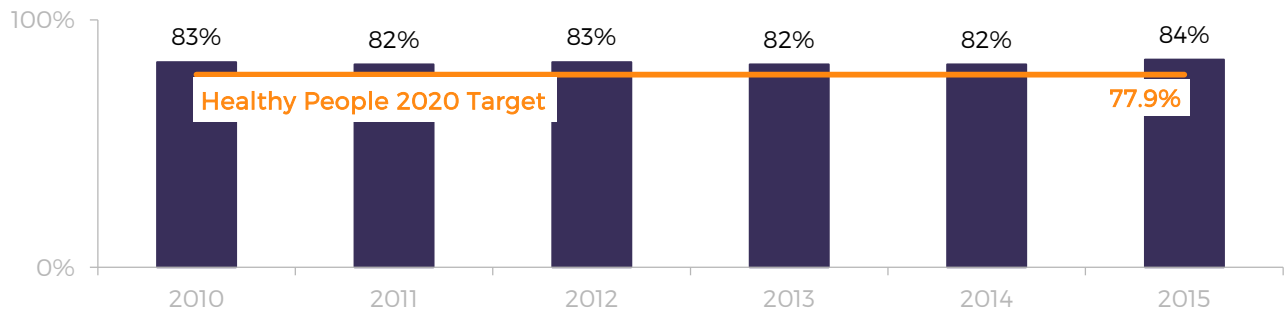
³⁹ What is PedNSS/PNSS? *Centers for Disease Control and Prevention* 2011. Available at: http://www.cdc.gov/pedness/what_is/pnss_health_indicators.htm. Accessed October 2015.

⁴⁰ What is prenatal care and why is it important? *Eunice Kennedy Shriver Institute of Child Health and Human Development* 2013. Available at: <http://www.nichd.nih.gov/health/topics/pregnancy/conditioninfo/pages/prenatal-care.aspx>. Accessed October 28, 2015.

⁴¹ Office of Women's Health, U.S. Department of Health and Human Services. Pregnancy. *Prenatal care and tests* 2010. Available at: <http://www.womenshealth.gov/pregnancy/you-are-pregnant/prenatal-care-tests.html>. Accessed October 2015.



All Births with Prenatal Care during the First Trimester, Santa Cruz County Residents



Source: County of Santa Cruz, Public Health Department. (2016). *Births, Santa Cruz County, 2015*. Santa Cruz County, CA.

Note: Increase in the proportion of pregnant women who receive prenatal care beginning in first trimester is an indicator per Healthy People 2020. Indicator has a target of 77.9% of pregnant women beginning prenatal care in the first trimester with a desired increase associated with the indicator.

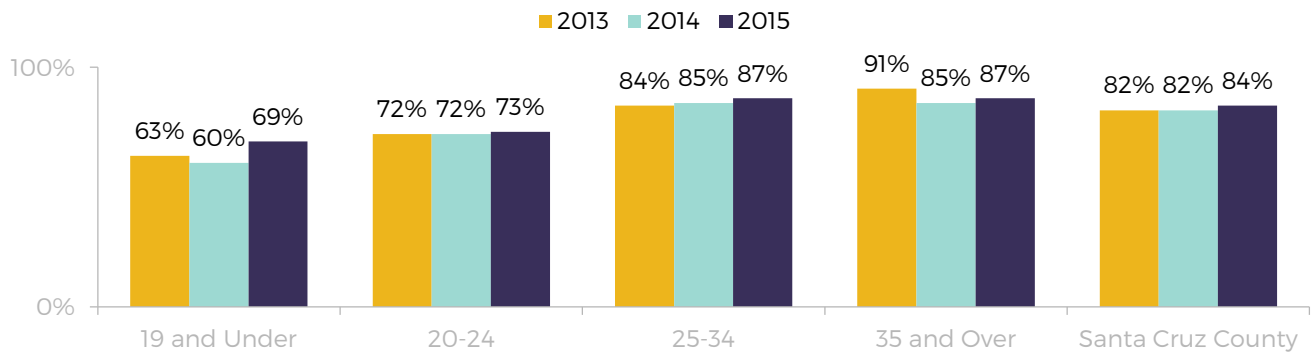
All Births with Less Than Adequate Prenatal Care by Ethnicity, Santa Cruz County Residents

	2010	2011	2012	2013	2014	2015
White	12.0%	14.0%	12.3%	9.6%	8.8%	7.6%
Latina	21.8%	20.4%	20.6%	18.9%	16.8%	18.7%
Other	16.7%	16.8%	19.5%	8.2%	13.1%	13.9%

Source: County of Santa Cruz, Public Health Department. (2016). *Births, Santa Cruz County, 2015*. Santa Cruz County, CA.

Note: "Other" race category includes Asian, Black, Pacific Islander, Native American/Alaska Native, multi-race, and others not listed.

Percentage of Births with 1st Trimester Prenatal Care by Age Group, Santa Cruz County Residents



Source: County of Santa Cruz, Public Health Department. (2016). *Births, Santa Cruz County, 2013-2015*. Santa Cruz County, CA.

Birth Outcomes



The total number of births in a community is important for anticipating the needs of the population when planning for services.⁴² 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.⁴³

Children born preterm (before 37 weeks of gestation) or at a low birth weight (<2,500 grams or 5.5 pounds) are at increased risk for both immediate as well as long-term health problems.⁴⁴ Infant mortality, much like low birth weight, is an indicator of maternal health, reflecting access to health care and socioeconomic conditions.⁴⁵

Teen parents and their children are often at greater risk for experiencing negative short- and long-term consequences in the areas of health, school, and economic success, as compared to parents who wait to have children.⁴⁶ Research from the National Campaign to Prevent Teen and Unplanned Pregnancy links teen pregnancy to preterm births, low birth weight, and a host of social issues, including poverty, responsible fatherhood, and overall well-being.⁴⁷

⁴² Fertility and Birth Rates. *Child Trends* 2015. Available at: <http://www.childtrends.org/?indicators=fertility-and-birth-rates>. Accessed October 28, 2015.

⁴³ Community Health Network. (2011). *High-Risk Newborn— Low Birth weight*. Retrieved January 4, 2011 from <http://www.ecommunity.com/health/index.aspx?pageid=P02382>.

⁴⁴ Preterm Birth and Low Birth Weight. *Child Health USA* 2014. Available at: <http://mchb.hrsa.gov/chusa14/health-status-behaviors/infants/preterm-birth-low-birth-weight.html>. Accessed October 28, 2015.

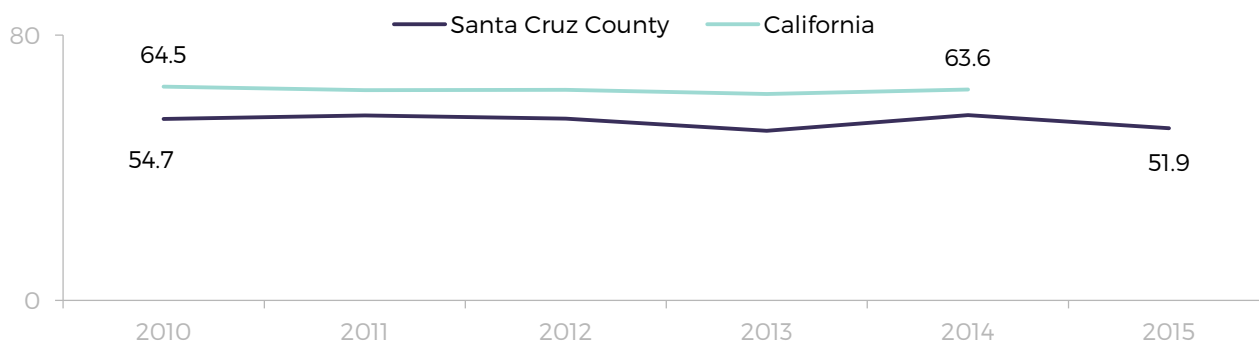
⁴⁵ Infant Mortality Summary - Kidsdata.org. *Kidsdata.org*. Available at: <http://www.kidsdata.org/topic/54/infant-mortality/summary#jump=why-important>. Accessed October 28, 2015.

⁴⁶ Kaye K, Stewart Ng A. TEEN CHILDBEARING, EDUCATION, AND ECONOMIC WELLBEING. *Why It Matters: Teen Childbearing, Education, and Economic Wellbeing* 2012. Available at: <https://thenationalcampaign.org/sites/default/files/resource-primary-download/childbearing-education-economicwellbeing.pdf>. Accessed October 2015

⁴⁷ National Campaign to Prevent Teen and Unplanned Pregnancy. *Why it matters: Teen pregnancy*. 2012. Accessed November 2015 from: http://www.thenationalcampaign.org/why-it-matters/wim_teens.aspx

Total Births

Birth Rate per 1,000 Women



Source: County of Santa Cruz, Public Health Department. (2016). Births, Santa Cruz County, 2010-2015. Santa Cruz County, CA. California Department of Public Health, Maternal, Child, and Adolescent Health. (2015). Adolescent Births in California 2000-2013.

Note: 2015 California data were not available at this of publication.

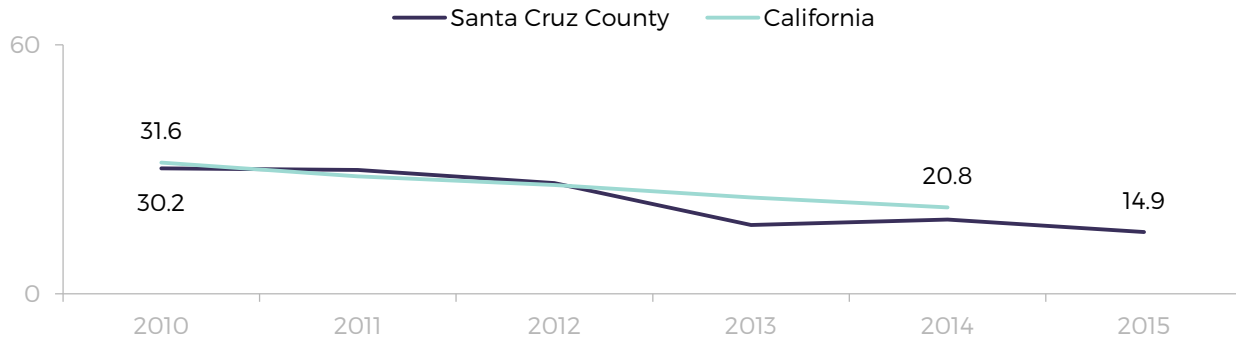
All Births (All Ages), Santa Cruz County Residents

	2010	2011	2012	2013	2014	2015
Race/Ethnicity						
Asian & Pacific Islander	3%	3%	3%	4%	3%	3%
Black	1%	0%	1%	1%	0%	1%
Latina	58%	57%	55%	54%	56%	56%
White	38%	38%	40%	40%	38%	40%
Other ¹	1%	1%	1%	2%	3%	1%
Deliveries by Payment Method						
Medi-Cal	55%	54%	52%	52%	53%	50%
Private Insurance	43%	44%	45%	46%	45%	47%
Other	<1%	<1%	<1%	<1%	<1%	<1%
No Insurance	2%	2%	2%	3%	2%	2%
Santa Cruz County Total All Births	3,170	3,222	3,075	2,866	3,069	2,833

Source: County of Santa Cruz, Public Health Department. (2016). Births, Santa Cruz County, 2010-2015. Santa Cruz County, CA.

¹ "Other" race includes Native Americans, mixed races, and other groups not listed.

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



Source: County of Santa Cruz, Public Health Department. (2016). *Births, Santa Cruz County, 2015*. Santa Cruz County, CA. California Department of Public Health, Maternal, Child, and Adolescent Health. (2016). *Adolescent Births in California 2000-2014*

Note: Birth rates per 1,000 teens ages 15-19 include only births to mothers who were residents of Santa Cruz County.

Note: 2015 California data were not available at this of publication.

Number of Births to Adolescents (Ages 15-19) among Santa Cruz Residents

	2010	2011	2012	2013	2014	2015
All Births						
African American	0.3%	0.0%	1.2%	0.0%	0.4% ¹	0.7%
Asian and Pacific Islander	0.3%	0.3%	0.0%	0.4%	0.0% ¹	0.0%
White	8.9%	6.9%	7.4%	5.1%	7.6% ¹	5.8%
Latina	74.0%	71.8%	75.6%	64.1%	67.0% ¹	92.8%
Other/Unknown	1.3%	1.3%	2.7%	0.4%	1.3% ¹	0.0%
Age of Mother						
Under 15 Years	0.3%	1.6%	0.8%	0.4%	0.9% ¹	0.0%
15-17 Years	28.9%	26.0%	27.5%	21.9%	23.7% ¹	25.4%
18-19 Years	55.6%	52.7%	58.5%	47.7%	51.8% ¹	74.6%
Santa Cruz County Total All Adolescent Births	304	319	258	256	224¹	138

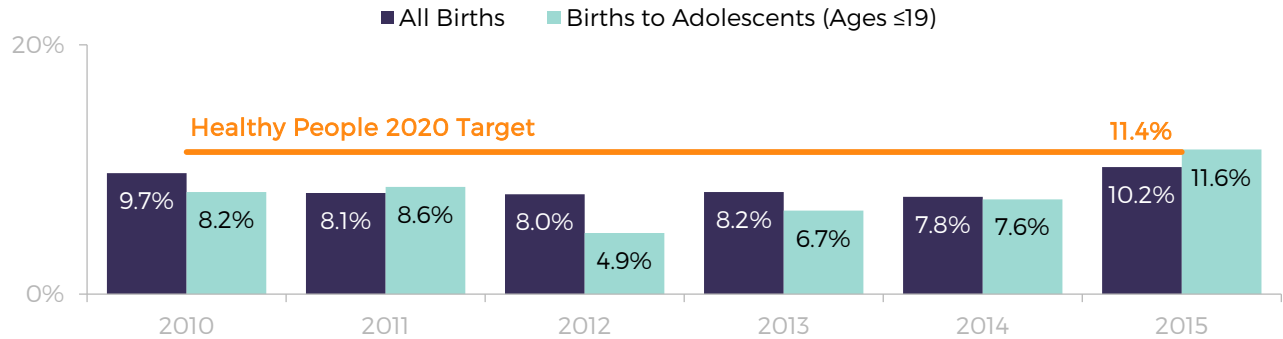
Source: County of Santa Cruz, Public Health Department. (2016). *Births, Santa Cruz County, 2015* Santa Cruz County, CA.

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

Pre-Term and Low-Birth Weight Births



Percentage of Births with Babies Born Pre-Term¹, Santa Cruz County Residents



Ethnicity	2010	2011	2012	2013	2014	2015
White	8.2%	6.4%	6.9%	6.3%	6.2%	7.1%
Latina	7.5%	6.6%	6.4%	6.8%	6.5%	9.1%
Other	11.1%	9.4%	5.2%	7.8%	7.5%	8.9%
Santa Cruz County Total Pre-Term Births	307	260	247	235	239	288

2010 n: White=1,181, Latina=1,808, Other=138; 2011 n: White=1,209, Latina=1,820, Other=138; 2012 n: White=1,195, Latina=1,674, Other=153; 2013 n: White=1,097, Latina=1,569, Other=167; 2014 n: White=1,144, Latina=1,688, Other=203; 2015 n: White=1,111, Latina=1,560, Other=123.

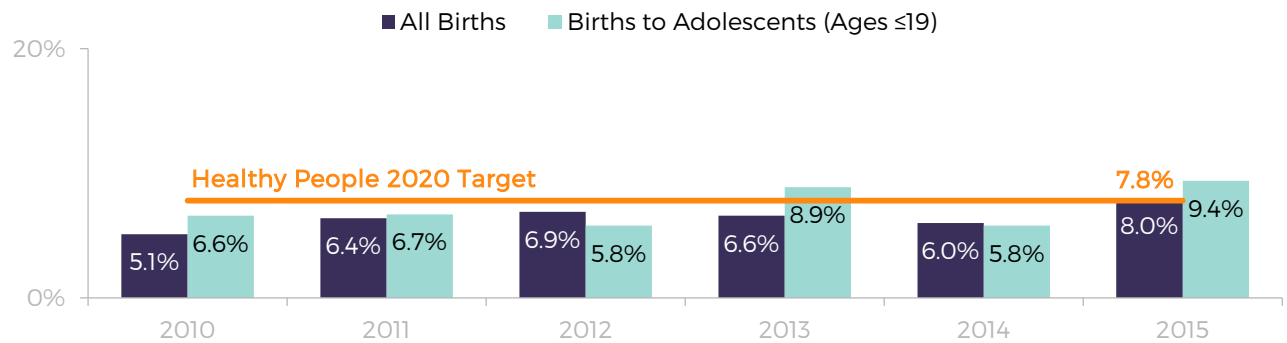
Source: County of Santa Cruz, Public Health Department. (2016). *Births, Santa Cruz County, 2010-2015*. Santa Cruz County, CA.

Note: Reduce total preterm births is a Leading Health Indicator per Healthy People 2020. Indicator has a target of 11.4% of total preterm live births (<37 weeks gestation) with a desired decrease associated with the indicator.

¹Includes preterm and very pre-term. All births before 37 weeks.



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



Ethnicity	2010	2011	2012	2013	2014	2015
White	6.1%	4.9%	6.9%	5.0%	4.7%	5.7%
Latina	5.0%	5.1%	4.8%	5.5%	5.3%	7.3%
Other	7.6%	8.0%	4.6%	7.8%	3.0%	6.5%
Santa Cruz County Total Low-Birth Weight Births	162	205	212	191	184	227

2010 n: White=1,181, Latina=1,808, Other=138; 2011 n: White=1,209, Latina=1,820, Other=138; 2012 n: White=1,195, Latina=1,674, Other=153; 2013 n: White=1,097, Latina=1,569, Other=167; 2014 n: White=1,144, Latina=1,688, Other=203; 2015 n: White=1,111, Latina=1,560, Other=123.

Source: County of Santa Cruz, Public Health Department. (2016). *Births, Santa Cruz County, 2010-2015*. Santa Cruz County, CA.

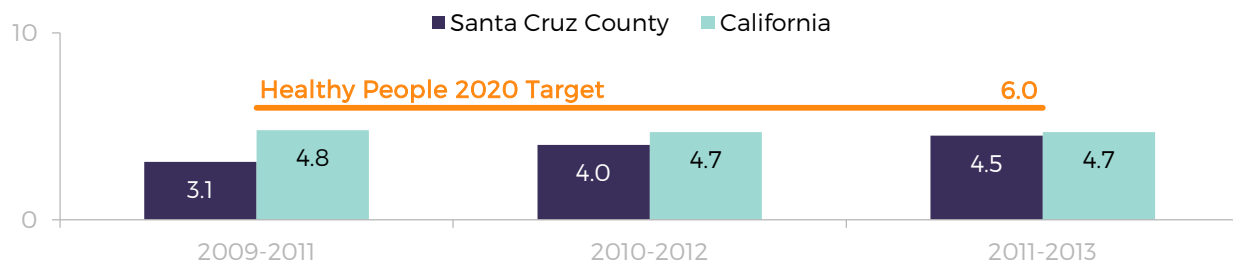
Note: Reduce low birth weight (LBW) is an indicator per Healthy People 2020. Indicator has a target of 7.8% low birth weights infants (<2,500) with a desired decrease associated with the indicator.

¹Babies born weighing less than 2,500 grams.

Infant Mortality



Infant Mortality Rate per 1,000 live births (children under one year of age)



Source: California Dept. of Public Health, Death Statistical Master Files; CDC, Linked Birth / Infant Death Records. (Oct. 2016)

Note: Figures are presented as rates over three-year periods. LNE (Low Number Event) refers to data that have been suppressed because there were fewer than 20 infant deaths. N/A means that data are not available.

Note: Reduce the rate of all infant deaths (within 1 year) is a Leading Health Indicator per Healthy People 2020. Indicator has a target of 6.0 all infant deaths (per 1,000 live births, <1 year) with a desired decrease associated with the indicator.

Infant Mortality Rate¹ by Ethnicity – 2011-2013

Region	Hispanic	White	Black	Asian/Pacific Islander	All Race/Ethnic Groups
Santa Cruz County					
Infant Deaths	8.7	4.7	0.0	0.0	14.0
Death Rate	5.1 ²	4.0 ²	0.0	0.0	4.6 ²
California					
Infant Deaths	1,134.3	538.0	256.0	243.3	2,365.7
Death Rate	4.6	3.9	9.7	3.6	4.7

Source: California Department of Public Health, County Health Status Profiles, 2016.

¹Three-Year Average Birth Cohort Infant Death Rate

²Rates deemed unreliable based on fewer than 20 data elements.

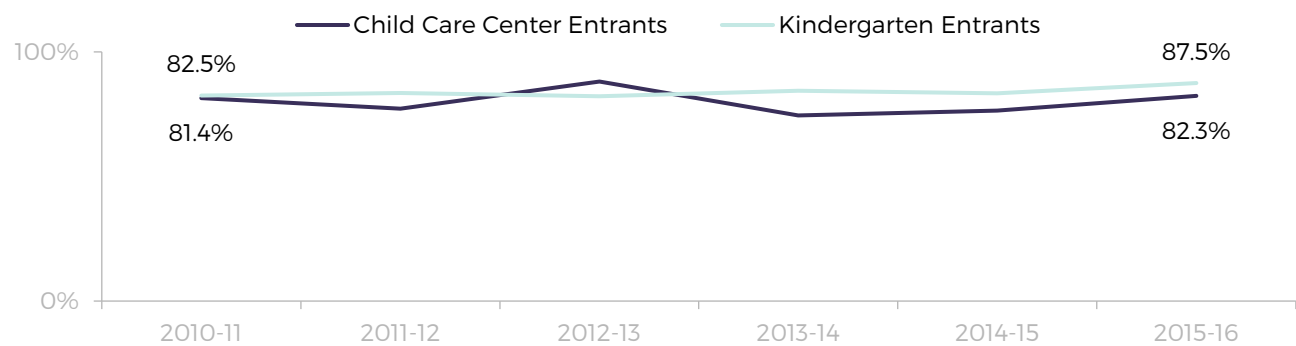
Immunizations



Immunizations are a cost-effective and successful health care intervention to help children avoid getting numerous infectious diseases.⁴⁸ The recommended 4:3:1:3:3:1 immunization schedule protects against 16 diseases including, polio, pertussis, and measles. An annual flu shot is also recommended.⁴⁹



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



⁴⁸ U.S. Department of Health and Human Services, Healthy People 2020. Immunization and Infectious Diseases. *Immunization and Infectious Diseases*. Available at: <http://www.healthypeople.gov/2020/topics-objectives/topic/immunization-and-infectious-diseases>. Accessed November 2015.

⁴⁹ U. S. Department of Health and Human Services, Centers for Disease Control and Prevention, Parents' Guide to Childhood Immunizations. *Centers for Disease Control and Prevention* 2015. Available at: <http://www.cdc.gov/vaccines/pubs/parents-guide/default.htm>. Accessed November 2015.

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

	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Child Care Center Entrants (ages 2 years to 4 years)						
Number of Children	3,348	3,347	2,998	3,297	3,163	3,121
Number of Child Care Centers	89	99	88	95	93	88
Percentage with Permanent Medical Exemptions	0.3%	0.4%	0.5%	0.4%	0.6%	1.1%
Percentage with Personal Belief Exemptions ¹	7.0%	7.1%	7.9%	7.0%	7.6%	5.8%
Percentage Needing One or More Immunizations (Conditional Entrants)	11.3%	15.4%	11.9%	18.2%	15.4%	10.7%
Kindergarten Entrants (ages 4 years to 6 years)						
Number of Students	3,452	3,637	3,580	3,637	3,680	3,567
Number of Schools	64	63	65	60	63	NA ¹
Percentage with Permanent Medical Exemptions	0.1%	0.2%	0.3%	0.3%	0.3%	NA ¹
Percentage with Personal Belief Exemptions ¹	9.8%	9.1%	9.6%	9.5%	9.4%	NA ¹
Percentage Needing One or More Immunizations (Conditional Entrants)	7.6%	7.3%	8.0%	5.8%	6.6%	NA ¹

Source: CA. California Department of Health Services, Immunization Branch. (2016). *Child care assessment results*. Sacramento, CA. KidsData.org, Kindergartners with All Required Immunizations (2016).

Note: Increases in the percentage of children aged 19 to 35 months who receive the recommended doses of DTaP, polio, MMR, Hib, hepatitis B, varicella and pneumococcal conjugate vaccine (PCV) is a Leading Health Indicator per Healthy People 2020. Indicator has a target of 80% children receiving the recommended doses of DTaP, polio, MMR, Hib, hepatitis B, varicella and pneumococcal conjugate vaccine (PCV) by age 19-35 months with a desired increase associated with the indicator. Please note that individual targets are not listed above as dataset shown is not directly comparable to the Healthy People 2020 goal as written.

Note: 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.

¹Aggregated 2015 data unavailable.

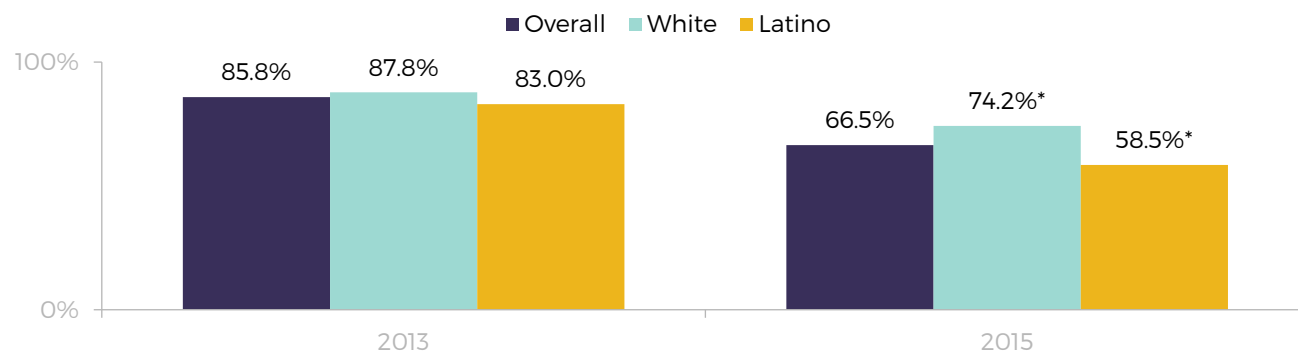
Oral Health



Oral health is essential to overall health. Good oral health improves a person’s ability to speak, smile, smell, taste, touch, chew, swallow, and make facial expressions to show feelings and emotions.⁵⁰ However, oral diseases, from cavities to oral cancer, cause pain and disability. Good self-care, such as brushing with fluoride toothpaste, daily flossing, and professional treatment, is key to good oral health. Health behaviors that can lead to poor oral health include: tobacco use, excessive alcohol use, and poor dietary choices.⁵¹ Barriers that can limit a person’s use of preventive interventions and treatments include: limited access to and availability of dental services; lack of awareness of the need for care; cost; and fear of dental procedures.⁵² There are also social determinants that affect oral health. People with lower levels of education and income, and people from specific racial/ethnic groups, have higher rates of oral diseases. Additionally, people with disabilities and other health conditions are more likely to have poor oral health.⁵³



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: Increase the proportion of children, adolescents, and adults who used the oral health care system in the past year is a Leading Health Indicator per Healthy People 2020. Indicator has a target of 49% of children, adolescents, and adults who visited the dentist in the past year (age adjusted, 2+ years) with a desired increase associated with the indicator. Please note that individual targets are not listed above as dataset shown is not directly comparable to the Healthy People 2020 goal as written.

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

⁵⁰ U.S. Department of Health and Human Services, Healthy People 2020. Healthy People 2020. Accessed December 2015 from <https://www.healthypeople.gov/2020/topics-objectives/topic/oral-health>.

⁵¹ Ibid.

⁵² Ibid.

⁵³ Ibid.

Never had a Dental Visit (Ages 2-17), Santa Cruz County

	2011/12	2013/14
Santa Cruz County		
Ages 2-11	7.2%	15.5%
Ages 12-17	NA	NA
California		
Ages 2-11	10.3%	8.9%
Ages 12-17	1.4%	2.1%

Source: Kidsdata.org, (2016). Length of Time Since Last Dental Visit, 2011-2014.

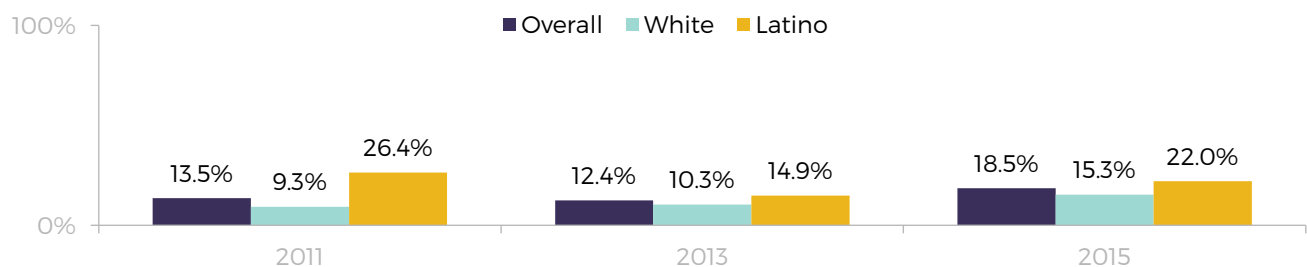
Note: NA indicates that sample size was lower than 50 or the estimated percentage was less than 0.1%.

Mental Health

Mental health is a state of successful performance of mental function, resulting in productive activities, fulfilling relationships with other people, and the ability to adapt to change and to cope with challenges. Mental health is essential to personal well-being, family and interpersonal relationships, and the ability to contribute to community or society.⁵⁴

Mental health plays a major role in people’s ability to maintain good physical health. Mental illnesses, such as depression and anxiety, affect people’s ability to participate in health-promoting behaviors. In turn, problems with physical health, such as chronic diseases, can have a serious impact on mental health and decrease a person’s ability to participate in treatment and recovery.⁵⁵

📞 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



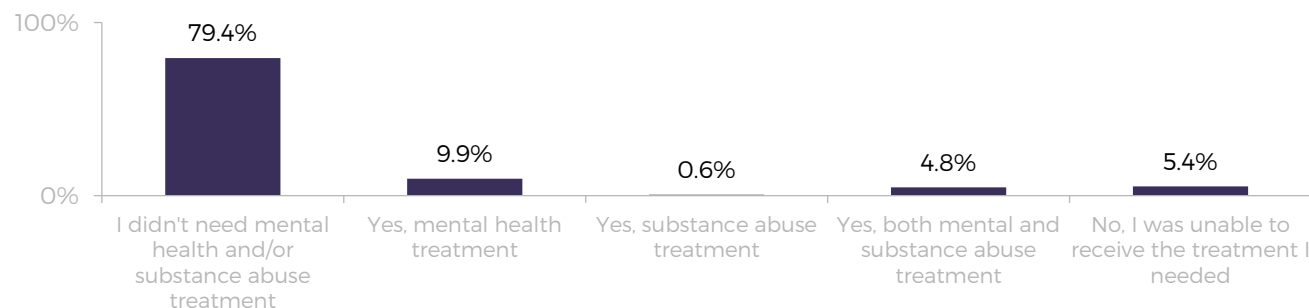
2015 - Overall n: 783; White n: 424; Latino n: 288.

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

⁵⁴ U.S. Department of Health and Human Services, Healthy People 2020. Healthy People 2020. Accessed December 2015 from <https://www.healthypeople.gov/2020/topics-objectives/topic/mental-health-and-mental-disorders>.

⁵⁵ Ibid.

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

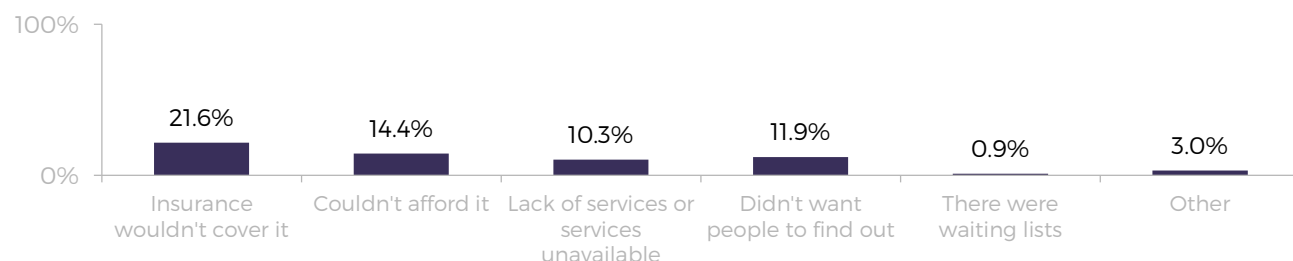


2015 – Overall n: 760.

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 and/or substance abuse treatment you needed? – 2015



2015 – Overall n: 32 respondents offering 33 responses.

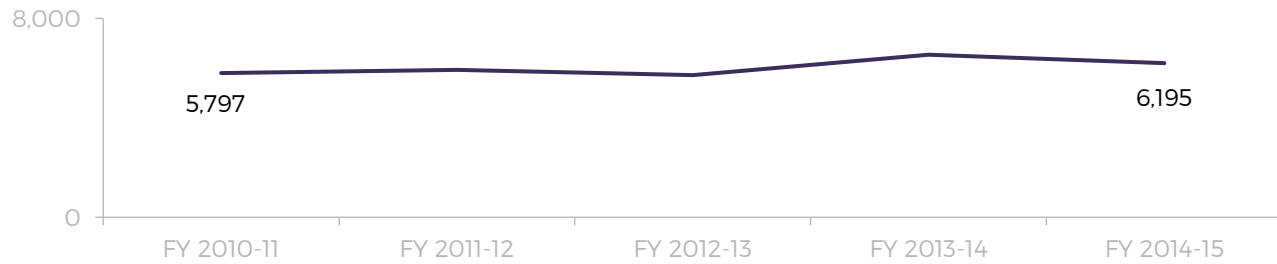
Source: Applied Survey Research. (2015). 2013-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

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

	2011-12	2014
<i>Needed to See a Professional for Problems with Their Emotional/Mental Health or Alcohol/Drug Use</i>		
Santa Cruz County	22.7%	26.7%
California	15.8%	15.9%
<i>Had Seen a Health Care Provider for Problems with Their Emotional or Mental Health or Alcohol/Drug Use</i>		
Santa Cruz County	16.7%	20.7%
California	12.1%	12.0%
<i>Had taken Prescription Medication for Their Mental Health or Emotional Problems Almost Daily for Two Weeks or More</i>		
Santa Cruz County	16.2%	13.1%
California	10.1%	10.1%

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

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



Primary Diagnosis	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15
Depression & Mood Disorders	1,678	1,661	1,625	1,961	2,287
Psychosis	999	990	1,004	1,045	1,064
Adjustment Disorders	712	802	1,087	1,092	964
Anxiety Disorders	662	662	394	477	539
Childhood & Adolescence	701	762	704	719	628
Substance-Related Disorders	94	132	144	158	179
Delirium, Dementia	93	82	72	NA	69
Impulse Control Disorders	18	9	0	0	0
Personality Disorder	20	18	24	18	7
Eating Disorders	5	6	0	0	0
Somatoform Disorders	2	4	0	2	3
Dissociative Disorders	1	0	0	0	0
Mental Disorders	2	2	2	0	0
Sexual & Gender Disorders	4	4	5	5	4
Sleep Disorders	0	0	0	0	0
Other Disorders	806	793	657	972	451

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

Note: Data are unduplicated counts. Data shown are most recent available.

Adolescent Hospitalizations (per 1,000 for Mental Health Issues), Santa Cruz County

Age Group	2011	2012	2013	2014
5-14 years	1.5	2.9	3.1	2.5
15-19 years	6.2	8.5	9.4	9.9
Total 5-19 years	3.5	5.0	5.5	5.3

Source: KidsData.org. (2015). California Healthy Kids Survey Hospitalizations for Mental Health Issues, by Age Group, 2011-2014.

Note: Number of hospitalizations for mental health issues per 1,000 adolescents by age group, ages 5-19.

Physical Health & Activity



Healthy diets and achievement and maintenance of healthy body weights reduce the risk of chronic diseases and promote health.⁵⁶ Efforts to change diet and weight should address individual behaviors, as well as the policies and environments that support these behaviors in settings such as schools, worksites, health care organizations, and communities. For example, having healthy food available and affordable in food retail and food service settings allows people to make healthier food choices. When healthy foods are not available, people may settle for foods that are higher in calories and lower in nutritional value.⁵⁷

Regular physical activity can improve health and quality of life regardless of age or the presence of a chronic disease or disability. Among adults and older adults, physical activity can lower the risk of early death, stroke, type 2 diabetes, breast and colon cancer, and depression.⁵⁸ Among children and adolescents, physical activity can improve bone health and muscle fitness, decrease levels of body fat, and reduce symptoms of depression.⁵⁹ Other positive outcomes among children and adolescents tied to regular physical activity include improved performance at school and a decreased likelihood of acquiring risky behaviors.⁶⁰

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.⁶¹ Children and adolescents 6 to 17 years should have 60 minutes (1 hour) or more of physical activity each day.⁶²

⁵⁶ U.S. Department of Health and Human Services, Healthy People 2020. Healthy People 2020. Accessed December 2015 from <https://www.healthypeople.gov/2020/topics-objectives/topic/nutrition-and-weight-status>.

⁵⁷ Centers for Disease Control and Prevention. Overweight an. *Healthy Food Environments*. Accessed December 2015 from <http://www.cdc.gov/obesity/strategies/healthy-food-env.html>.

⁵⁸ U.S. Department of Health and Human Services, Healthy People 2020. Healthy People 2020. Accessed on August 9, 2016 from <https://www.healthypeople.gov/2020/topics-objectives/topic/physical-activity>.

⁵⁹ Ibid.

⁶⁰ Vigorous Physical Activity by Youth. *Child Trends Databank* 2014. Available at: <http://www.childtrends.org/?indicators=vigorous-physical-activity-by-youth>. Accessed November 4, 2015.

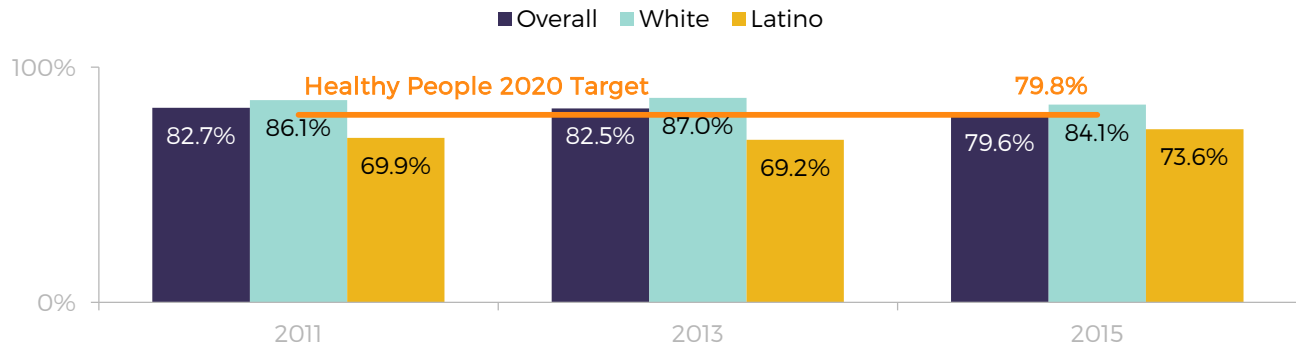
⁶¹ Centers for Disease Control and Prevention. (2011). *Physical activity guidelines*. Retrieved 2014 from <http://www.cdc.gov/physicalactivity/everyone/guidelines/>.

⁶² Centers for Disease Control and Prevention. Physical Activity. *How much physical activity do children need?* Accessed on August 9, 2016 from <http://www.cdc.gov/physicalactivity/basics/children/>.

Physical Health & Activity



How would you describe, in general, your overall health? (Respondents answering “Excellent, Very Good, or Good”)



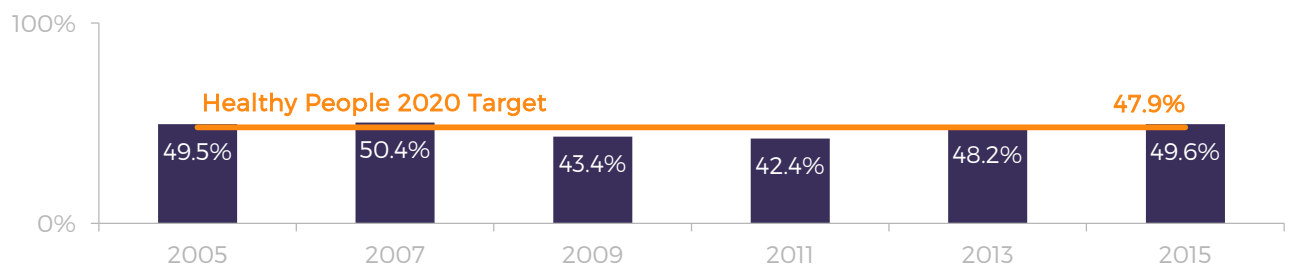
2015 - Overall n: 780; White n: 424; Latino n: 288.

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

Note: Increase the proportion of adults who self-report good or better physical health is an indicator per Healthy People 2020. Indicator has a target of 79.8% of adults self-reporting good or better physical health (age-adjusted, ≥18 years) with a desired increase associated with the indicator. Please note that the CAP telephone survey question is slightly different, however the premise of the question remains aligned.



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.

Note: Increase the proportion of adults who engage in aerobic physical activity is an indicator per Healthy People 2020. Indicator has a target of 47.9% of adults engaging in regular physical activity – light or moderate for 150+ minutes/week or vigorous for 75+ minutes/week (age adjusted, 18+ years) with a desired increase associated with the indicator. Please note that the CAP telephone survey question is slightly different, however the premise of the question remains aligned.

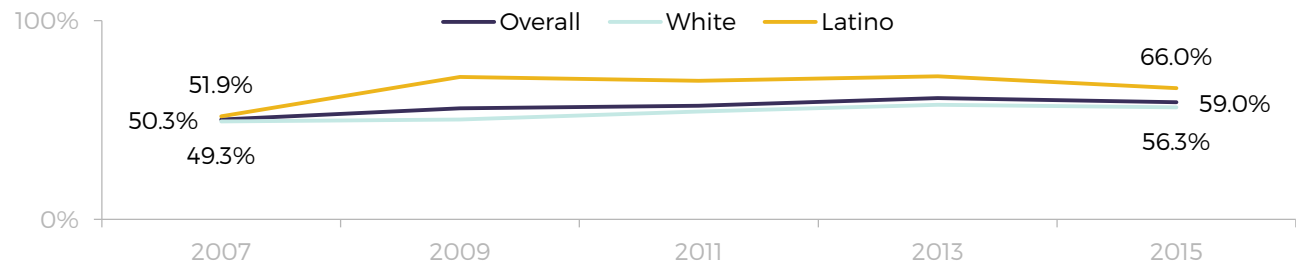
Percentage of Students Achieving Physical Fitness Goals (in At Least 5 Out of 6 Fitness Areas) by Grade Level

	2010-11	2011-12	2012-13	2013-14	2014-15
Santa Cruz County					
5 th Grade	48.9%	47.9%	50.1%	50.4%	49.3%
7 th Grade	55.9%	55.8%	57.1%	53.3%	57.3%
9 th Grade	61.4%	60.9%	57.1%	59.1%	63.4%
California					
5 th Grade	48.4%	48.6%	48.6%	49.9%	49.5%
7 th Grade	54.9%	55.0%	55.3%	56.5%	23.5%
9 th Grade	59.4%	59.4%	59.5%	61.6%	23.5%

Source: California Department of Education. (2016). *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.

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



	2011	2013	2015
Obese	Healthy People 2020 Target: 30.5%		
	21.3%	23.9%	22.7%
White	18.1%	22.1%	19.8%
Latino	34.8%	29.9%	29.2%
Other	15.6%	24.0%	17.1%
Overweight	35.8%	37.2%	36.3%
White	36.2%	35.6%	36.5%
Latino	34.9%	42.1%	36.8%
Other	35.0%	39.1%	33.0%

2015 - Overall n: 729; White n: 410; Latino n: 249; Other n: 70.

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

Note: Reduce the proportion of adults who are obese is a Leading Health indicator per Healthy People 2020. Indicator has a target of 30.5% of obesity among adults (age adjusted, 20+ years) with a desired decrease associated with the indicator.

Nutrition

Fruits, Vegetables, and Fast Food Consumption

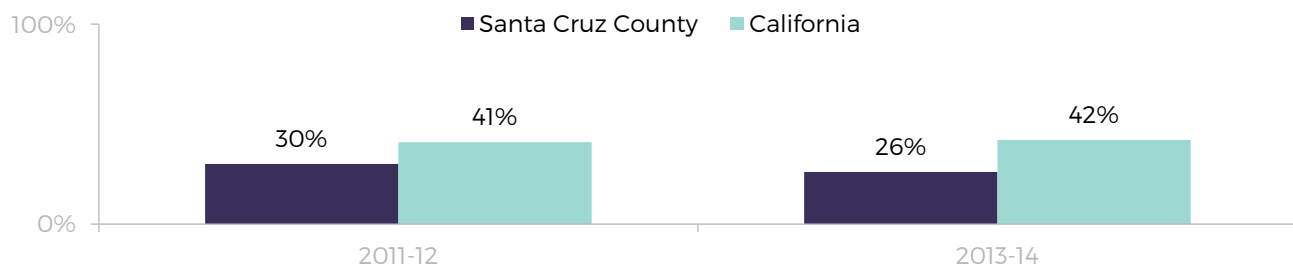
	2011	2013	2015
How many days in the past 7 days did you eat 5 or more servings of fruits and vegetables a day? (Respondents answering five or more days)			
Overall	NA	57.4%	55.7%
White	NA	59.8%	53.9%
Latino	NA	50.3%	55.7%
How many times in the past 7 days did you eat fast food? (Respondents answering at least once)			
Overall	38.8%	39.1%	45.7%
White	32.7%	35.1%	38.4%
Latino	57.6%	53.1%	58.6%

Fruits and Vegetables 2015 - Overall n: 761, White n: 411, Latino n: 279; Fast Food 2015 Overall n: 780, White n: 421, Latino n: 288.

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

Note: Not asked on 2011 survey.

Children (ages 2-17) Drinking One or More Sugar-Sweetened Beverage per Day



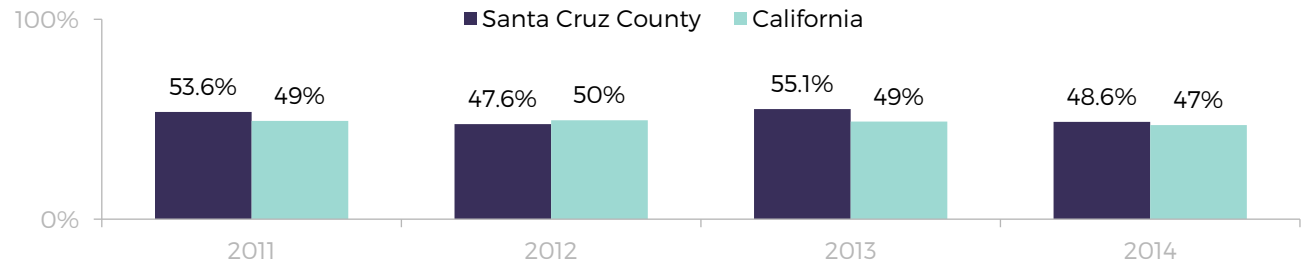
Source: Kidsdata.org. (2016). Children Drinking One or More Sugar-Sweetened Beverages Per Day, 2011-2014.

Percentage of Children Who Ate Fast Food Two or More Times in the Past Week by Age Group

	2011/12	2013/14
Santa Cruz County		
Ages 2-11	9.7%	11.3%
Ages 12-17	NA	NA
Total Ages 2-17	22.9%	16.3%
California		
Ages 2-11	33.2%	36.8%
Ages 12-17	43.7%	43.4%
Total Ages 2-17	37.2%	39.4%

Source: Kidsdata.org. (2016). Children Who Ate Fast Food Two or More Times in the Past Week, by Age Group, 2011-2014.

Percentage of Adult Respondents (Ages 18 and Older) Who Always Have Access to Affordable Fresh Fruits and Vegetables



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

Diabetes

Diabetes is a disease in which blood glucose levels are above normal.⁶³ More than 29 million Americans are living with diabetes, and 86 million are living with prediabetes, a serious health condition that increases a person’s risk of type 2 diabetes and other chronic diseases.⁶⁴ Diabetes can cause serious health complications including heart disease, blindness, kidney failure, and lower-extremity amputations.⁶⁵ In 2013, diabetes was the seventh leading cause of death in the United States (and may be underreported).⁶⁶

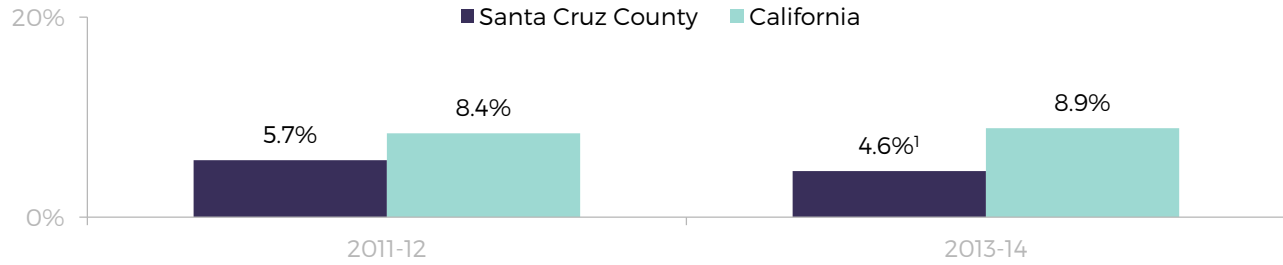
⁶³ Centers for Disease Control and Prevention. *Basics About Diabetes*. Accessed on August 9, 2016 from <http://www.cdc.gov/diabetes/basics/diabetes.html>.

⁶⁴ Centers for Disease Control and Prevention. Chronic Disease Prevention and Health Promotion. *Working to Reverse the US Epidemic: At A Glance 2016*. Accessed on August 9, 2016 from <http://www.cdc.gov/chronicdisease/resources/publications/aag/diabetes.htm>.

⁶⁵ Centers for Disease Control and Prevention. *Basics About Diabetes*. Accessed on August 9, 2016 from <http://www.cdc.gov/diabetes/basics/diabetes.html>.

⁶⁶ Centers for Disease Control and Prevention. Chronic Disease Prevention and Health Promotion. *Working to Reverse the US Epidemic: At A Glance 2016*. Accessed on August 9, 2016 from <http://www.cdc.gov/chronicdisease/resources/publications/aag/diabetes.htm>.

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



Diabetes Type ¹	2011-12	2013-14
Type 1 Diabetes		
Santa Cruz County	9.6%²	7.9%²
California	13.6%	14.6%
Type 2 Diabetes		
Santa Cruz County	89.0%²	92.1%²
California	82.3%	84.4%
Pre-Diabetes		
Santa Cruz County	89.0%²	92.1%²
California	82.3%	84.4%
Gestational Diabetes		
Santa Cruz County	89.0%²	92.1%²
California	82.3%	84.4%

Source: UCLA Center for Health Policy Research. (2015). *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.

¹ For more information regarding the different types of diabetes, visit: <https://www.niddk.nih.gov/health-information/diabetes/types>

² Statistically unstable due to a low number of respondents.

Substance Use (Alcohol, Tobacco and Other Drugs)



Almost 95% of people with substance use problems are considered unaware of their problem.⁶⁷ Advances in research have led to the development of evidence-based strategies to effectively address substance abuse. Substance abuse is now understood as a disorder that develops in adolescence and, for some individuals, will develop into a chronic illness that will require lifelong monitoring and care.⁶⁸ Substance abuse has a major impact on individuals, families, and communities. The effects of substance abuse contribute to costly social, physical, mental, and public health problems.⁶⁹

Among youth, nicotine use increases health risk factors, including alcohol and illicit drug use, and anti-social behaviors.⁷⁰ Alcohol use among youth is associated with a host of negative outcomes including poor performance in school and adoption of other risky behaviors. Binge drinking, or drinking 5 or more drinks in a row, is a common consequence of youth underage drinking and is linked to alcohol poisoning, sexually transmitted infections, and injury (both intentional and unintentional).⁷¹

Greater access to retail alcohol outlets, such as liquor stores and bars, is correlated with higher levels of alcohol consumption.⁷² High outlet density is also associated with higher levels of violent crime, assault, child maltreatment and abuse, and homicide.⁷³

⁶⁷ U.S. Department of Health and Human Services, Healthy People 2020. Healthy People 2020. Accessed on August 9, 2016 <https://www.healthypeople.gov/2020/topics-objectives/topic/substance-abuse>.

⁶⁸ Ibid.

⁶⁹ U.S. Department of Health and Human Services, Healthy People 2020. Healthy People 2020. Accessed on August 9, 2016 <https://www.healthypeople.gov/2020/topics-objectives/topic/substance-abuse>.

⁷⁰ World Health Organization, Tobacco Free Initiative (TFI). 2015. Health effects of smoking among young people. *WHO*. Available at: http://www.who.int/tobacco/research/youth/health_effects/en/. Accessed November 10, 2015.

⁷¹ Fact Sheets - Underage Drinking. *Centers for Disease Control and Prevention* 2014. Available at: <http://www.cdc.gov/alcohol/fact-sheets/underage-drinking.htm>. Accessed October 2015.

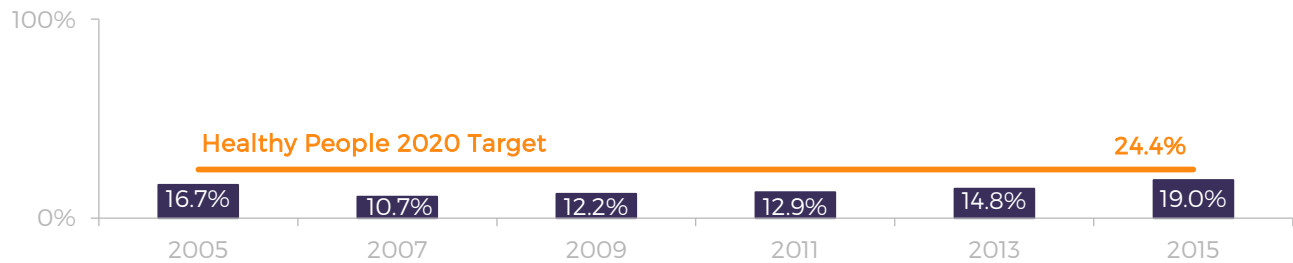
⁷² Kypri, K., Bell, M.L., Hay, G.C., & Baxter, J. (2008). Alcohol outlet density and university student drinking: A national study. *Addiction* 103(7): 1131-1138. doi: 10.1111/j.1360-0443.2008.02239.x.

⁷³ Pereira, G., Wood, L., Foster, S., & Haggart, 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.

Alcohol Use and Availability



☎ 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”)



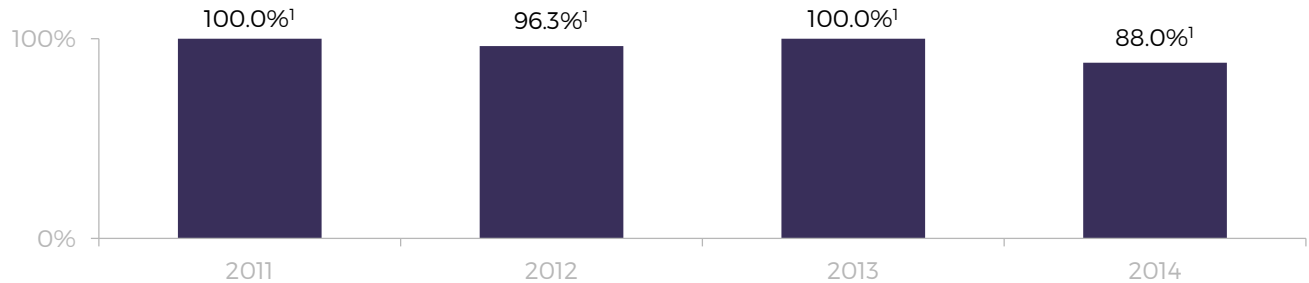
2015 - Overall n: 774.

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

Note: Reduce the proportion of persons engaging in binge drinking during the past 30 days – adults aged 18 years and older is a Leading Health Indicator per Healthy People 2020. Indicator has a target of 24.4% binge drinking in past month among adults (18+ years) with a desired decrease associated with the indicator. Please note that the CAP telephone survey question is slightly different, however the premise of the question remains aligned.



Adolescents who did not engage in binge drinking in the past month, Santa Cruz County

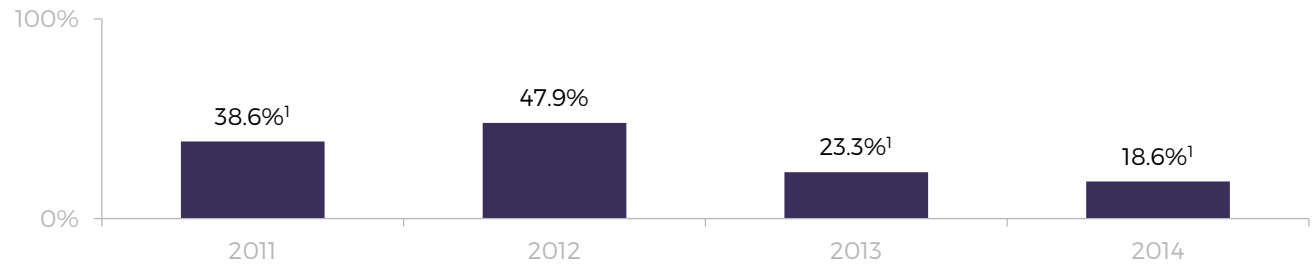


Source: UCLA Center for Health Policy Research. (2015). *California Health Interview Survey, 2011-2014*.

¹Data statistically unstable.

Note: Reduce the proportion of persons engaging in binge drinking during the past month—adolescents aged 12 to 17 years is an indicator per Healthy People 2020. Indicator has a target of 8.6% binge drinking in past month—Adolescents (12-17 years) with a desired decrease associated with the indicator. Please note that individual targets are not listed above as dataset shown is not directly comparable to the Healthy People 2020 goal as written.

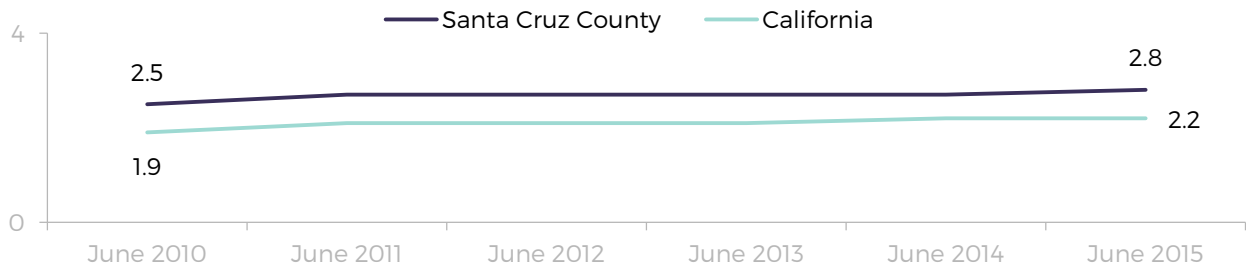
Adolescents who have ever had more than a few sips of any alcoholic drink, Santa Cruz County



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

¹Data statistically unstable.

Number of Retail Alcohol Outlets¹ per 1,000 People



Retail Alcohol Outlets	June 2010	June 2011	June 2012	June 2013	June 2014	June 2015
Santa Cruz County	689	707	717	730	739	755
California	71,599	79,298	80,450	81,590	82,738	83,891

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.

Number of Retail Alcohol Outlets by Jurisdiction

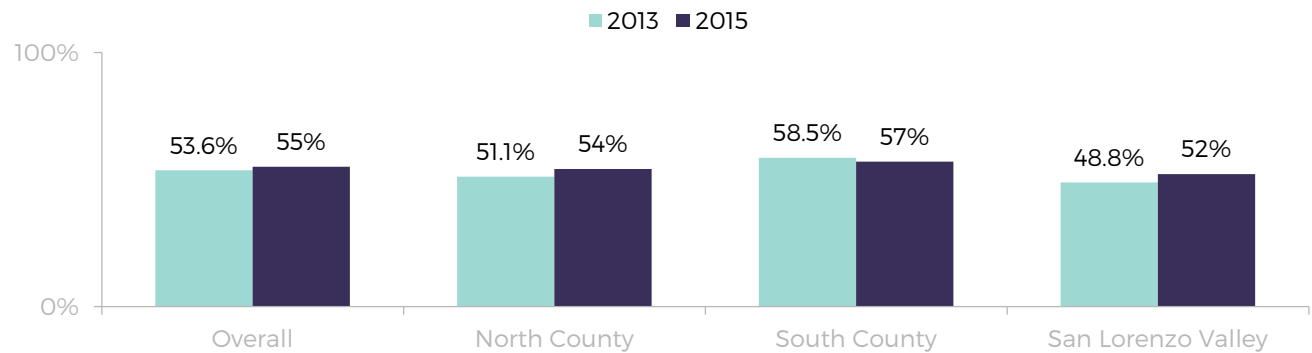
	June 2010	June 2011	June 2012	June 2013	June 2014	June 2015
Capitola						
Number of Retail Outlets	59	59	64	66	67	71
Outlets per 1,000 People	5.8	5.9	6.4	6.6	6.6	7.1
Percentage of County Retail Outlets	8.6%	8.4%	8.9%	9.0%	9.1%	9.4%
Santa Cruz						
Number of Retail Outlets	245	256	259	271	274	274
Outlets 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%
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%
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%
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%

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

<http://www.abc.ca.gov/>

California Department of Finance. (2015). *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

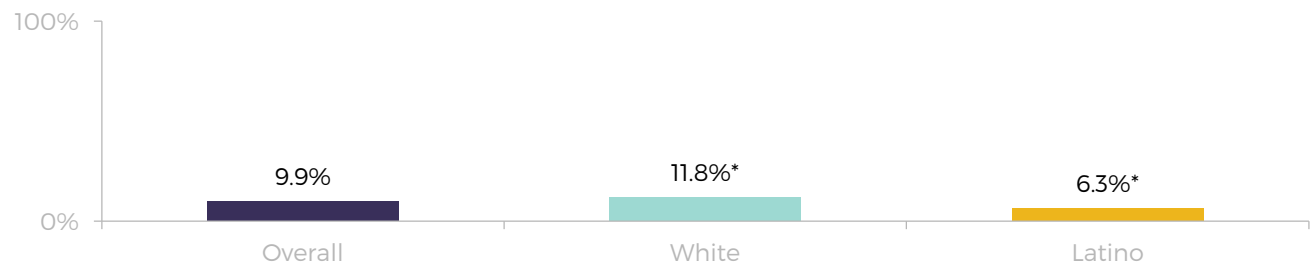


2015 - Overall n: 769; North County n: 278; South County n: 249; San Lorenzo Valley n: 242.

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

Acceptance of Adult Alcohol Provision

📞 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



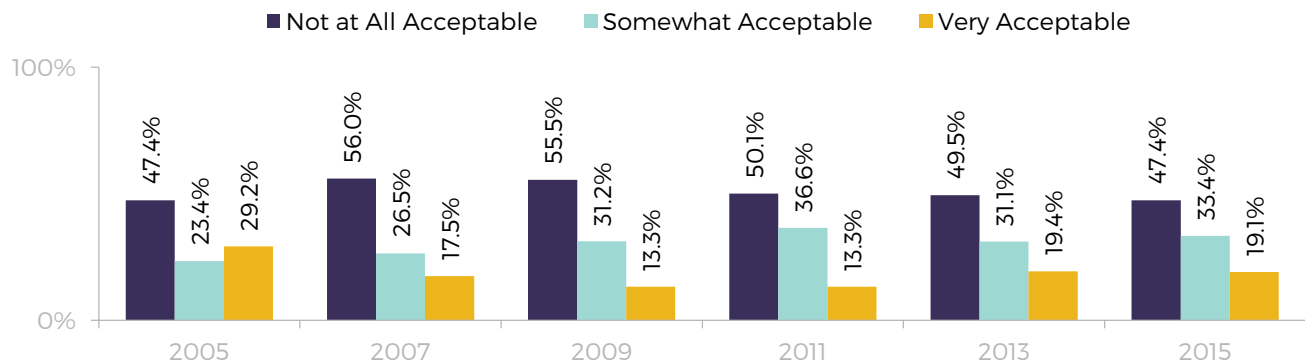
2015 - Overall n: 765; White n: 412; Latino n: 284.

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

*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

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

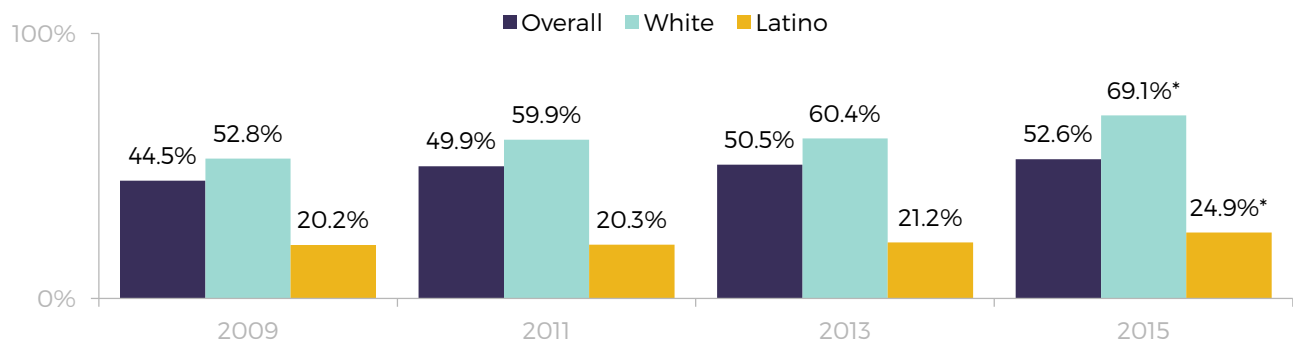


Overall n: 746.

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-medical use? (Respondents answering "Very Acceptable" or "Somewhat Acceptable") By Ethnicity



Region	2005	2007	2009	2011	2013	2015
North County	31.5%	17.0%	16.0%	15.8%	20.9%	24.8%*
South County	25.8%	13.7%	8.7%	7.0%	13.5%	8.4%*
San Lorenzo Valley	35.2%	29.7%	16.4%	24.7%	30.9%	28.3%*

2015 - Overall n: 746; White n: 400 Latino n: 283; 2015 Regions: - North County n: 265; South County n: 247; San Lorenzo Valley n: 237

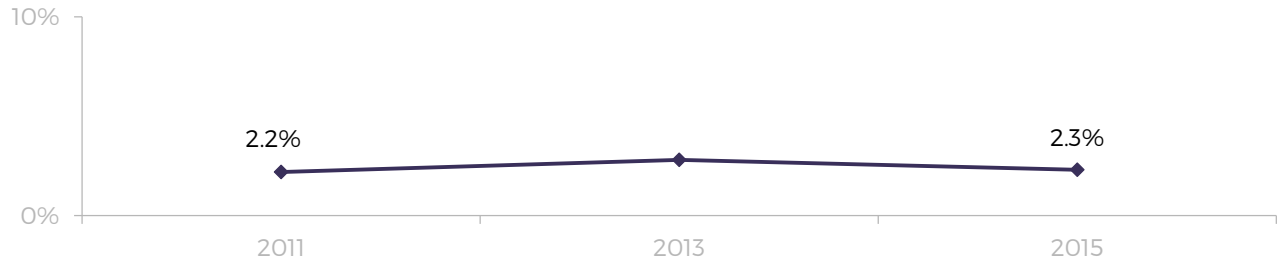
Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

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

*Significance testing: White respondents were significantly more likely than Latino respondents to think that it is very or somewhat acceptable for recreational or non-medical use of marijuana in 2015. 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-medical use not at all acceptable in 2015.

Prescription Drug Use

📞 During the past 30 days, on how many days have you taken a prescription drug that was not prescribed to you? (Respondents answering “one or more days”)



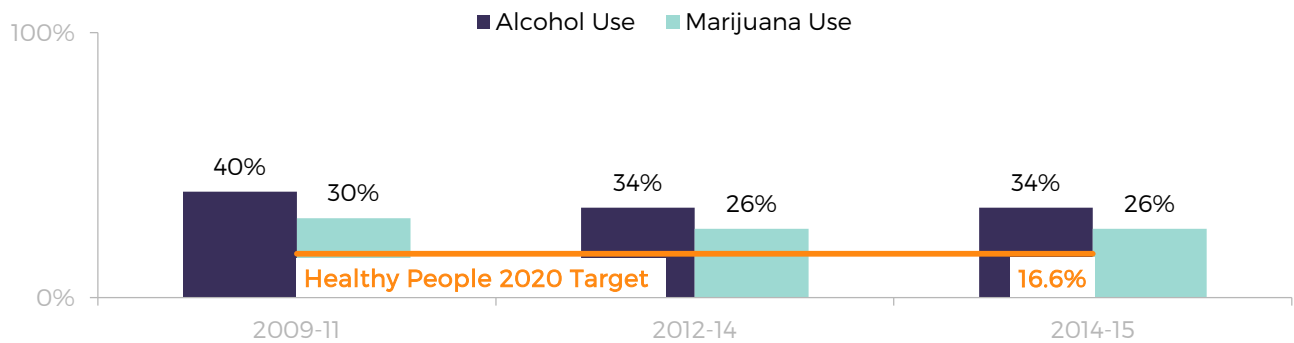
2015 - Overall n: 776.

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

Substance Use by Students



Self-Reported Substance Use among 11th Graders in the Past 30 Days, Santa Cruz County



Source: West Ed for California Department of Education. (2015). *California Healthy Kids Survey, Santa Cruz County*.



Self-Reported Substance Use in the Past 30 Days, Santa Cruz County

	2009-11	2012-14	2014-15
Alcohol¹			
9 th Grade	28%	23%	19%
11 th Grade	40%	34%	34%
Marijuana Healthy People 2020 Target: 6.0%			
9 th Grade	23%	18%	17%
11 th Grade	30%	26%	26%
Cocaine			
9 th Grade	4%	1%	-
11 th Grade	5%	2%	-
Methamphetamines/Amphetamines			
9 th Grade	4%	1%	-
11 th Grade	3%	1%	-
Inhalants			
9 th Grade	6%	2%	2%
11 th Grade	4%	2%	2%
Psychedelics (Includes Ecstasy, LSD, or other psychedelics)			
9 th Grade	5%	2%	-
11 th Grade	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 grade middle school students.

Note: Reduce the proportion of adolescents reporting use of alcohol or any illicit drugs during the past 30 days is a Leading Health indicator per Healthy People 2020. Indicator has a target of 16.6% of adolescents using alcohol or illicit drugs in past 30 days (12-17 years old); and reduce the proportion of adolescents reporting use of marijuana during the past 30 days is an indicator per Healthy People 2020. Indicator has a target of 6.0% of adolescents using marijuana in past 30 days (12-17 years old). Both indicators have a desired decrease associated. Please note that the California Healthy Kids Survey question is worded differently, however the premise of the question remains aligned.

¹Alcohol use refers to at least one drink.

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

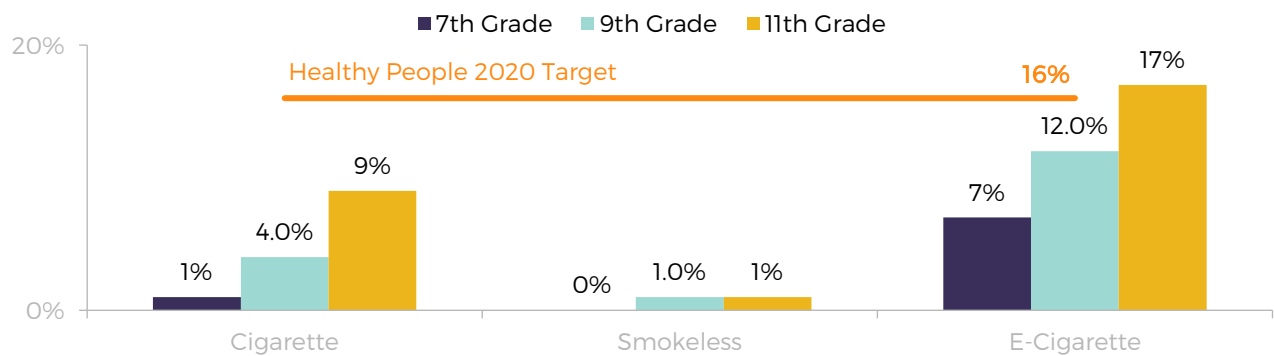
	2009-11	2011-13
Alcohol¹		
9 th Grade	24%	20%
11 th Grade	33%	33%
Marijuana		
9 th Grade	15%	15%
11 th Grade	21%	24%
Cocaine		
9 th Grade	3%	3%
11 th Grade	4%	4%
Methamphetamines/Amphetamines		
9 th Grade	3%	3%
11 th Grade	3%	3%
Inhalants		
9 th Grade	6%	5%
11 th Grade	5%	5%
Psychedelics (Ecstasy, LSD, or other psychedelics)		
9 th Grade	5%	4%
11 th Grade	6%	5%

Source: West Ed for California Department of Education (2015). *California Healthy Kids Survey, Santa Cruz County.*

¹Alcohol use refers to at least one drink.



Percentage of Students Who Reported Using Tobacco in the Last 30 Days by Grade, 2014-15



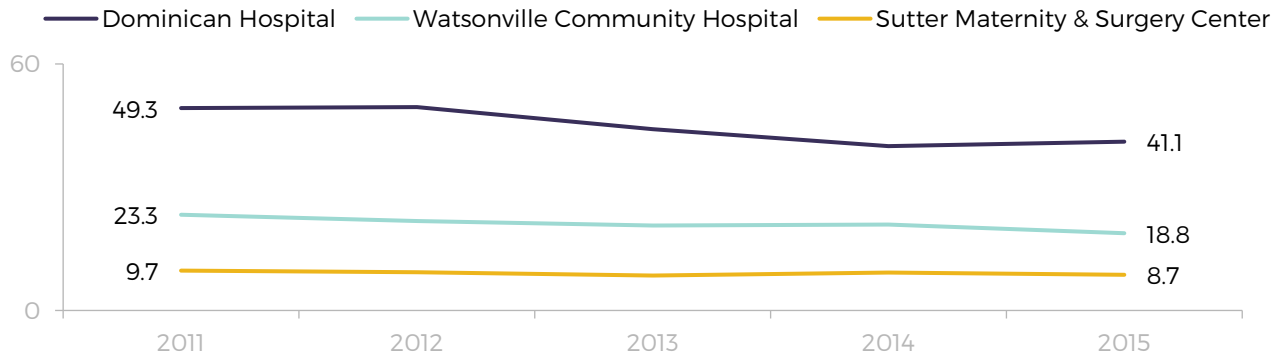
Source: West Ed for the California Department of Education. (2015). *California Healthy Kids Survey (CHKS), Santa Cruz County and California.* San Francisco, CA.

Note: Reduce the use of cigarettes by adolescents (past month) is a Leading Health indicator per Healthy People 2020. Indicator has a target of 16.0% of adolescents cigarette smoking in the past month (grades 9-12) with a desired decrease associated with the indicator. Please note that the California Healthy Kids Survey question is worded differently however the premise of the question remains aligned; the Healthy People 2020 target applies specifically to cigarette smoking.

Hospitalizations and Emergency Department Visits

Emergency department usage and hospitalizations are indicators of lack of access to primary care. Individuals and families without health insurance often use the emergency department for their primary care as well as for emergencies. Delaying medical attention until it necessitates emergency care or hospitalization often leads to poorer health outcomes and increased health care costs.⁷⁴

Rate and Number of Hospital Discharges by Hospital

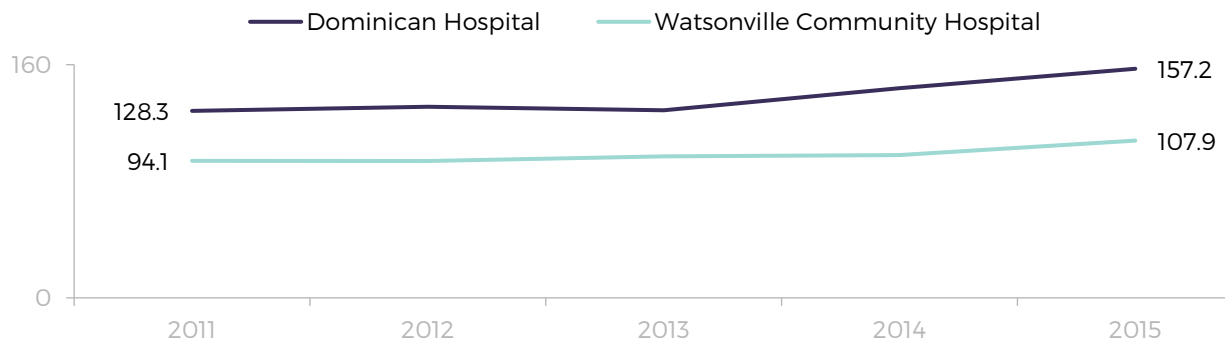


	2011	2012	2013	2014	2015
Dominican Hospital	13,265	13,331	11,888	10,866	11,260
Watsonville Community Hospital	6,274	5,861	5,570	5,692	5,161
Sutter Maternity & Surgery Center	2,601	2,499	2,278	2,508	2,394

Source: California Office of Statewide Health Planning & Development. (2016). *Hospital inpatient discharge summary report*. Sacramento, CA. United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

⁷⁴ United States Department of Health and Human Services. *National Healthcare Disparities and Quality Report*. Agency for Healthcare Research and Quality, 2010.

Rate and Number of Emergency Department Visits by Hospital



	2011	2012	2013	2014	2015
Dominican Hospital	33,900	34,985	34,673	39,100	43,090
Watsonville Community Hospital	24,860	25,049	26,142	26,633	29,590

Source: California Office of Statewide Health Planning & Development. (2016). *Hospital inpatient discharge summary report*. Sacramento, CA. United States Census Bureau. (2016). *2010-2015 American Community Survey 1-year estimates*.

Note: Sutter Maternity & Surgery Center does not operate an emergency department.

Asthma



Asthma is a chronic respiratory disease characterized by episodes of reversible breathing problems due to inflammation and airway narrowing and obstruction.⁷⁵ These episodes can range in severity from mild to life-threatening. Risk factors for asthma currently being investigated include having a parent with asthma; sensitization to irritants and allergens; respiratory infections in childhood; and overweight.⁷⁶ Asthma is considered a significant public health burden and its prevalence has been rising since 1980. Asthma affects people of every race, sex, and age. However, significant disparities in asthma morbidity and mortality exist, in particular for low-income and minority populations.⁷⁷

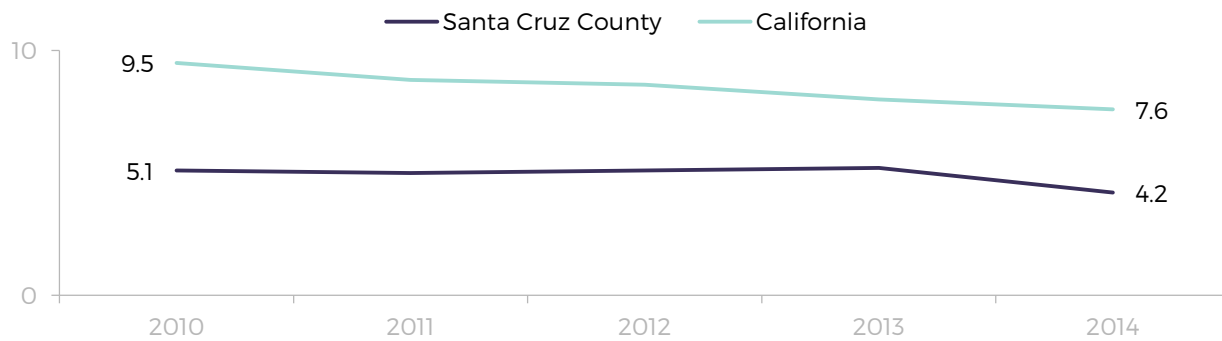
⁷⁵ U.S. Department of Health and Human Services, Healthy People 2020. Healthy People 2020. Accessed September 2016 from <https://www.healthypeople.gov/2020/topics-objectives/topic/respiratory-diseases>.

⁷⁶ Ibid.

⁷⁷ Ibid.



Age-Adjusted¹ Asthma Hospitalizations per 10,000 Residents



Source: California Department of Public Health. (2016). California Breathing, Santa Cruz County Asthma Profile 2004-2014.

Note: Reduce hospitalizations for asthma is an indicator per Healthy People 2020. Indicator has three separate targets based on different age distributions (under 5 years; 5 to 64 years; and 65 years and older) per 100,000 population with a desired decrease associated with the indicator. Please note that individual targets are not listed above as dataset shown is not directly comparable to the Healthy People 2020 goal as written.

¹Please see the methodology section of the Appendices for a definition of age-adjusted.

Ever Diagnosed with Asthma by Ethnicity, Santa Cruz County

	2011	2012	2013	2014
Latino	14.4% ¹	31.4%	16.4% ¹	8.1% ¹
White	12.0%	12.3%	25.2%	16.5% ¹
Santa Cruz County Total	12.1%	20.2%	20.2%	11.7%

Source: California Health Interview Survey, 2011-2014. (2016).

¹Data statistically unstable.

Unintentional and Intentional Injury

Nearly 199,800 people die from injury each year—1 person every 3 minutes. Each year, millions of people are injured and survive and they are faced with life-long mental, physical, and financial problems.⁷⁸ In 2014, 2.5 million people were hospitalized due to injuries and 26.9 million people were treated in an emergency department for injuries.⁷⁹

The category of injury is broken down into two classifications, unintentional injury, and intentional injury. Unintentional injury refers to incidents such as car accidents and falls while intentional injuries encompass self-inflicted harm and assault.⁸⁰

Unintentional Injuries

Unintentional Non-Fatal Injuries¹ by Age Group, Santa Cruz County

	2010	2011	2012	2013	2014
0-4 years	1,277	1,230	1,236	1,274	1,180
5-9 years	885	845	987	980	1,028
10-19 years	2,126	2,148	2,152	2,121	2,293
20-64 years	7,695	7,749	8,281	7,979	8,411
65 years +	1,706	1,881	1,897	2,036	2,106
Santa Cruz County Total	13,689	13,853	14,553	14,390	15,018
Santa Cruz County Rate per 1,000	52.0	52.4	54.6	53.4	55.3
California Rate per 1,000	54.9	56.0	58.2	57.9	60.6

Source: California Department of Public Health. (2016). 2010-2014 EpiCenter: *Overall injury surveillance*. Sacramento, CA. United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

¹Data represents non-fatal emergency department visits resulting in treat and release or transfer to another facility.

⁷⁸ Centers for Disease Control and Prevention. Key Injury and Violence Data. Accessed September 2016 from http://www.cdc.gov/injury/wisqars/overview/key_data.html.

⁷⁹ Ibid.

⁸⁰ Child Injury. *Centers for Disease Control and Prevention* 2012. Available at: http://www.cdc.gov/vitalsigns/childinjury/?s_cid=bb-vitalsigns-120. Accessed November 24, 2015.

Unintentional Non-Fatal Injuries¹ by Selected Cause and Age Group, Santa Cruz County

	2010	2011	2012	2013	2014
Falls					
0-4 years	578	571	543	571	564
5-9 years	397	369	397	423	431
10-19 years	580	613	556	539	607
20-64 years	1,978	1,982	2,071	1,915	2,021
65+ years	1,110	1,211	1,178	1,263	1,317
Motor Vehicle Traffic, Occupant					
0-4 years	21	18	21	33	19
5-9 years	34	23	33	18	29
10-19 years	144	146	126	124	124
20-64 years	723	749	770	695	788
65+ years	63	64	60	68	65
Poisoning					
0-4 years	58	50	50	48	61
5-9 years	10	18	8	13	8
10-19 years	40	50	56	44	42
20-64 years	241	294	281	257	246
65+ years	34	30	34	26	34
Struck by Object					
0-4 years	175	137	161	127	109
5-9 years	142	137	200	164	137
10-19 years	521	479	473	435	485
20-64 years	896	834	884	752	846
65+ years	84	82	83	93	93
Firearms					
0-4 years	0	0	0	0	0
5-9 years	0	0	0	0	0
10-19 years	3	3	1	4	1
20-64 years	2	4	3	6	7
65+ years	0	0	0	0	0

Source: California Department of Public Health. (2016). 2010-2014 *EpiCenter: Overall injury surveillance*. Sacramento, CA.

¹Data represents non-fatal emergency department visits resulting in treat and release or transfer to another facility.

Intentional Injuries

Number of All Self-Inflicted Non-Fatal Injuries, Santa Cruz County by Age Group

	2010	2011	2012	2013	2014
0-4 years	0	1	1	0	0
5-9 years	0	1	1	0	0
10-19 years	79	70	86	103	113
20-64 years	186	174	172	178	163
65+ years	2	4	8	6	8
Santa Cruz County Total	267	250	268	287	284
Rate per 1,000 – Santa Cruz County	1.0	0.9	1.0	1.1	1.0
Rate per 1,000 – California	0.8	0.8	0.8	0.8	0.9

Source: California Department of Public Health. (2016). *EpiCenter: Overall injury surveillance*. Sacramento, CA. United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

Note: Non-fatal Emergency Department Visit (treat & release, or transfer to another facility)

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

	2010	2011	2012	2013	2014
Self-Inflicted	21	16	19	30	34
Cut/Pierce	4	2	7	11	13
Poisoning	11	8	9	14	18
Other ¹	1	5	3	4	3
Hanging/Suffocation	0	1	0	1	0
Assault	23	17	14	10	7
Blunt Object	2	1	2	0	0
Cut/Pierce	10	12	6	5	3
Fight, Unarmed	5	1	0	3	1
Firearm	4	1	1	1	2
Other ²	2	2	5	1	1
Total	44	33	33	40	41

Source: California Department of Public Health. (2016). *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.

Communicable Diseases

Communicable diseases are an indicator of a community's overall health and are largely preventable and/or treatable. Pertussis, or whooping cough, is a highly contagious yet preventable respiratory disease.⁸¹ The uncontrollable cough most commonly affects babies and young children, although a growing number of teenagers are being affected. For children under age one, the disease can be fatal.

Sexually active adolescents are at risk of acquiring sexually transmitted infections (STIs), including chlamydia and gonorrhea which are most commonly reported in the nation among this age group.⁸² The risk increases among teens who engage in certain behaviors, such as not utilizing condoms or other contraceptives, or having multiple sexual partners.⁸³

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 putting them at risk for opportunistic infections. AIDS requires medical intervention and treatment to prevent death.

Reported Communicable Diseases

Reported Cases of Selected Communicable Diseases, Santa Cruz County

	2010	2011	2012	2013	2014	2015
Chlamydia	765	744	867	1,002	912	976
Gonorrhea	46	81	99	134	176	179
Hepatitis A ¹	0	3	2	7	3	1
Hepatitis B (Chronic) ¹	19	21	44	19	55	64
Lyme Disease	7	10	7	7	6	9
Measles ¹	0	0	0	3	0	0
Pertussis (Whooping Cough) ¹	87	22	12	54	165	79
Salmonellosis	31	36	28	33	52	33
Shigellosis	7	9	7	10	8	11
Syphilis (Infectious)	13	25	28	32	45	51 ²
Tuberculosis (Active)	11	10	7	5	5	2

Source: Santa Cruz County Health Services Agency. (2016). Provisional counts of selected reportable conditions by quarter and year of episode date. Santa Cruz County residents. Santa Cruz, CA.

¹Vaccine-preventable.

²Includes all stages except the final stage (neurosyphilis).

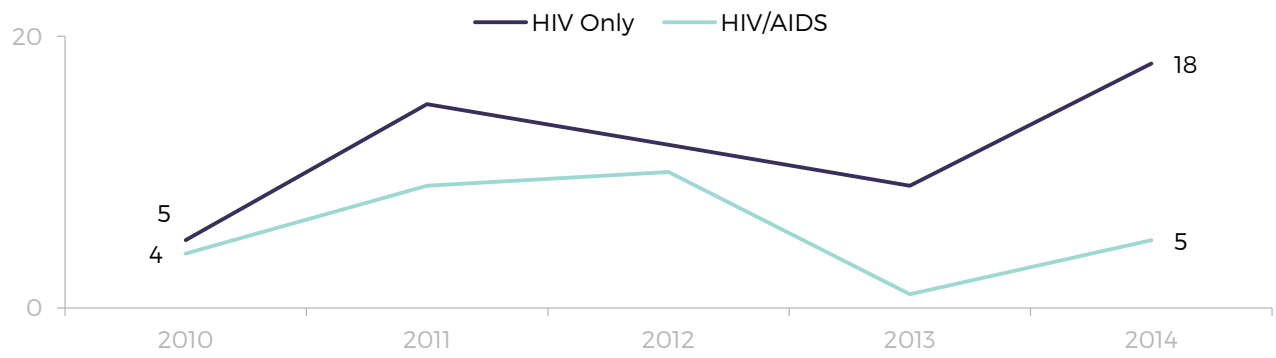
⁸¹ Centers for Disease Control and Prevention. (2014). *Pertussis outbreak trends*. Atlanta, GA. Retrieved from <http://www.cdc.gov/pertussis/outbreaks/trends.html>

⁸² Guttmacher Institute. American Teens' Sexual and Reproductive Health. *American Teens' Sexual and Reproductive Health* 2014. Available at: <http://www.guttmacher.org/pubs/fb-atsrh.html>.

⁸³ Sexually Active Teens. *Child Trends* 2014. Available at: <http://www.childtrends.org/?indicators=sexually-active-teens>. Accessed November 18, 2015.

HIV/AIDS

Number of New HIV Cases With or Without AIDS by Year of Diagnosis, Santa Cruz County



Source: Santa Cruz County Public Health Department, Health Report, 2015.

Causes of Death

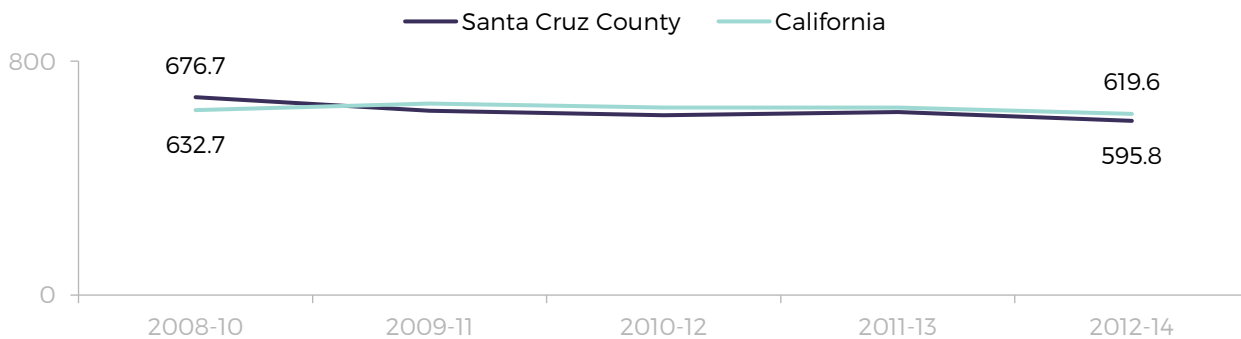


Monitoring the causes of death is important for planning prevention programs and to help inform both the public and health practitioners about health risks. In 2015, the top five leading causes of death in the US were heart disease, cancer, chronic lower respiratory diseases, accidents (unintentional injuries), and stroke.⁸⁴ Causes of death vary significantly between various age groups.

Suicide is the 10th leading cause of death in the US, with 42,773 caused by suicide each year.⁸⁵ In 2014, White males accounted for 7 of 10 suicides.⁸⁶ Among youth ages 15 to 24, suicide is the second leading cause of death following unintentional injury.⁸⁷ Research shows that risk factors for youth suicide include depression and other mental disorders, and substance-abuse disorders (often in combination).⁸⁸



Age-Adjusted¹ Death Rate per 100,000 Population (Three-Year Averages)



Source: California Department of Public Health. (2016). *Death Statistical Master Files*. Sacramento, CA. California Department of Public Health. *County Health Status Profile, 2012-2014 (2016)*.

¹Please see the methodology section of the Appendices for a definition of age-adjusted.

⁸⁴ Centers for Disease Control and Prevention. National Center for Health Statistics, Leading Causes of Death. <http://www.cdc.gov/nchs/fastats/leading-causes-of-death.htm>

⁸⁵ American Foundation for Suicide Prevention. Accessed September 2016 from <https://afsp.org/about-suicide/suicide-statistics/>.

⁸⁶ Ibid.

⁸⁷ Centers for Disease Control and Prevention. National Center for Health Statistics, National Vital Statistics System. Accessed September 2016 from http://www.cdc.gov/injury/images/lc-charts/leading_causes_of_death_age_group_2014_1050w760h.gif.

⁸⁸ American Psychological Association. Suicide is Preventable. Accessed September 2016 from <http://www.apa.org/research/action/suicide.aspx>.

Age-Adjusted¹ Death Rate per 100,000 Population (Three-Year Averages) by Cause of Death

	2008-10	2009-11	2010-12	2011-13	2012-14
All Cancers Healthy People 2020 Target: 164.4					
Santa Cruz County	160.3	145.3	144.3	144.4	136.3
California	151.7	156.4	153.3	151.0	146.5
Lung Cancer Healthy People 2020 Target: 45.5					
Santa Cruz County	35.1	28.1	26.3	26.8	25.8
California	36.1	36.5	34.8	33.6	31.7
Breast Cancer (Female) Healthy People 2020 Target: 20.7					
Santa Cruz County	25.7	23.4	24.1	21.8	20.4
California	20.7	21.3	20.9	20.7	20.3
Coronary Heart Disease Healthy People 2020 Target: 103.4					
Santa Cruz County	111.8	97.2	83.9	81.6	76.0
California	121.6	122.4	106.2	103.8	96.6
Stroke Healthy People 2020 Target: 34.8					
Santa Cruz County	39.2	34.8	32.7	30.9	28.9
California	37.4	38.1	36.6	35.9	34.4
Drug-Induced² Healthy People 2020 Target: 11.3					
Santa Cruz County	12.4	15.9	18.8	18.4	18.5
California	10.5	10.9	10.8	11.1	11.3
Unintentional Injuries Healthy People 2020 Target: 36.4					
Santa Cruz County	31.6	32.7	32.6	33.4	34.2
California	27.1	27.6	27.3	27.9	28.2
Firearm-related Healthy People 2020 Target: 9.3					
Santa Cruz County	6.5	7.21	8.1	7.6	8.2
California	7.8	7.8	7.7	7.8	7.6
Homicide Healthy People 2020 Target: 5.5					
Santa Cruz County	3.2	3.8	4.5	4.2	4.1
California	5.3	5.2	5.2	5.1	5.0
Motor Vehicle Crashes Healthy People 2020 Target: 12.4					
Santa Cruz County	7.8	5.2	4.8	6.2	7.7
California	7.9	7.5	7.3	7.6	7.9

Source: California Department of Public Health. (2016). *Death Statistical Master Files*. Sacramento, CA.
California Department of Public Health. *County Health Status Profile, 2012-2014 (2016)*.

Note: Reduce death rate for: overall cancer, lung cancer, female breast cancer, coronary heart disease, stroke, drug-induced, unintentional injuries, firearm-related, and motor vehicle crashes are indicators per Healthy People 2020. Reduce death rate for homicides is both a Social Determinant of Health indicator and a Leading Health Indicator per Healthy People 2020. Indicator targets are noted in table above per 100,000 population (age adjusted) with a desired decrease associated across all indicators.

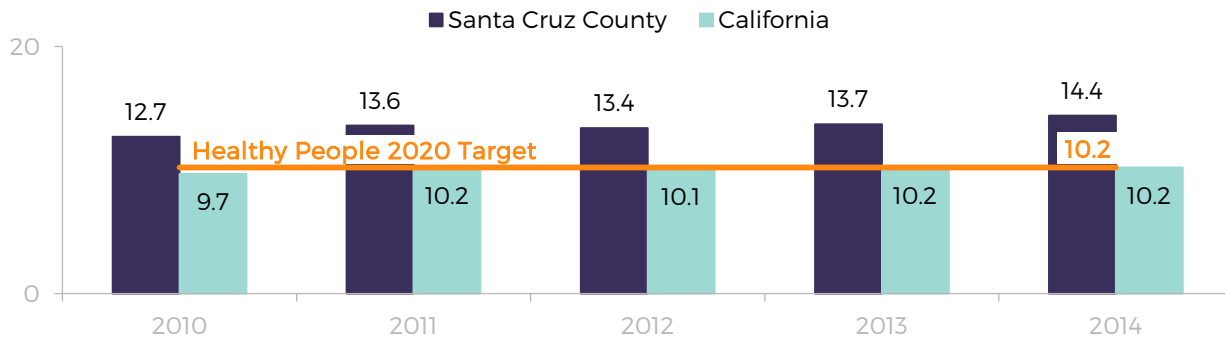
¹ Please see the methodology section of the Appendices for a definition of age-adjusted.

² Years prior to 2012-14 were "Drug Related" deaths.

Suicides



Suicide Age-Adjusted¹ Death Rate per 100,000 Population

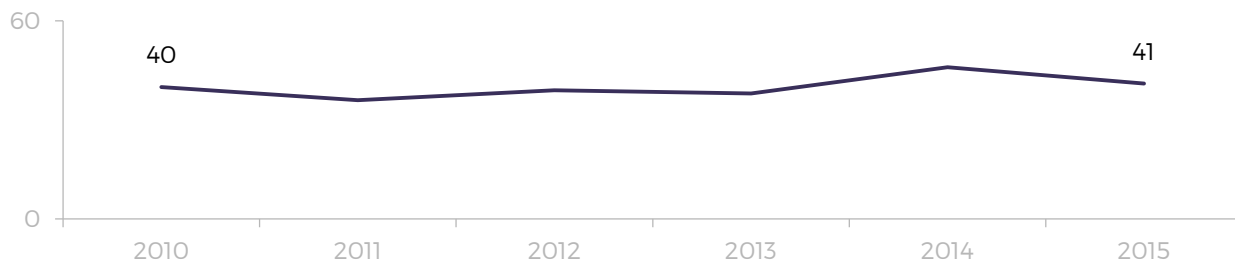


Source: California Department of Public Health. (2016). *Death Statistical Master Files*. Sacramento, CA.

Note: Reduce the suicide rate is a Leading Health Indicator per Healthy People 2020. Indicator has a target of 10.2 per 100,000 population (age adjusted) with a desired decrease associated with the indicator.

¹Please see the methodology section of the Appendices for a definition of age-adjusted.

Number of Suicides, Santa Cruz County



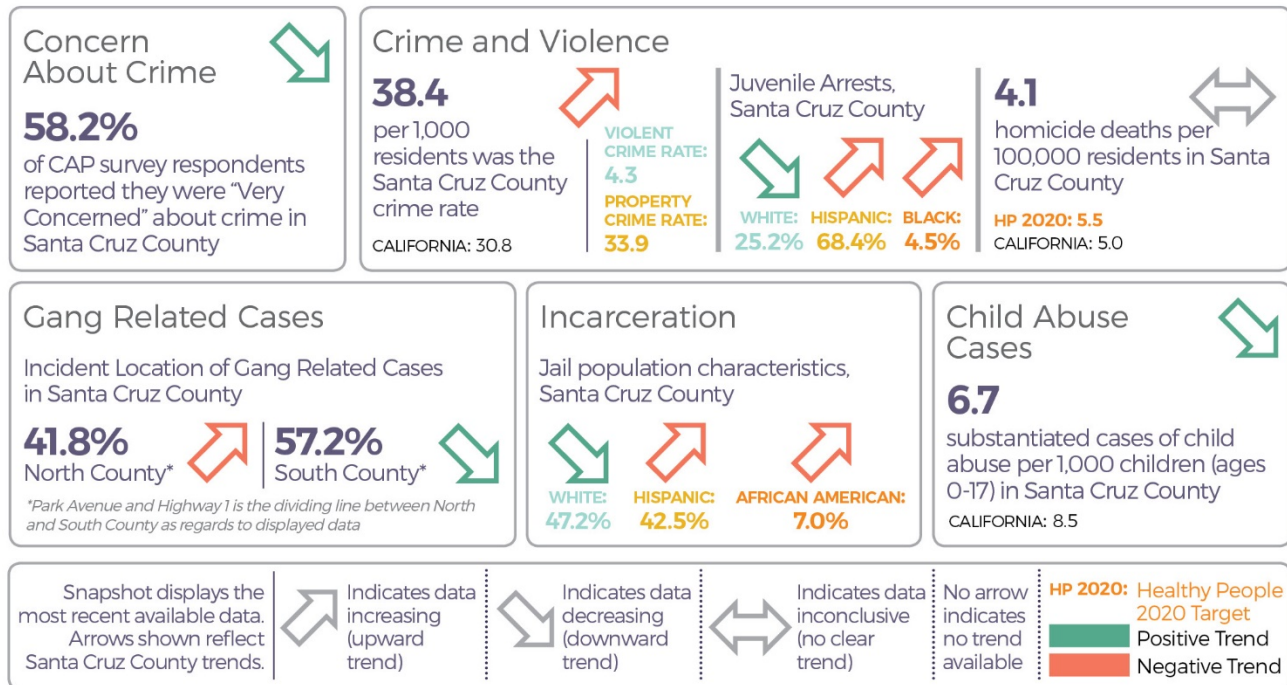
Age Group	2010	2011	2012	2013	2014	2015
Under 18 Years	1	0	0	1	3	0
18-29 Years	7	7	5	4	4	4
30-39 Years	3	7	6	5	7	8
40-49 Years	4	5	8	7	10	6
50-59 Years	9	8	8	11	6	9
60 Years & Older	16	9	12	10	16	14
Santa Cruz County Total	40	36	39	38	46	41

Source: Santa Cruz County Sheriff's Office. (2016). Personal correspondence with program representative, October 2016.

Public Safety

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Public Safety Snapshot



Public Safety Community Goals for 2020

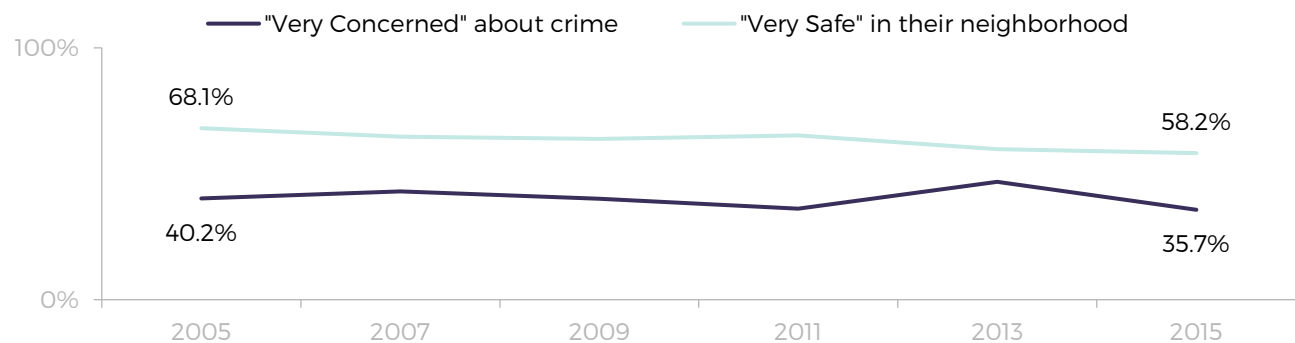
- Goal 1: By the year 2020, the juvenile crime rate will be reduced by 10% through the use of culturally responsive evidence based strategies that promote positive interaction and reduce conflict with public safety officials.
 - » Community Hero: Mary Gaukel
- Goal 2: By the year 2020, there will be a 20% reduction in youth reporting gang involvement, resulting in a 10% reduction of gang related criminal activity.
 - » Community Hero: Valerie Thompson
- 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.
 - » Community Hero: Carol Williamson
- 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.
 - » Community Hero: Paulina Moreno

Concern about Crime and Neighborhood Safety

A safe community is a livable community where people can go about their daily activities in an environment without fear, risk of harm or injury.⁸⁹ Communities can increase community safety by reducing and preventing injury and violence, as well as building strong, cohesive, vibrant, and participatory communities. Having a safe neighborhood is essential for positive child and youth development.

Neighborhoods that are unsafe are associated with high rates of infant mortality and low birth weight, juvenile delinquency, high school dropout, child abuse and neglect, and poor motor and social development among pre-school children.⁹⁰ Conversely, children who live in highly supportive neighborhoods have positive outcomes such as stronger connections with family, peers and community, and greater participation in out-of-school time programs, volunteering, and religious services.⁹¹

 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.

⁸⁹ Pan Pacific Safe Communities Network. Accessed September 2016 from <http://www.ppscnc.org/>.

⁹⁰ Child Trends Data Bank. Neighborhood Safety. Accessed September 2016 from <http://www.childtrends.org/?indicators=neighborhood-safety>.

⁹¹ Ibid.

 Crime Concerns and Neighborhood Safety by Region

	2005	2007	2009	2011	2013	2015
How concerned are you about crime in Santa Cruz County? (Respondents answering "Very Concerned")						
North County	38.8%	47.5%	35.7%	33.1%	44.7%	33.4%
South County	45.4%	43.3%	52.0%	46.5%	53.5%	40.4%
San Lorenzo Valley	24.9%	25.1%	23.1%	21.6%	35.8%	31.7%
How safe would you say you feel in your neighborhood (Respondents answering "Very Safe")						
North County	63.0%	66.9%	68.1%	65.5%	59.5%	60.5%*
South County	67.8%	54.4%	51.0%	58.9%	55.0%	48.7%*
San Lorenzo Valley	83.0%	85.4%	83.4%	86.1%	74.2%	78.5%*

Crime Concerns: 2015 - North County n: 281, South County n: 254, San Lorenzo Valley n: 243; Neighborhood Safety: 2015 - North County n: 282, South County n: 255, San Lorenzo Valley n: 245.

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

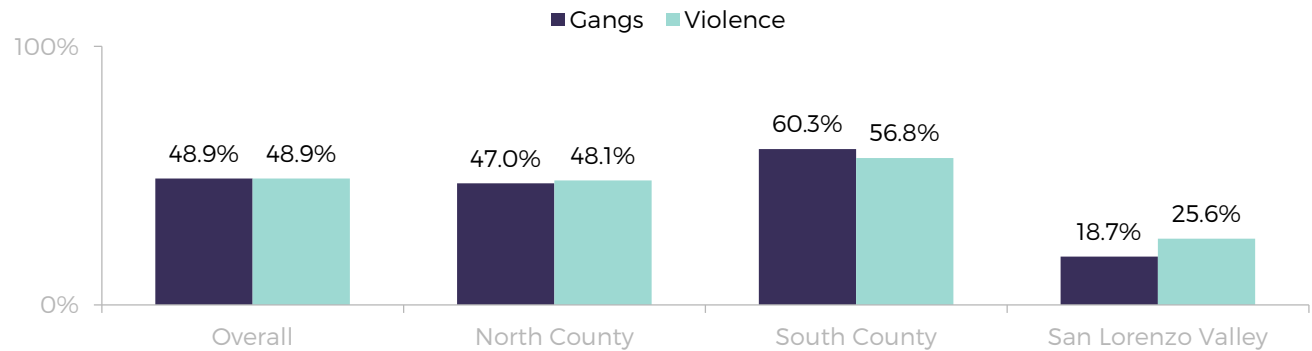
*Significance testing: San Lorenzo Valley respondents were significantly more likely than North County and South County respondents to say they felt "Very Safe" in their neighborhood in 2015.

Percentage of Students Who Perceived their Safety at School as "Very Safe" or "Safe" by School District

	7 th Grade	9 th Grade	11 th Grade
Pajaro Valley Unified School District	65%	55%	59%
San Lorenzo Valley Unified School District	65%	66%	73%
Santa Cruz City High School District	69%	62%	68%
Scotts Valley Unified School District	66%	73%	80%
Santa Cruz County Total	67%	59%	68%

Source: WestEd, California Healthy Kids Survey, California Department of Education. (2014-15). Gang Involvement, Table A5.1.

📞 How concerned are you about Gangs/Violence in your neighborhood (Respondents answering “Somewhat Concerned or Very Concerned”)? By Region – 2015

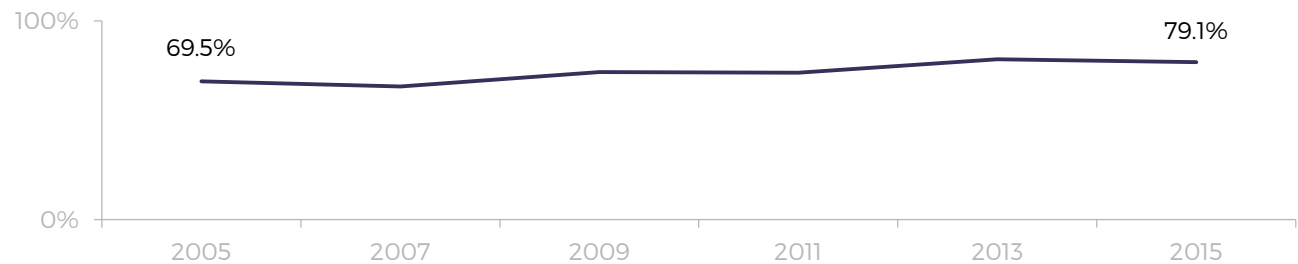


Gangs: 2015 - Overall n: 766, North County n: 273, South County n: 254, San Lorenzo Valley n: 240; Violence: 2015 - Overall n: 774, North County n: 278, South County n: 253, San Lorenzo Valley n: 242.

Source: Applied Survey Research. (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 respondents to say they felt “Very Concerned” or “Somewhat Concerned” about gangs in their neighborhood in 2015.; San Lorenzo Valley respondents were significantly more likely than North County and South County respondents to indicate they were not concerned about violence in their neighborhood in 2015.

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



Region	2005	2007	2009	2011	2013	2015
North County	65.9%	70.2%	78.6%	73.7%	82.9%	80.7%
South County	70.0%	60.6%	65.9%	72.5%	76.0%	76.0%
San Lorenzo Valley	77.9%	72.9%	80.8%	80.1%	84.4%	81.5%

2015 - Overall n: 745; North County n: 264; South County n: 246; San Lorenzo Valley n: 239.

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

Crime and Arrests



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.⁹²

Gangs operate in cities of all sizes throughout California and are responsible for much of the crime in the state.⁹³ Research suggests that a comprehensive approach to gangs involving prevention, intervention, and suppression efforts works better than suppression efforts alone.⁹⁴

Youth who have been involved with the juvenile justice system are at increased risk of substance abuse, injury, and negative educational impacts. Many factors have been noted as contributing to crime among youth, including: poverty, exposure to violence, maltreatment, substance abuse, and mental illness.⁹⁵ Youth who have spent time in detention are more likely to engage in criminal behavior as adults and experience increased rates of attempted suicide and other mental health disorders.⁹⁶

⁹² 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

⁹³ 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

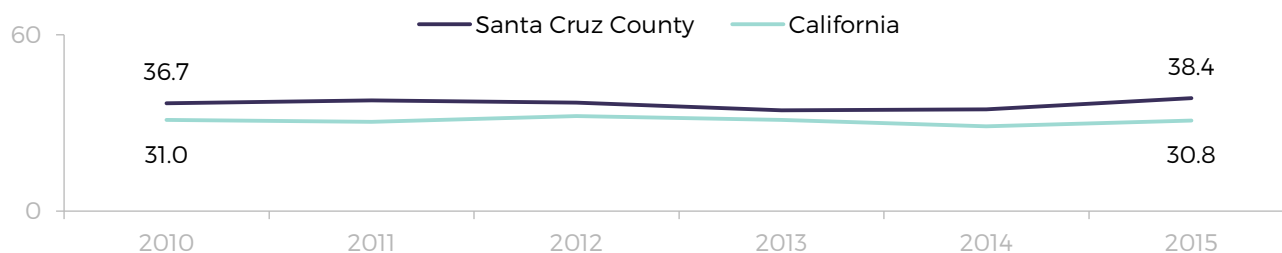
⁹⁴ Howell, J. C. (2007). Menacing or mimicking? Realities of youth gangs. *Juvenile and Family Court Journal*, 58(2), 39-50. Retrieved from: <http://www.nationalgangcenter.gov/Content/Documents/Menacing-or-Mimicking.pdf>

⁹⁵ Juvenile Arrests Summary - Kidsdata.org. *Kidsdata.org*. Available at: <http://www.kidsdata.org/topic/30/juvenile-arrests/summary#jump=why-important>. Accessed November 23, 2015.

⁹⁶ Prevent Juvenile Delinquency. *Policy for Results* 2015. Available at: <http://www.policyforresults.org/youth/prevent-juvenile-delinquency>. Accessed November 23, 2015.

Crime Rate

Crime Rate per 1,000 Residents



	2010	2011	2012	2013	2014	2015
Violent Crime Rate¹						
City of Capitola	NA ⁵	2.8	4.7	3.8	3.0	2.8
City of Santa Cruz	9.2	7.8	7.0	6.5	8.3	3.7
City of Scotts Valley	^	^	^	^	^	1.8
City of Watsonville	6.4	5.5	4.9	4.6	5.1	5.8
Unincorporated	2.3	2.8	2.2	2.2	2.2	2.2
Santa Cruz County⁴	5.0⁵	4.4	3.9	3.7	4.2	4.3
Property Crime Rate²						
City of Capitola	71.3	60.3	54.3	59.7	62.7	65.2
City of Santa Cruz	49.0	54.8	58.0	50.5	52.0	55.8
City of Scotts Valley	21.3	24.1	28.0	24.4	22.4	25.3
City of Watsonville	30.0	31.3	30.8	25.2	28.7	36.7
Unincorporated	17.2	17.7	14.6	14.2	12.8	14.3
Santa Cruz County⁴	31.5	33.1	32.8	30.4	30.2	33.9
Total Crime Rate³						
City of Capitola	NA ⁵	100.4	59.3	63.7	66.0	68.1
City of Santa Cruz	58.6	91.6	65.3	57.3	60.7	64.0
City of Scotts Valley	22.8	25.3	29.4	25.6	24.0	27.4
City of Watsonville	36.7	37.0	35.9	29.9	33.9	42.6
Unincorporated	19.6	26.7	16.9	16.6	15.1	16.6

Source: California Department of Justice. (2016). 2010-2015 *OpenJustice*. California Department of Finance (2016). 2010-2015 *E-4 Population Estimates for Cities, Counties and the State*.

¹Violent crime rate includes: homicide, forcible rape, robbery, and aggravated assault.

²Property crime rate includes: burglary, motor vehicle theft, and larceny-theft over \$400.

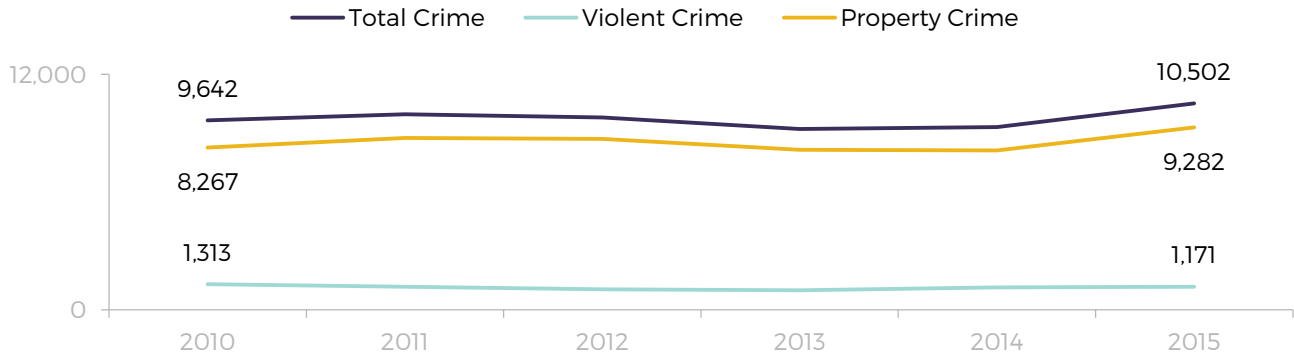
³Total crime rate includes: violent crime, property crime, and arson.

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.

⁵In 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.

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

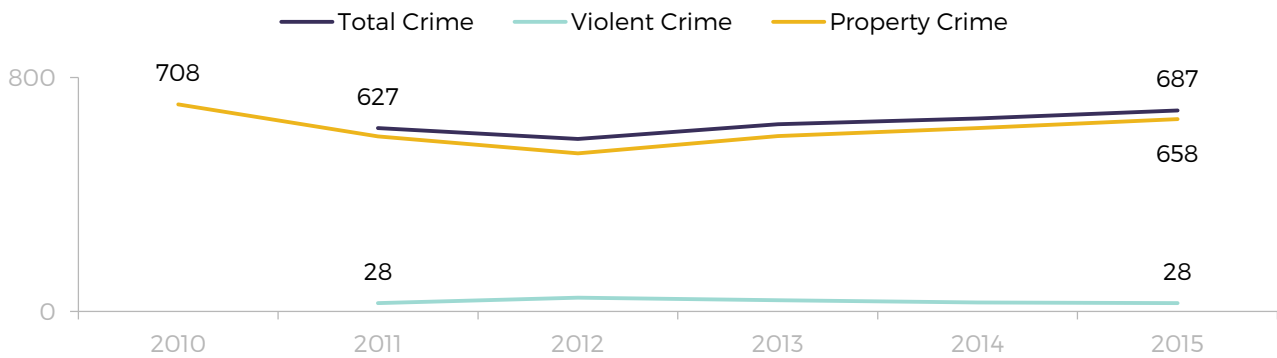
Number of Crimes, Santa Cruz County



Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

Note: In 2012, a reporting error was discovered in the City of Capitola Uniformed Crime Report data for 2011. The Records Manager found when officers were entering information in their assault reports; they were inadvertently coding information incorrectly causing aggravated assault data to be over inflated. This occurred for at least the past five years and probably longer. Upon discovering this error, the City of Capitola corrected the problem moving forward; however, they are unable to correct data that has already been submitted.

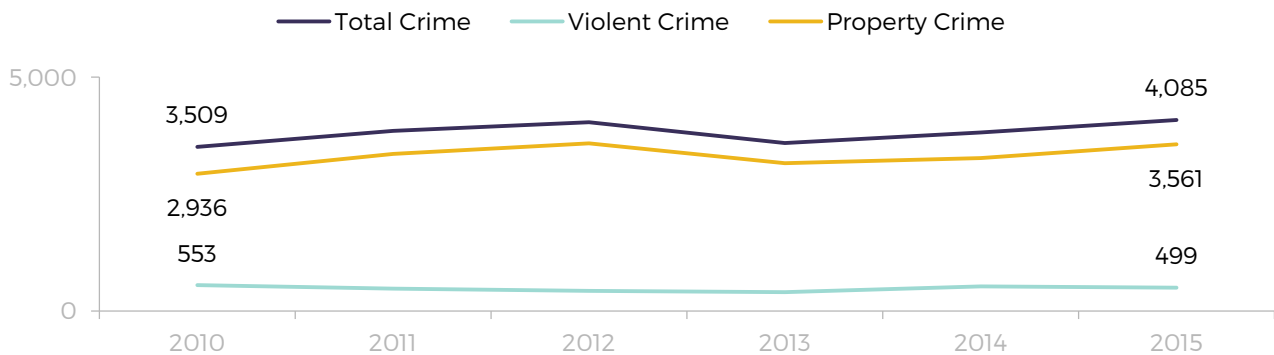
Number of Crimes, City of Capitola



Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

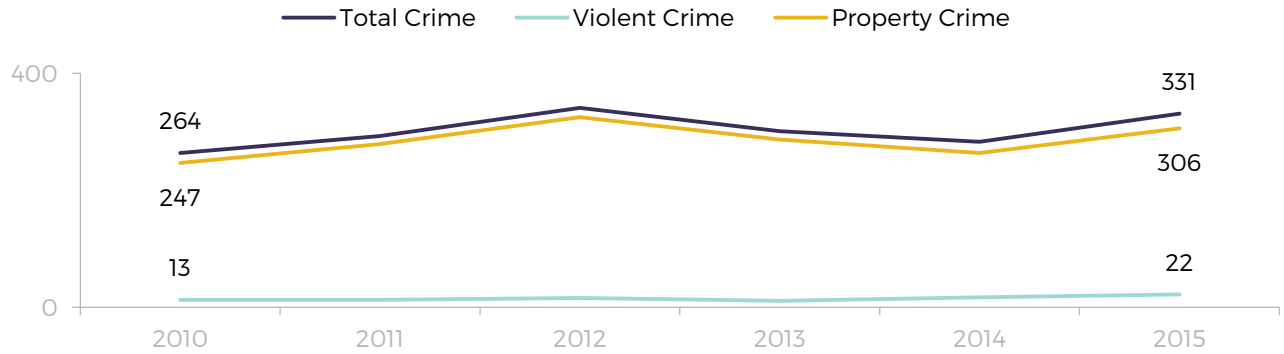
Note: See note under Number of Crimes, Santa Cruz County

Number of Crimes, City of Santa Cruz



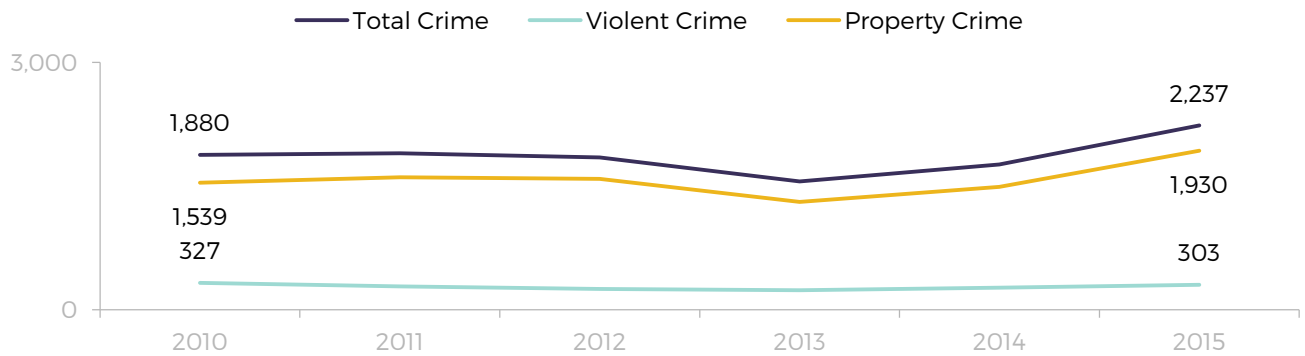
Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

Number of Crimes, City of Scotts Valley



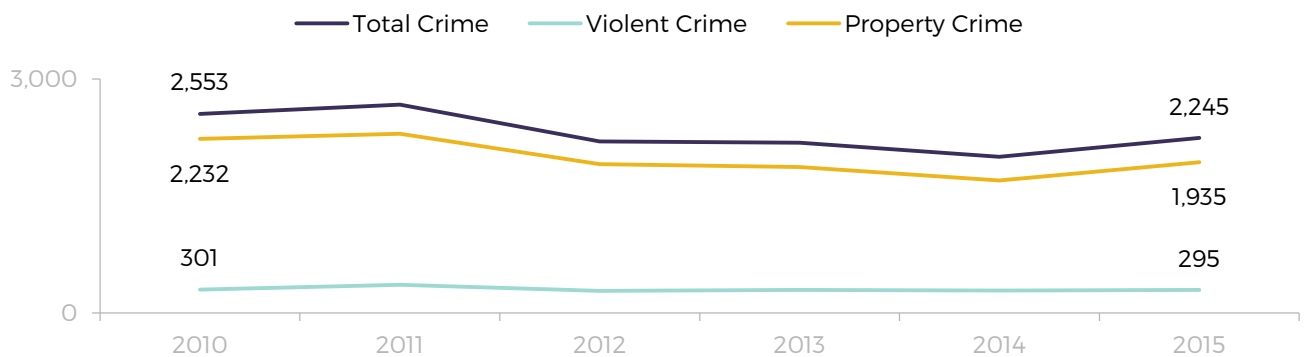
Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

Number of Crimes, City of Watsonville



Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

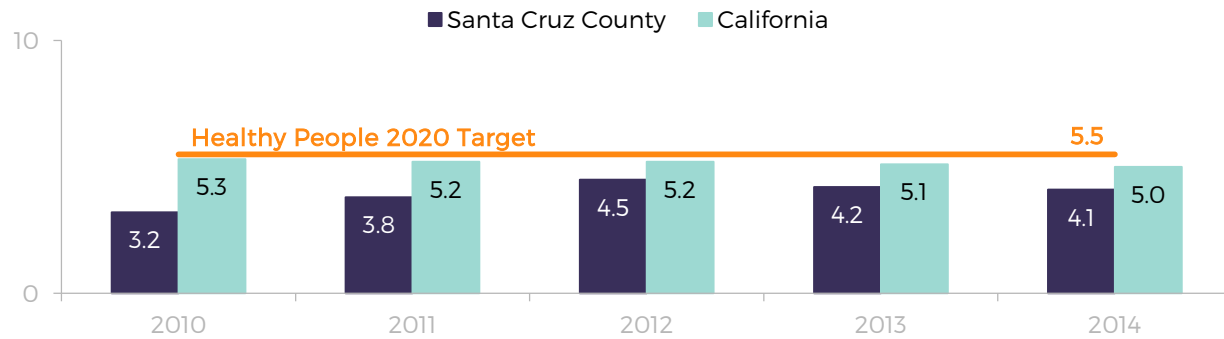
Number of Crimes, Unincorporated Areas (Sheriff's Office)



Source: California Department of Justice. (2016). 2010-2015 OpenJustice.



Homicide Age-Adjusted¹ Death Rate per 100,000 Population

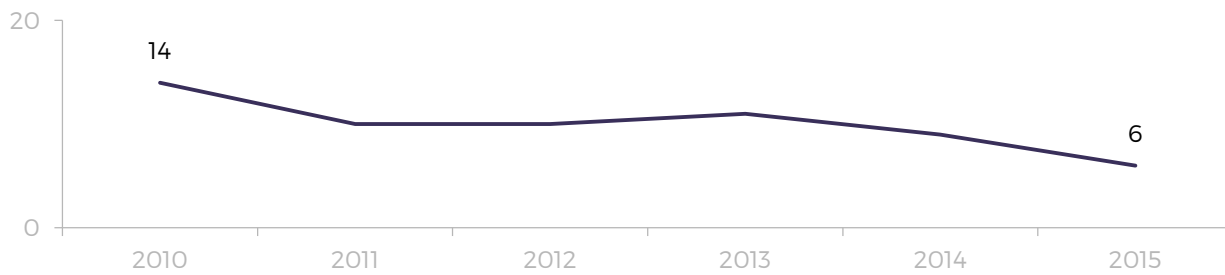


Source: California Department of Public Health. (2015). *Death Statistical Master Files*. Sacramento, CA.

Note: Reduce the homicide rate is a Leading Health Indicator per Healthy People 2020. Indicator has a target of 5.5 per 100,000 population (age adjusted) with a desired decrease associated with the indicator.

¹Please see the methodology section of the Appendices for a definition of age-adjusted.

Number of Homicides, Santa Cruz County

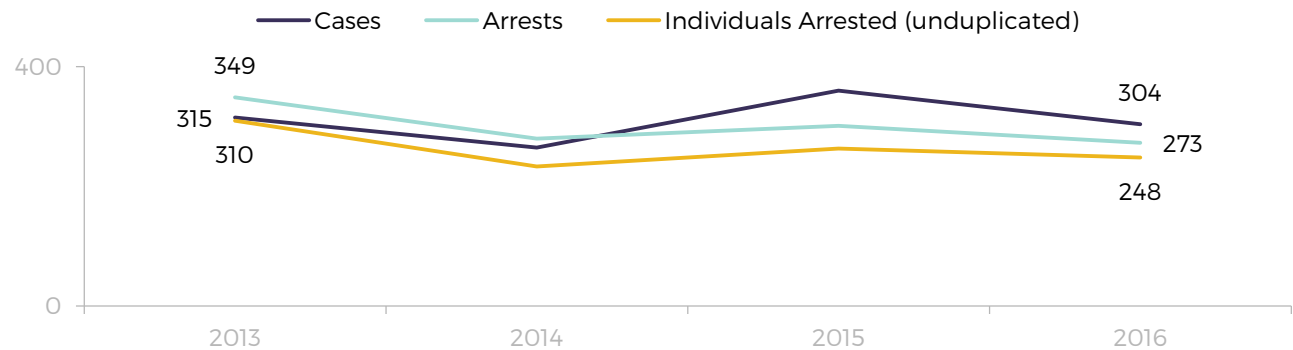


Jurisdiction	2010	2011	2012	2013	2014	2015
City of Capitola	0	1	0	1	0	0
City of Santa Cruz	6	1	3	4	1	2
City of Scotts Valley	0	0	0	0	0	0
City of Watsonville	1	5	2	3	8	4
Unincorporated Areas (Sheriff's Office)	7	3	5	3	0	0

Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

Gang Related Cases and Arrests

Gang Related Cases and Arrests

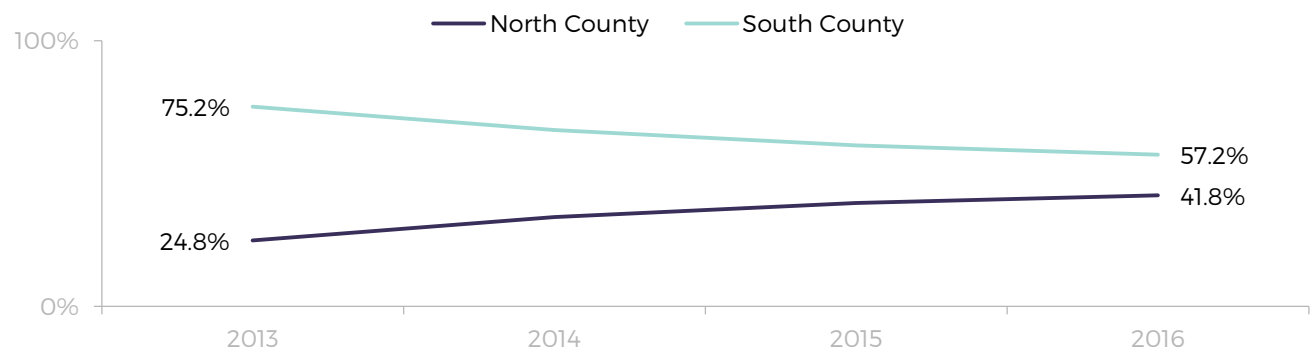


	2013	2014	2015	2016
Jurisdiction				
City of Capitola	1.3%	1.9%	1.4%	1.6%
City of Santa Cruz	13.7%	15.5%	29.4%	25.7%
City of Scotts Valley	1.6%	2.3%	3.6%	3.3%
City of Watsonville	54.9%	51.7%	50.3%	52.0%
Unincorporated Areas (Sheriff's Office)	28.6%	28.7%	14.7%	16.8%
Age of Unduplicated Arrestee among Gang Related Cases				
12-17	19.1%	15.9%	25.9%	17.3%
18-25	48.7%	39.9%	41.1%	48.4%
26 and older	32.1%	44.2%	33.0%	34.3%

Source: Santa Cruz County Anti-Crime Team. (2016). *Personal Correspondence*.

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

Incident Location of Gang Related Cases

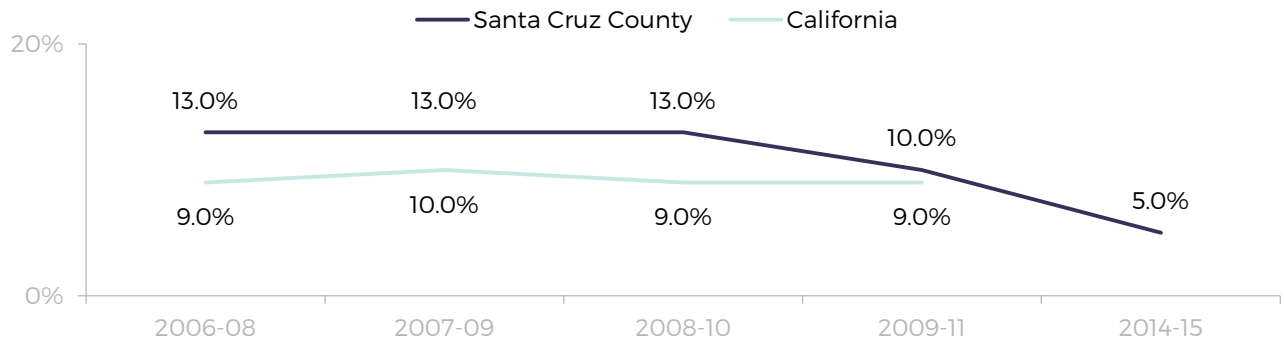


Source: Santa Cruz County Anti-Crime Team. (2016). *Personal Correspondence*.

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

Note: North County and South County are divided at Park Avenue and Highway 1 with everything north of this line reflecting North County and everything south of this line reflecting South County.

Percentage of Students Who Reported Gang Involvement, 9th Grade Students



Source: California Healthy Kids Survey, WestEd, California Department of Education. (2015). Gang Involvement, Table A6.8, by county and statewide, 2006-2015.

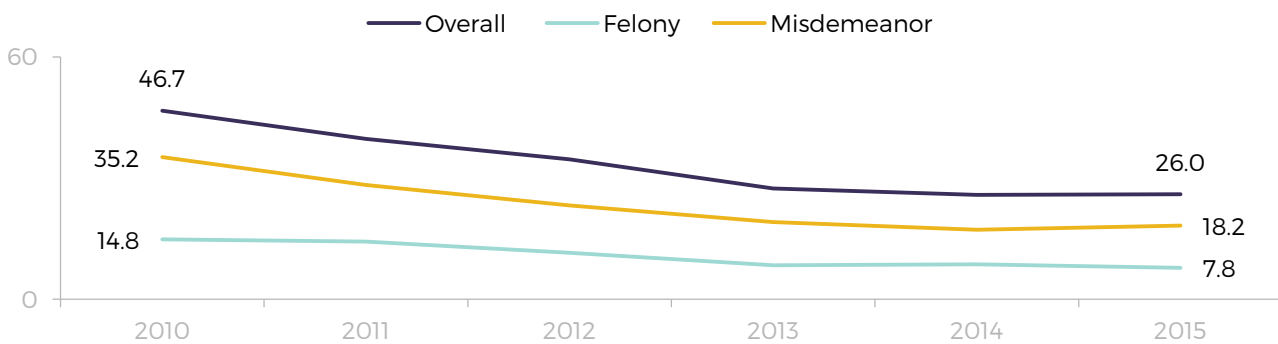
Note: California data for 2014-15 were unavailable at time of publication.

Percentage of Students Who Reported Gang Involvement, By School District and Grade, 2014-15

	7 th Grade	9 th Grade	11 th Grade
Pajaro Valley Unified School District	4.0%	5.0%	3.0%
San Lorenzo Valley Unified School District	2.0%	3.0%	6.0%
Santa Cruz City High School District	4.0%	6.0%	5.0%
Scotts Valley Unified School District	4.0%	4.0%	4.0%

Source: California Healthy Kids Survey, WestEd, California Department of Education. (2015). Gang Involvement, Table A6.8.

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



Source: California Department of Justice. (2016). 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

	2010	2011	2012	2013	2014	2015
Juvenile Misdemeanor Arrests						
Capitola Police Department	117	60	45	56	55	23
Santa Cruz Police Department	178	180	128	96	82	68
Scotts Valley Police Department	62	45	41	25	35	26
Watsonville Police Department	272	227	218	168	121	231
Santa Cruz County Sheriff's Office	142	121	106	104	111	90
Santa Cruz County Total Juvenile Misdemeanor Arrests¹	834	671	586	477	422	448
Juvenile Felony Arrests						
Capitola Police Department	14	13	14	7	6	14
Santa Cruz Police Department	67	81	78	39	47	43
Scotts Valley Police Department	22	11	9	7	7	2
Watsonville Police Department	167	155	135	105	92	92
Santa Cruz County Sheriff's Office	74	65	42	46	51	35
Santa Cruz County Total Juvenile Felony Arrests¹	351	340	290	209	210	192
Total Felony and Misdemeanor Arrests						
Santa Cruz County Total Felony and Misdemeanor Juvenile Arrests¹	1,185	1,011	876	686	632	640

Source: California Department of Justice. (2016). 2000-2020 E-4 Population Estimates for Cities, Counties and the State, 2000-2010, with 2000 and 2010 Census Counts. California Department of Justice. (2015). 2010-2015 *OpenJustice*. 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 2016.

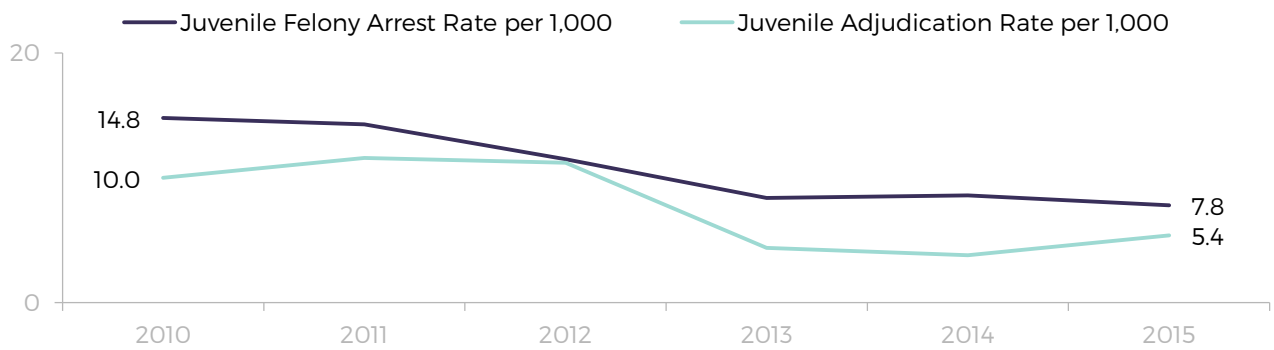
¹The total of all jurisdictions will not equal Santa Cruz County total. The County total includes the California Highway Patrol, U.C. Santa Cruz, Santa Cruz Mountains Department of Parks and Recreation, and the Union Pacific Railroad.

Juvenile Arrests by Race, Santa Cruz County

	2010	2011	2012	2013	2014	2015
Black	2.3%	3.9%	2.1%	2.8%	3.7%	4.5%
Hispanic	55.9%	59.4%	60.6%	61.4%	58.1%	68.4%
White (Not Hispanic)	38.3%	34.1%	34.0%	32.9%	34.1%	25.2%
Other	3.5%	2.5%	3.3%	2.9%	4.1%	1.9%
Total Felony and Misdemeanor Juvenile Arrests	1,185	1,114	876	686	632	640

Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

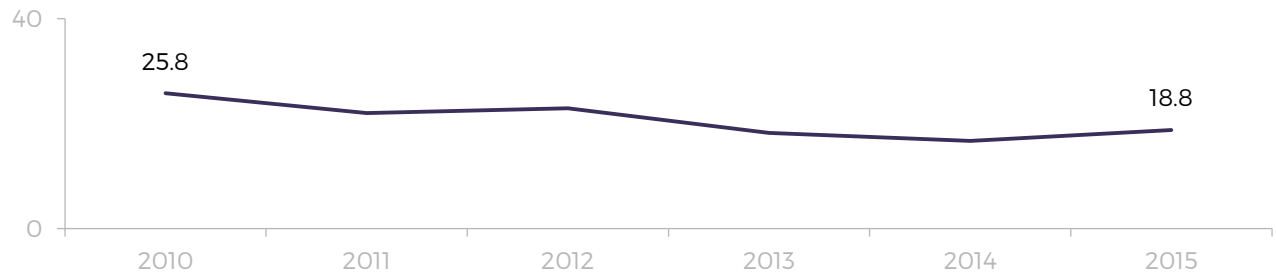
Juvenile Felony Arrests/Adjudications, Santa Cruz County



Source: Santa Cruz County Probation Department. (2016). 2010-2015 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 Booking Rate per 1,000 Youth, Santa Cruz County

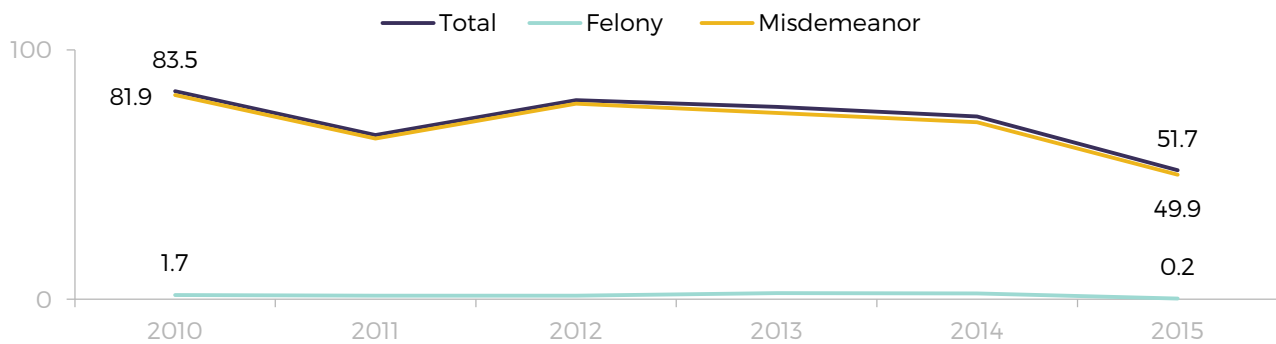


Bookings	2010	2011	2012	2013	2014	2015
Annual Bookings	611	576	562	456	410	463
Average Monthly Bookings	51	47	47	38	34	39
Gender						
Male	81.5%	81.8%	81.7%	76.3%	78.5%	84.0%
Female	18.5%	18.2%	18.3%	23.7%	21.5%	16.0%

Source: Santa Cruz County Probation Department. (2016). 2010-2015 California Department of Finance, *Race/Ethnic Population with Age and Sex Detail*. Santa Cruz County Probation Department. (2015). *Personal Correspondence*.

Driving Under the Influence

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



Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

Percentage of Adult (Ages 18-69) DUI Arrests by Ethnicity

	2010	2011	2012	2013	2014	2015
Adult Misdemeanor DUI Arrests	1,583	1,256	1,502	1,435	1,372	966
Black	2.0%	1.8%	2.1%	2.4%	1.2%	2.1%
Hispanic	39.9%	37.2%	33.7%	36.0%	36.5%	36.2%
White (Not Hispanic)	53.9%	57.1%	58.3%	56.0%	57.4%	56.7%
Other	4.2%	4.0%	5.9%	5.7%	5.0%	5.0%
Adult Felony DUI Arrests	32	27	27	47	45	36
Black	0.0%	0.0%	0.0%	2.1%	2.2%	0.0%
Hispanic	37.5%	37.0%	40.7%	31.9%	35.6%	52.8%
White (Not Hispanic)	59.4%	59.3%	59.3%	61.7%	62.2%	44.4%
Other	3.1%	3.7%	0.0%	4.3%	0.0%	2.8%
Total Adult DUI Arrests (Misdemeanor & Felony)	1,615	1,283	1,529	1,482	1,417	1,002
Black	2.0%	1.7%	2.1%	2.4%	1.2%	2.0%
Hispanic	39.9%	37.2%	33.8%	35.8%	36.5%	36.8%
White (Not Hispanic)	54.0%	57.1%	58.3%	56.1%	57.5%	56.3%
Other	4.1%	4.0%	5.8%	5.7%	4.8%	4.9%

Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

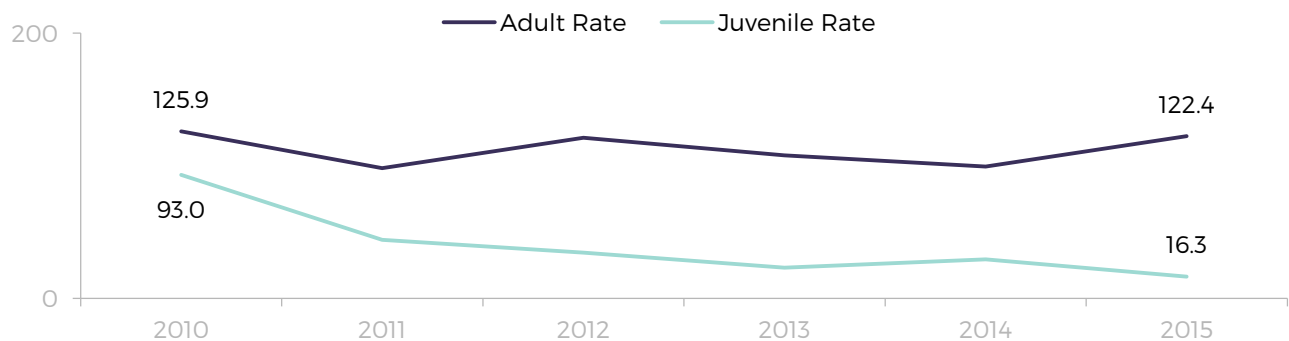
Juvenile (Ages 10-17) Misdemeanor DUI Arrests by Ethnicity

	2010	2011	2012	2013	2014	2015
Black	1	0	0	0	0	1
Hispanic	4	1	5	6	3	4
White (Not Hispanic)	9	10	17	5	3	3
Other	2	0	3	0	1	0
Santa Cruz County Total Juvenile Misdemeanor DUI Arrests	16	11	25	11	7	8

Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

Alcohol/Drug Arrests

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



Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

Adult (Ages 18-69) Drug Arrest Characteristics

	2010	2011	2012	2013	2014	2015
Adult Misdemeanor Drug Arrests	1,534	1,039	1,207	1,107	981	1,994
Marijuana	22.2%	2.7%	2.7%	3.8%	2.8%	1.0%
Dangerous Drugs	8.3%	9.0%	17.5%	26.6%	29.6%	18.5%
Other Drug Violations	69.5%	88.4%	79.9%	69.6%	67.7%	80.5%
Adult Felony Drug Arrests	900	870	1,110	965	940	376
Narcotics	43.7%	41.0%	45.8%	38.9%	41.0%	44.1%
Marijuana	11.9%	9.1%	5.7%	2.5%	3.9%	8.2%
Dangerous Drugs	42.1%	49.5%	47.7%	57.6%	54.7%	45.5%
Other Drug Violations	2.3%	0.3%	0.8%	1.0%	0.4%	2.1%
Adult Total Drug Arrests	2,434	1,881	2,317	2,072	1,921	2,370
Narcotics	16.1%	19.0%	21.9%	18.1%	20.0%	7.0%
Marijuana	18.4%	5.7%	4.1%	3.2%	3.3%	2.2%
Dangerous Drugs	20.8%	27.9%	32.0%	41.0%	41.9%	22.7%
Other Drug Violations	44.7%	49.0%	42.0%	37.7%	34.8%	68.1%

Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

Juvenile (Ages 10-17) Drug Arrest Characteristics

	2010	2011	2012	2013	2014	2015
Juvenile Misdemeanor Drug Arrests	171	65	54	42	45	26
Marijuana	88.3%	76.9%	61.1%	73.8%	62.2%	65.4%
Dangerous Drugs	6.4%	6.2%	13.0%	7.1%	6.7%	11.5%
Other Drug Violations	5.3%	16.9%	25.9%	19.0%	31.1%	23.1%
Juvenile Felony Drug Arrests	49	40	33	16	27	14
Narcotics	20.4%	35.0%	36.4%	37.5%	25.9%	0.0%
Marijuana	71.4%	42.5%	36.4%	31.3%	37.0%	64.3%
Dangerous Drugs	8.2%	22.5%	27.3%	31.3%	37.0%	35.7%
Other Drug Violations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Juvenile Total Drug Arrests	220	105	87	58	72	40
Narcotics	4.5%	13.3%	13.8%	10.3%	9.7%	0.0%
Marijuana	84.5%	63.8%	51.7%	62.1%	52.8%	65.0%
Dangerous Drugs	6.8%	12.4%	18.4%	13.8%	33.3%	20.0%
Other Drug Violations	4.1%	10.5%	16.1%	13.8%	NA	15.0%

Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

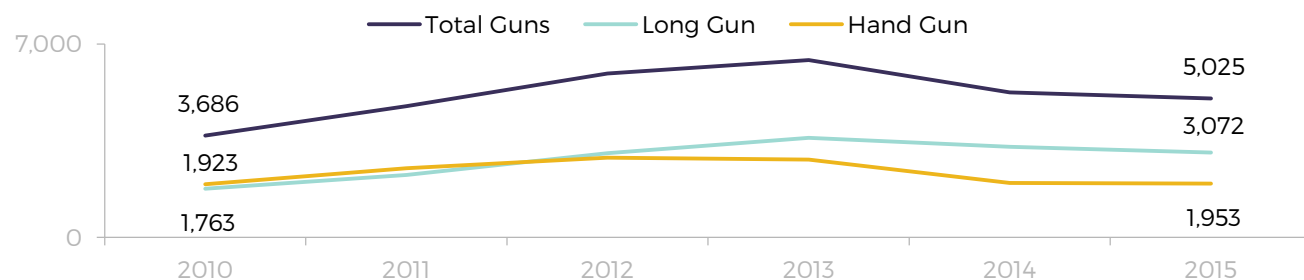
Number and Percentage of All Bookings That Are Alcohol Related, Santa Cruz County

	2010	2011	2012	2013	2014	2015
Alcohol Related Bookings	5,627	5,810	5,811	5,671	5,934	5,437
Percentage of Alcohol Related Bookings	50.4%	46.5%	45.7%	46.3%	47.3%	46.1%
Total Bookings	11,153	12,488	12,704	12,238	12,560	11,792

Source: Santa Cruz County Sheriff's Office. (2016). Personal Correspondence.

Gun Sales

Annual Gun Sales, Santa Cruz County



Source: California Department of Justice. (2016). 2010-2015 OpenJustice.

Jail Population Characteristics

Average Daily Jail Population, Santa Cruz County



Characteristics	2010	2011	2012	2013	2014	2015
Ethnicity						
African American	4.7%	4.5%	6.0%	5.5%	7.5%	7.0%
White	59.1%	56.9%	49.2%	51.7%	49.6%	47.2%
Hispanic	35.8%	35.4%	43.2%	41.1%	40.4%	42.5%
Other	2.4%	3.2%	1.6%	1.7%	2.4%	3.2%
Santa Cruz County Total Inmates	8,273	7,674	7,345	7,264	7,347	6,905
Inmates and Repeat Offenders						
Repeat Offenders	5,486	5,568	5,360	5,339	2,582	2,435
Percentage of Repeat Offenders	66.3%	72.6%	73.0%	73.5%	35.1%	35.3%
Facility¹						
Water Street Facility	350	355	356	369	374	338
Roundtree Lane Facilities	93	103	104	99	103	89
Blaine Street Facility	19	17	21	18	21	10

Source: Santa Cruz County Sheriff's Office. (2016). *Personal Correspondence*.

¹The 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.

Percentage of AB109 Cases by Sex and Ethnicity

Oct. 2011 – Sep. 2016	
Sex	
Male	86%
Female	14%
Ethnicity	
White	53%
Latino	36%
Black/African American	8%
Other	3%
Total Cases to date (Since Oct. 2011)	862

Source: Santa Cruz County Probation Department. (2016). *Personal Correspondence*.

Note: AB 109 allows for qualifying offenders with no history of violent, serious or registerable sex offenses or other exclusionary offenses to serve their sentences under local custody (in county jails as well as through community-based alternatives such as probation and rehabilitation programs).

Number of Sworn Officers by Jurisdiction

	2010	2011	2012	2013	2014	2015
Capitola Police Department	21	22	21	21	21	21
Santa Cruz Police Department	94	94	94	94	94	94
Scotts Valley Police Department	20	20	18	20	20	20
Watsonville Police Department	66	64	67	62	64	66
Santa Cruz County Sheriff's Office (Unincorporated Areas)	140	140	140	144	144	150
Santa Cruz County Total	341	340	340	341	343	351

Source: All Santa Cruz County Law Enforcement Jurisdictions. (2016).

Number of Sworn Officers by Ethnicity

2015	
Capitola Police Department	21
Caucasian	47.6%
Hispanic	38.1%
Asian	9.5%
Black	4.8%
Santa Cruz County Total	351

Source: All Santa Cruz County Law Enforcement Jurisdictions. (2016).

Note: Santa Cruz Police Department, Scotts Valley Police Department, Watsonville Police Department, and Santa Cruz County Sheriff's Office do not track ethnicity of sworn officers.

Officers per Capita by Jurisdiction

	2010	2011	2012	2013	2014	2015
Capitola Police Department	1:486	1:451	1:474	1:478	1:476	1:480
Santa Cruz Police Department	1:635	1:652	1:658	1:667	1:668	1:679
Scotts Valley Police Department	1:595	1:579	1:645	1:587	1:590	1:603
Watsonville Police Department	1:796	1:800	1:768	1:837	1:811	1:796
Santa Cruz County Sheriff's Office (Unincorporated Areas)	1:959	1:928	1:932	1:915	1:922	1:900
Santa Cruz County Average	1:798	1:776	1:780	1:786	1:785	1:779

Source: All Santa Cruz County Law Enforcement Jurisdictions. (2016). California Department of Finance, *E-4 Population Estimates for Cities, Counties and the State, 2010-2015*.

First Responders

First responders are the first to arrive and provide aid to victims on the scene of an emergency, such as an accident, natural disaster, or terrorist attack. First responders typically include police officers, firefighters, paramedics, emergency medical technicians, and search-and-rescue personnel. They are trained to deal with a wide array of potential medical emergencies.

Average Law Enforcement Response Time for Priority 1 (In Minutes: Seconds) by Jurisdiction

	2010	2011	2012	2013	2014	2015
Capitola Police Department	3:48	3:54	3:47	3:42	3:59	4:38
Santa Cruz Police Department	4:33	4:40	5:00	5:00	5:11	5:21
Scotts Valley Police Department	2:56	2:48	2:36	2:33	2:02	2:05
Watsonville Police Department	4:09	4:30	4:30	4:14	4:13	4:52
Santa Cruz County Sheriff's Office (Unincorporated Areas)	8:52	9:16	9:42	10:13	9:38	9:58

Source: Santa Cruz Consolidated Emergency Communications Center and Scotts Valley Police Department. (2016).

Note: Priority 1 is defined as a call for assistance that involves a person or an accident.

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

	2010	2011	2012	2013	2014	2015
Aptos/La Selva	5:22	5:19	5:28	5:33	5:39	5:57
Ben Lomond	6:15	5:48	5:59	5:53	5:57	6:05
Boulder Creek	6:34	6:43	6:41	6:26	6:32	7:08
Branciforte	7:43	7:44	7:29	6:55	6:55	7:21
Central	4:35	4:46	4:39	4:45	4:55	5:21
Felton	5:46	5:58	5:55	5:54	5:55	6:41
Santa Cruz	4:18	3:00	4:09	4:16	4:15	4:38
Scotts Valley	5:00	4:56	4:00	5:03	5:08	5:42
Watsonville	4:17	4:24	4:31	4:44	4:46	5:28
Zayante	7:45	8:44	8:27	8:02	8:18	9:35
Urban Areas - Santa Cruz County	5:45	5:44	5:53	6:07	6:13	7:08
Rural Areas - Santa Cruz County	9:44	9:36	10:04	9:25	9:42	12:52

Source: Santa Cruz Consolidated Emergency Communications Center. (2016). *Personal Correspondence*.

Note: Code 3 is red lights and siren emergencies.

Number of Fire and Medical Related Calls by Fire District

	2010	2011	2012	2013	2014	2015
Fire Related Calls	5,767	6,094	5,943	6,136	6,630	6,588
Aptos/La Selva	678	743	671	620	662	666
Ben Lomond	133	141	122	119	127	112
Boulder Creek	269	269	268	233	288	233
Branciforte	89	79	69	58	86	49
Central	1,163	1,205	1,103	1,192	1,215	1,228
Felton	228	217	178	233	265	198
Santa Cruz	1,503	1,580	1,702	1,873	2,096	2,232
Scotts Valley	464	519	455	465	481	471
Watsonville	1,171	1,251	1,302	1,271	1,284	1,298
Zayante	69	90	73	72	126	101
Medical Related Calls	15,810	15,824	17,034	17,141	18,574	19,662
Aptos/La Selva	1,262	1,344	1,479	1,290	1,491	1,544
Ben Lomond	195	223	215	212	255	219
Boulder Creek	401	473	486	521	491	522
Branciforte	46	39	52	66	66	63
Central	3,402	3,415	3,620	3,556	4,122	4,359
Felton	291	333	392	387	379	347
Santa Cruz	5,551	5,387	6,067	6,329	6,641	7,135
Scotts Valley	1,149	1,194	1,182	1,182	1,359	1,342
Watsonville	3,422	3,311	3,457	3,517	3,676	4,030
Zayante	91	105	84	81	94	101

Source: Santa Cruz Consolidated Emergency Communications Center. (2016). *Personal Correspondence*.

Violence

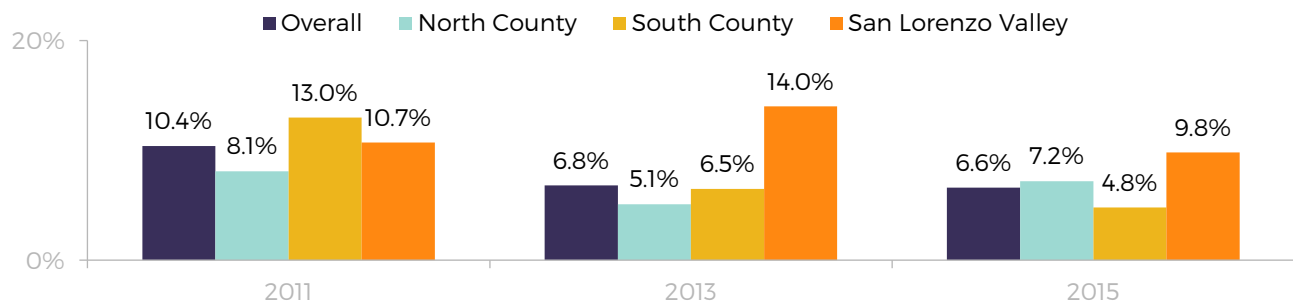


Family violence is when someone uses abusive behavior to control and/or harm a member of their family, or someone with whom they have an intimate relationship.⁹⁷ Family violence includes many different forms of physical, sexual, emotional, and financial abuse, as well as neglect carried out by family members or intimate partners. Family violence can have serious-and sometimes fatal consequences for victims and for those who witness the violence.

Child abuse and neglect are found in families across the social and economic spectrum. The effects of maltreatment and associated stress impact brain development and can also harm the progression of the nervous and immune systems; moreover, physical abuse results in injuries including burns and broken bones.⁹⁸ Children who experience maltreatment are more likely to engage in high-risk behaviors, exhibit issues such as eating disorders and depression, and can also have trouble forming healthy relationships as adults.⁹⁹

Family Violence

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; San Lorenzo Valley n: 243.

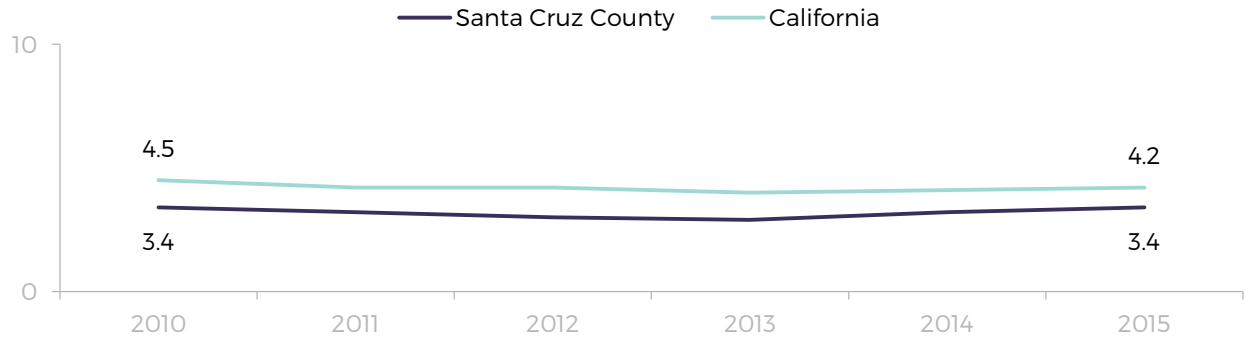
Source: Applied Survey Research. (2015). 2011-2015 Santa Cruz County Community Assessment Project, Telephone Survey, Watsonville, CA.

⁹⁷ Department of Justice, Government of Canada. Accessed September 2016 from <http://www.justice.gc.ca/eng/cj-jp/fv-vf/about-apropos.html>.

⁹⁸ Centers for Disease Control and Prevention. *Understanding Child Maltreatment Fact Sheet*. 2014. Available at: <http://www.cdc.gov/violenceprevention/pdf/understanding-cm-factsheet.pdf>. Accessed November 20, 2015

⁹⁹ Centers for Disease Control and Prevention, Injury Prevention and Control: A Division of Violence Prevention. *Child Maltreatment: Consequences*. *Centers for Disease Control and Prevention* 2014. Available at: <http://www.cdc.gov/violenceprevention/childmaltreatment/consequences.html>. Accessed November 20, 2015.

Rate of Domestic Violence Calls per 1,000 Population and Number of Domestic Violence Calls



Jurisdiction	2010	2011	2012	2013	2014	2015
Capitola Police Department	62	55	28	44	22	39
Santa Cruz Police Department	291	281	280	289	332	334
Scotts Valley Police Department	29	36	29	32	35	33
Watsonville Police Department	226	210	187	164	191	192
Santa Cruz County Sheriff's Office (Unincorporated Areas)	282	249	251	241	256	333
Santa Cruz County Total Number of Calls¹	896	841	783	785	850	937

Source: California Department of Justice. (2016). 2010-2015 California Criminal Justice Profile. California Department of Finance (2016). 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.

Number of Domestic Violence Cases with Weapons by Jurisdiction

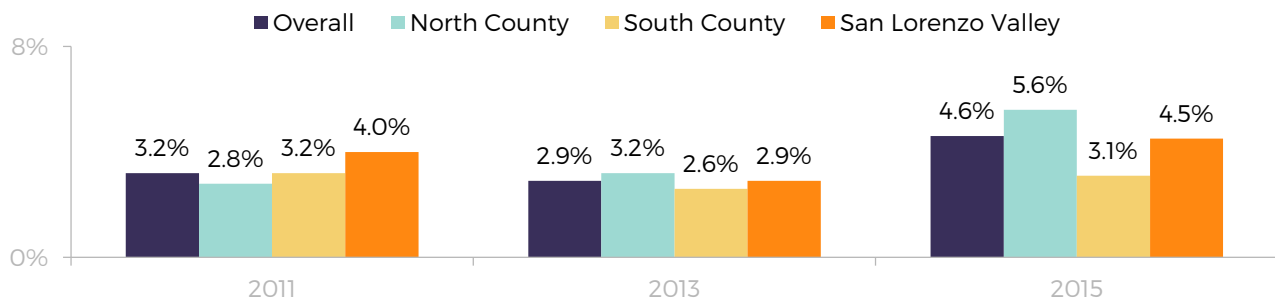
	2010	2011	2012	2013	2014	2015
Capitola Police Department	32	23	27	43	21	33
Santa Cruz Police Department	32	31	21	60	53	36
Scotts Valley Police Department	1	1	4	5	4	4
Watsonville Police Department	32	29	32	21	41	30
Santa Cruz County Sheriff's Office (Unincorporated Areas)	58	68	65	63	73	138
Santa Cruz County Total Number of Cases¹	155	160	151	199	198	244

Source: California Department of Justice. (2016). 2010-2015 OpenJustice. California Department of Finance (2016). 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.

Elder Abuse

☎ 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; San Lorenzo Valley n: 239.

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

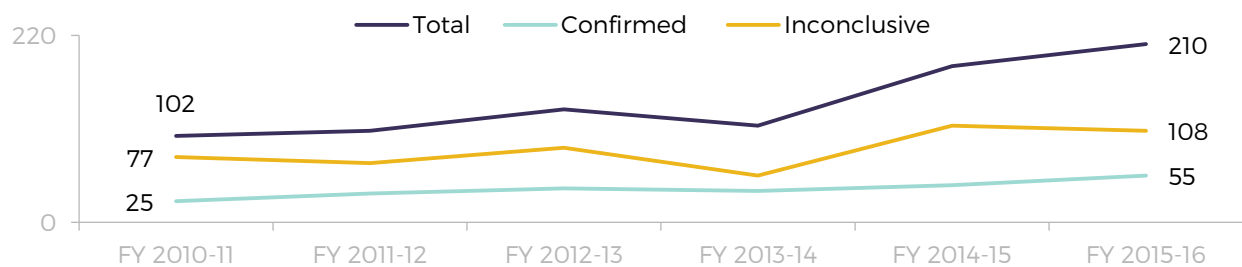
Reported Cases and Referrals of Elder Abuse

	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
Number of Referrals to Adult Protective Services	552	496	716	555	708
Number of Elder Cases that are Investigated	338	317	424	422	511
Number of Dependent Adult Cases that are Investigated	124	104	176	126	177
Santa Cruz County Total Number of Cases Investigated	462	421	600	548	688

Source: Santa Cruz County Human Services Department. (2016). *Personal Correspondence*.

Note: Data shown are most recent available.

Number of Cases of Financial Abuse among Elders (Ages 65+) and Dependent Adults (Ages 18-64), Santa Cruz County

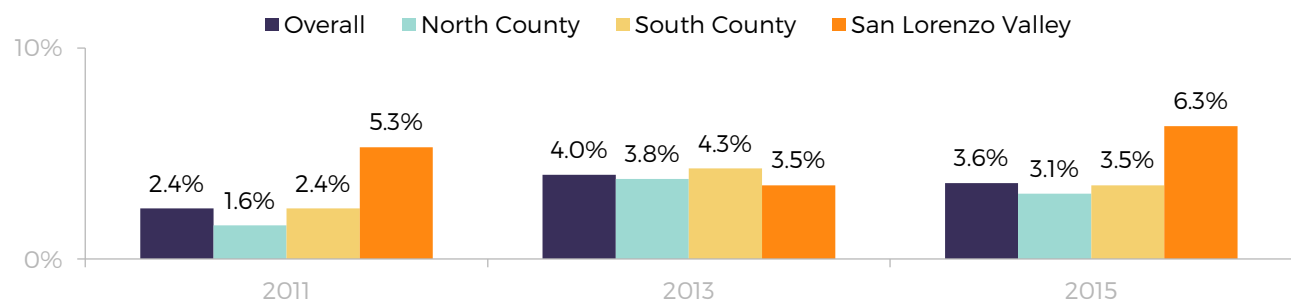


Source: County of Santa Cruz, Human Services Department (2016). *Personal Correspondence*.

Note: Total reflects confirmed, inconclusive, and unfounded cases. Unfounded cases are not displayed in chart.

Child Abuse

📞 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

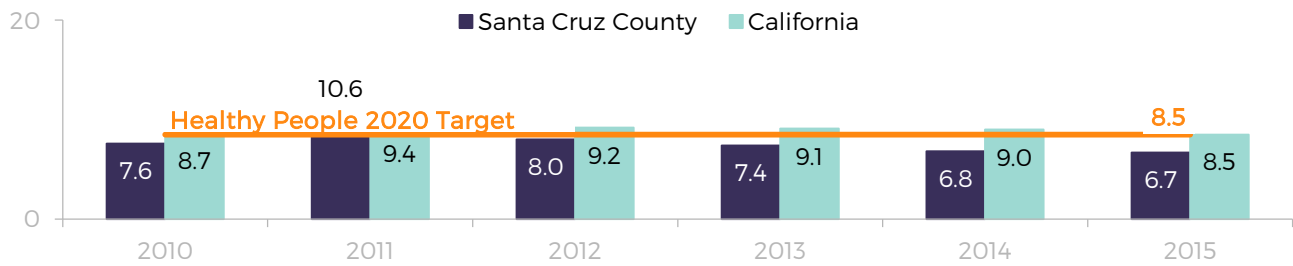


2015 - Overall n: 769; North County n: 275; South County n: 253; San Lorenzo Valley n: 241.

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



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



	2010	2011	2012	2013	2014	2015
Types of Abuse¹						
General Neglect	259	381	307	240	209	219
Emotional Abuse	41	61	34	47	39	28
Physical Abuse	32	52	38	50	43	30
Severe Neglect	72	51	48	35	58	64
Sexual Abuse	21	35	15	35	22	35
At Risk, Sibling Abused	9	4	6	4	4	2
Caretaker Absence or Incapacity	1	0	0	0	0	3
Exploitation	0	0	0	1	0	0
Santa Cruz County Total	435	584	448	412	375	381
California Total	87,311	87,263	84,590	83,602	79,179	76,909
Ethnicity						
Hispanic	7.6	11.7	8.1	8.1	8.4	7.3
White	8.5	9.8	8.6	6.7	5.0	6.3
Santa Cruz County Total	7.6	10.6	8.0	7.4	6.8	6.7
California Total	8.7	9.4	9.2	9.1	9.0	8.5

Source: Needell, B. et al. (2016). 2010-2015 *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.

Note: Reduce nonfatal child maltreatment is an indicator per Healthy People 2020. Indicator has a target of 8.5 nonfatal child maltreatment per 1,000 population (<18 years) with a desired decrease associated with the indicator.

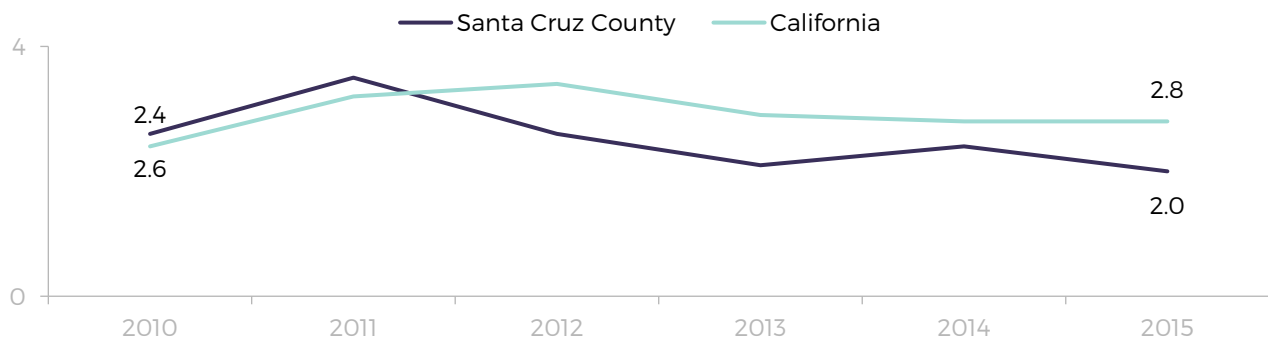
¹ For more information regarding allegation types, visit: <https://www.childwelfare.gov/pubPDFs/define.pdf>

Child Entry into Foster Care

Children who are victims of child abuse or neglect may be placed in foster care by the court. Foster care is care for children ages birth through 17 who are removed from their parents' or guardians' home and placed in a different setting, such as a family foster care home, relatives' home, group residential home, or an institutional care facility. It is generally held that the child's best interests are served by being with their parents, and there is often an effort to address the issues at home so as to reunite the family.¹⁰⁰

Foster care is meant to provide temporary living arrangements for children who cannot safely remain at home due to circumstances such as inadequate housing, child maltreatment, or neglect.¹⁰¹ Placements within foster care are meant to be short term with the intent of moving the child into a place of permanence, which can be with birth family members or an adoptive family.¹⁰² Unfortunately, many children stay in foster care for extended periods of time and often go through multiple placements during this tenure. According to the Administration for Children and Families, more than one-quarter (28%) of children in foster care have been in the system for 24 months or more.¹⁰³

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



Source: Needell, B. et al. (2016). 2010-2015 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

¹⁰⁰ Department of Health and Human Services, Administration for Children and Families. (2010). Family Preservation Services. Retrieved 2010 from <http://www.childwelfare.gov/supporting/preservation/>

¹⁰¹ Foster Care. *Child Trends* 2014. Available at: <http://www.childtrends.org/?indicators=foster-care>. Accessed November 19, 2015.

¹⁰² Bill Wilson Center, *Adoption/Foster Care Services*. 2015. Available at: <http://www.billwilsoncenter.org/services/all/foster.html>. Accessed November 19, 2015.

¹⁰³ U.S. Department of Health and Human Services, Administration on Children, Youth and Families, Children's Bureau (2015) *The AFCARS Report, Preliminary FY 2014 Estimates as of July 2015, No. 22*. Available at: <http://www.acf.hhs.gov/sites/default/files/cb/afcarsreport22.pdf>. Accessed November 19, 2015

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

	2010	2011	2012	2013	2014	2015
Asian/Pacific Islander	0.5	3.4	3.0	0.0	0.8	1.5
Black	5.1	15.6	7.1	14.2	12.9	16.1
Hispanic	2.3	3.5	2.3	2.0	2.9	2.0
Native American	0.0	0.0	0.0	6.5	0.0	7.5
White	3.3	3.7	3.2	2.3	1.9	1.9
Total Foster Care First Entries	148	191	148	117	137	110

Source: Needell, B. et al. (2016). 2010-2015 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

Exit Status after 12 months in Foster Care

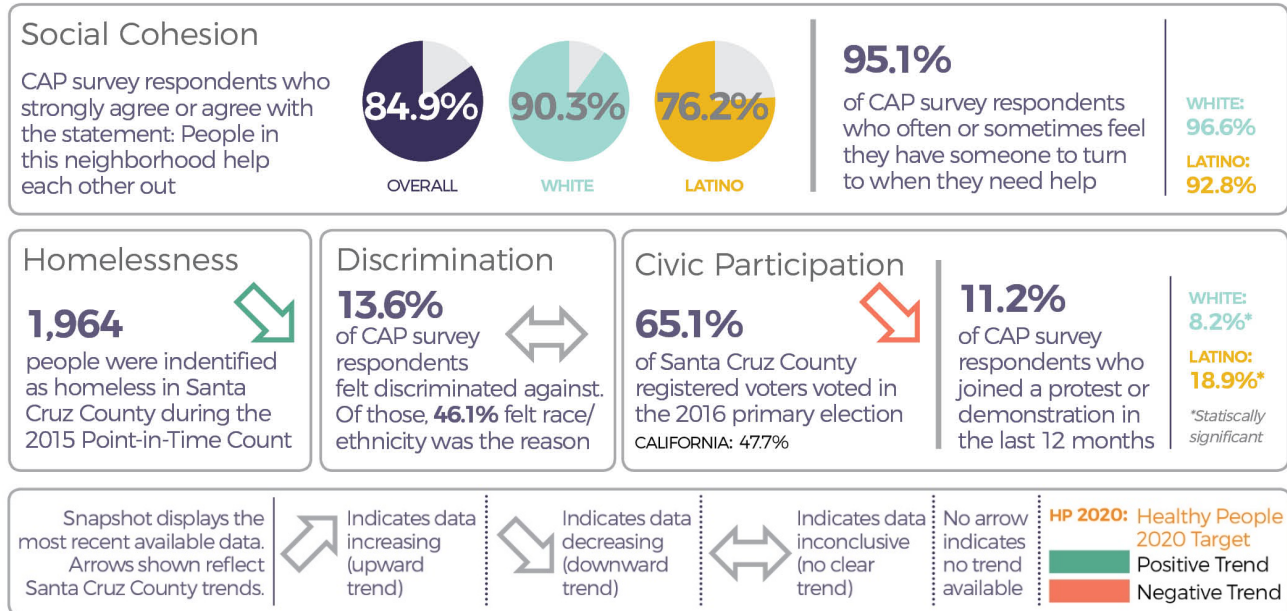
	2010	2011	2012	2013	2014	2015
Reunified	58.1%	53.5%	47.8%	32.9%	48.5%	51.1%
Adopted	29.5%	29.9%	32.4%	45.7%	43.2%	35.6%
Kin-GAP	0.0%	3.2%	10.3%	9.1%	1.5%	3.7%
Other Guardianship	0.8%	2.5%	1.5%	3.0%	1.5%	0.0%
Emancipated	10.9%	9.6%	6.6%	4.9%	3.0%	5.2%
Other	0.8%	1.3%	1.5%	4.3%	2.3%	4.4%

Source: Needell, B. et al. (2016). 2010-2015 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

Social Environment

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Social Environment Snapshot



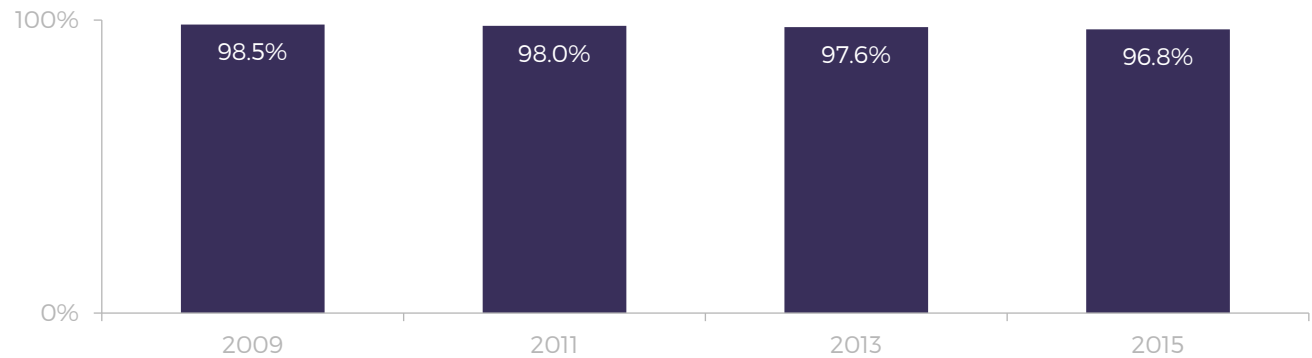
Social Environment Community Goals for 2020

- 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.
 - » Community Hero: Margaret Gordon
- Goal 2: By the year 2020, schools and communities will be safe, supportive, and engaging places for children, youth, and families.
 - » Community Hero: Ingrid Trejo
- Goal 3: By the year 2020, more Santa Cruz County residents will feel empowered to experience and pursue long-term quality of life.

Quality of Life

Quality of life is a broad multidimensional concept that encompasses both positive and negative aspects of life. Although health is one of the important domains of overall quality of life, there are other domains as well, including jobs, housing, schools, and the neighborhood, aspects of culture, values, and spirituality.¹⁰⁴ Focusing on quality of life as an outcome can bridge boundaries between disciplines and between social, mental, and medical services.

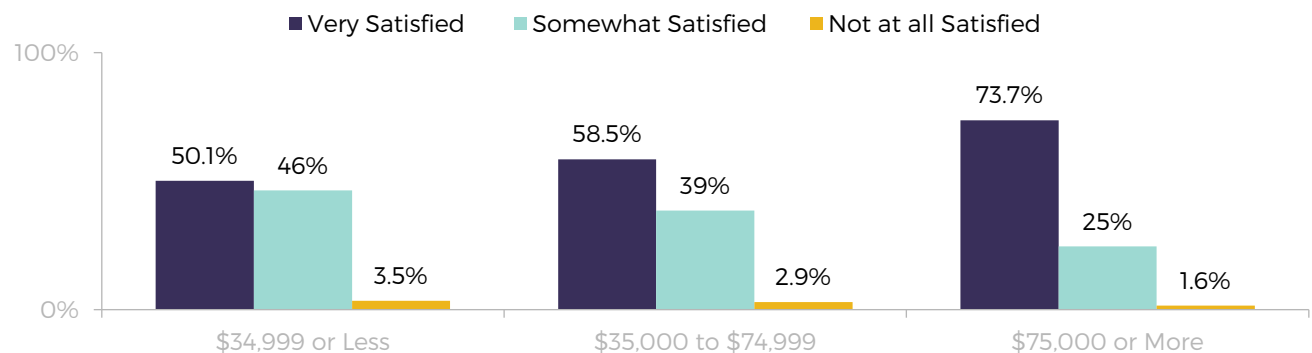
📞 How satisfied are you with your overall quality of life? (Respondents answering “Very or Somewhat Satisfied”)



2015 - Overall n: 775.

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

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

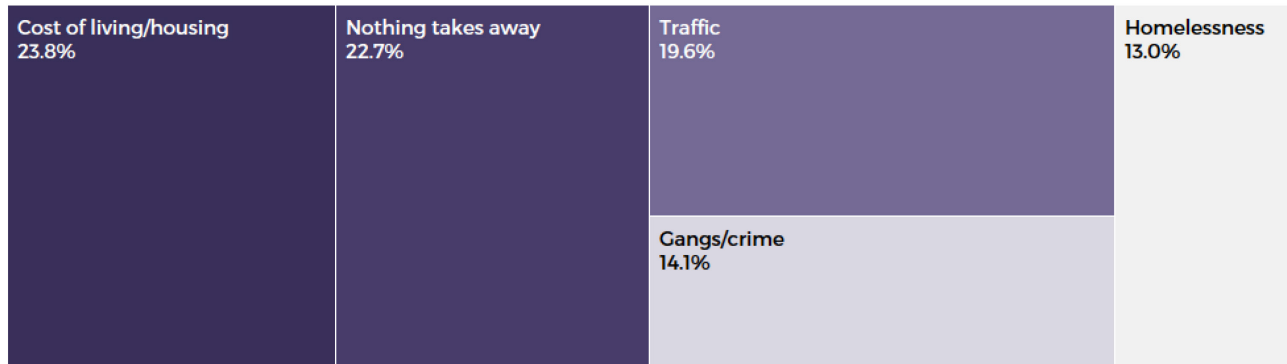


2015 - \$34,999 or Less n: 254; \$35,000 to \$74,999 n: 194; \$75,000 or More n: 239.

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

¹⁰⁴ Centers for Disease Control and Prevention. Health-Related Quality of Life. Accessed September 2016 from <http://www.cdc.gov/hrqol/concept.htm>.

📞 What do you think takes away from your quality of life in Santa Cruz County?
(Top 5 Responses) – 2015



2005	2007	2009	2011	2013
1. Traffic (32.3%)	1. Traffic (31.1%)	1. Nothing takes away (18.6%)	1. Nothing takes away (19.3%)	1. Gangs/Crime (23.2%)
2. Cost of living/housing (23.2%)	2. Cost of living/housing (20.1%)	2. Traffic (13.8%)	2. Traffic (15.7%)	2. Nothing takes away (16.7%)
3. Overcrowding (12.6%)	3. Overcrowding (10.7%)	3. Cost of living/housing (13.5%)	3. Gangs/ crime (15.2%)	3. Traffic (16.3%)
4. Government (6.7%)	4. Gangs/ crime (9.7%)	4. Gangs/ crime (11.3%)	4. Cost of living/housing (14.4%)	4. Homelessness (13.3%)
5. 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%)

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 – 2015

White



Latino



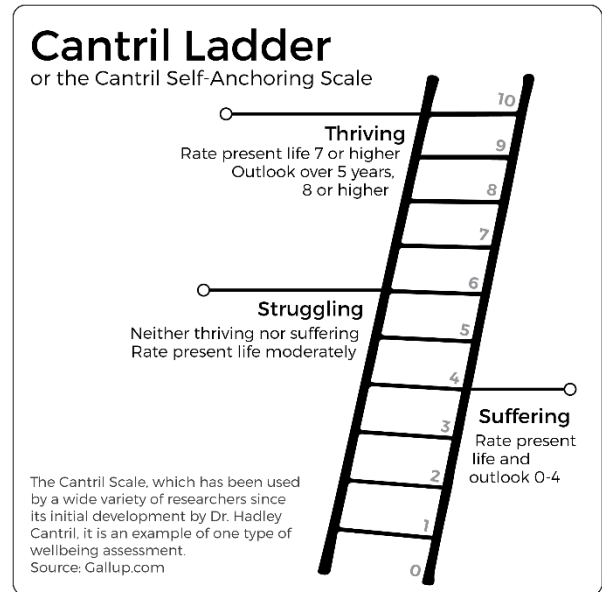
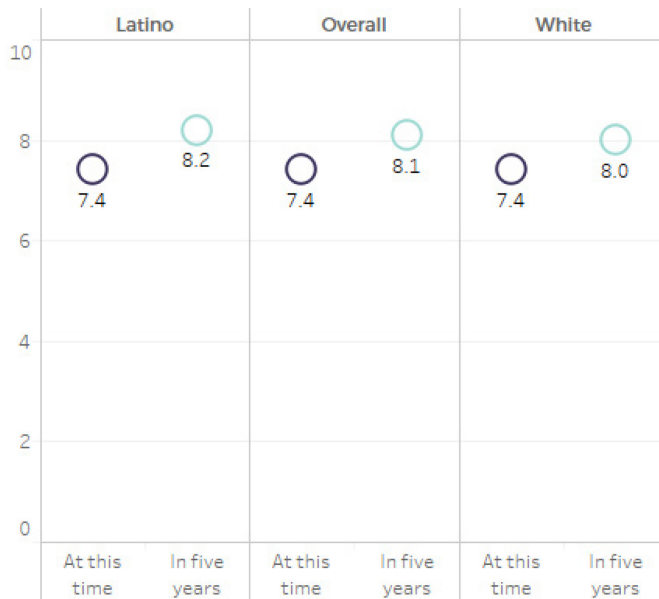
2015 – White n: 401 respondents offering 543 responses; Latino n: 229 respondents offering 276 responses.

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



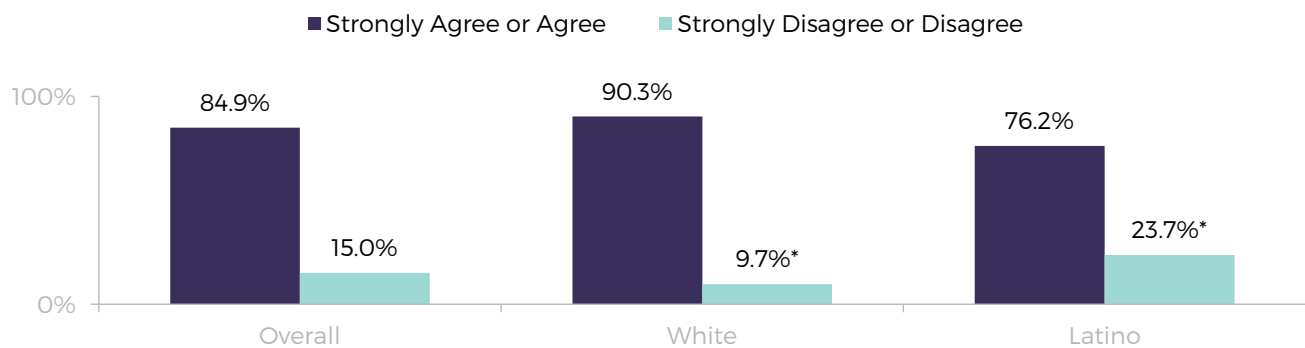
2015 – At This Time n: 775; Five Years from Now n: 692.

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

Social Support

Social support means having friends and other people, including family, to turn to in times of need or crisis. Social support enhances quality of life and provides a buffer against adverse life events, and has been shown to reduce the psychological and physiological consequences of stress, and may enhance immune function.¹⁰⁵ People that are supported by close relationships with friends, family, or fellow members of church, work, or other support groups are less vulnerable to ill health and premature death.¹⁰⁶ Social networks, whether formal (such as a church or social club) or informal (meeting with friends) provide a sense of belonging, security, and community.

📞 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.

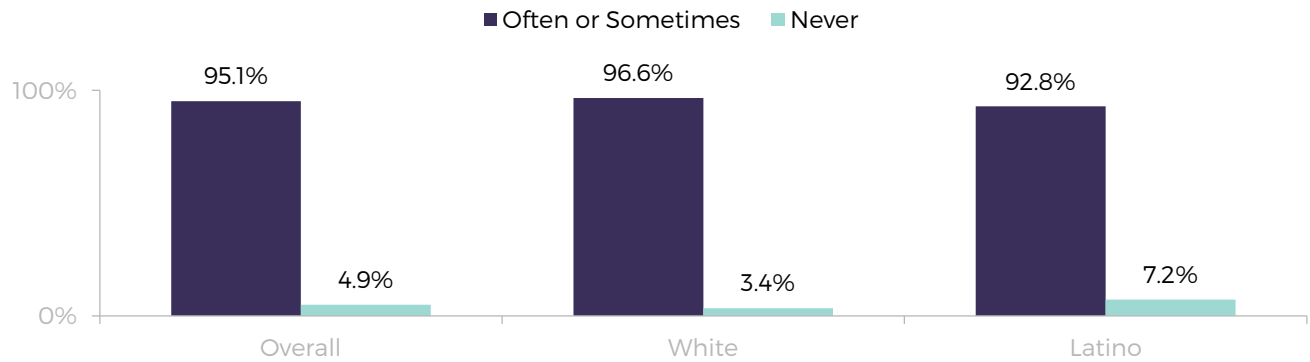
Source: Applied Survey Research. (2015). 2011-2015 Santa Cruz County Community Assessment Project, Telephone Survey, Watsonville, CA.

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

¹⁰⁵ University of Minnesota. Taking Charge of Your Health and Wellbeing, Social Support. Accessed September 2016 from <http://www.takingcharge.csh.umn.edu/explore-healing-practices/social-support>.

¹⁰⁶ Ibid.

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



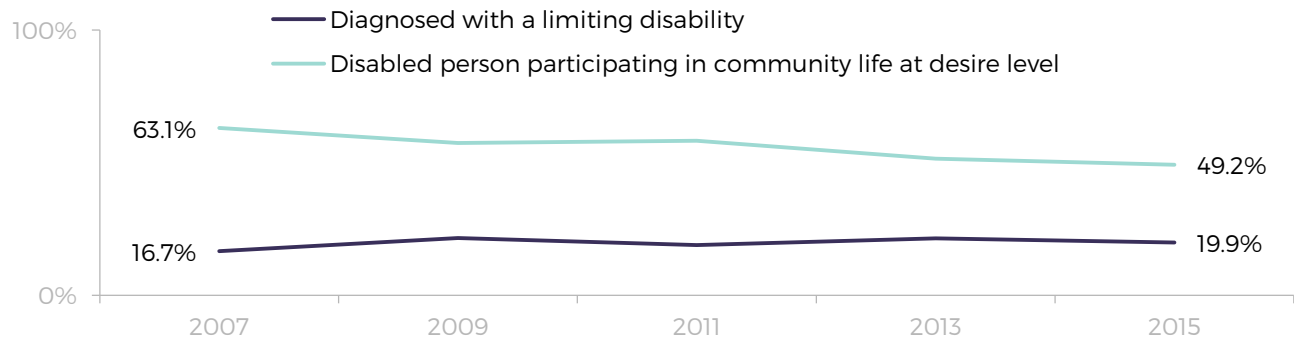
2015 - Overall n: 779; White n: 422; Latino n: 286.

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

Persons with Disabilities

It is important for every society to provide the resources necessary to allow all individuals to participate fully in their community, regardless of their physical, mental, or developmental disability.

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



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? 2015 - Overall n: 775; is the person with a disability participating in community life at the level he or she desires? 2015 - Overall n: 147.

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 for the question, "Have you or a member of your household been diagnosed..."

 Age(s) of the person(s) diagnosed as having a disability

	2007	2009	2011	2013	2015
0-5 Years	0.4%	0.7%	2.8%	3.4%	0.5%
6-24 Years	16.8%	8.4%	8.3%	7.5%	10.8%
25-64 Years	47.9%	50.5%	57.8%	49.6%	51.7%
65+ Years	46.5%	50.8%	42.1%	43.3%	42.0%

What is/are the age(s) of the person(s) diagnosed as having a disability? 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: "What is/are the age(s)..." was a multiple response question so percentages do not add up to 100%.

People with Any Disability by Age Group, Santa Cruz County

	2010	2011	2012	2013	2014	2015
Under 5	0.8%	0.2%	1.9%	0.0%	0.6%	<0.1%
5-17	4.8%	2.7%	4.8%	4.3%	4.6%	3.1%
18-34	4.6%	3.9%	2.5%	3.6%	5.3%	8.0%
35-64	9.2%	9.0%	8.8%	9.7%	7.8%	11.9%
65-74	18.7%	18.9%	20.1%	17.9%	17.7%	20.2%
75 & Older	48.9%	49.8%	48.2%	47.1%	38.4%	46.9%
Santa Cruz County Population With Any Disability	24,009	23,242	23,709	24,558	23,152	31,384
Percentage of Santa Cruz County Total Population with Disability	9.3%	8.8%	8.9%	9.2%	8.6%	11.5%

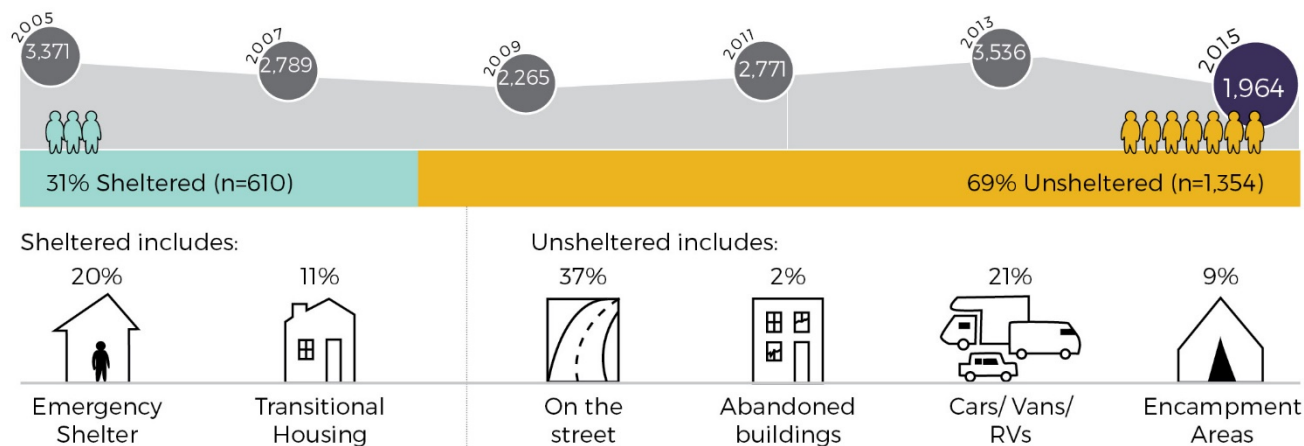
Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

Homelessness

The pathways into and out of homelessness reflect an intricate interplay between structural factors, systems failures, and individual circumstances. Homelessness is usually the result of the cumulative impact of a number of factors, rather than a single cause. The scarcity of affordable housing in the United States, particularly in more urban areas where homelessness is more prevalent, is a major structural barrier to acquiring or maintaining housing.¹⁰⁷

Nationally, 564,708 people were homeless on a given night in the United States in January 2015. Of that number, 36% were people in families, and 64% were individuals.¹⁰⁸ Between 2014 and 2015, California had the second largest increase in homelessness (1,786). Locally, Santa Cruz County has one of the largest concentrations of individuals without housing in the country.¹⁰⁹

Sheltered versus Unsheltered Homeless Population, Santa Cruz County



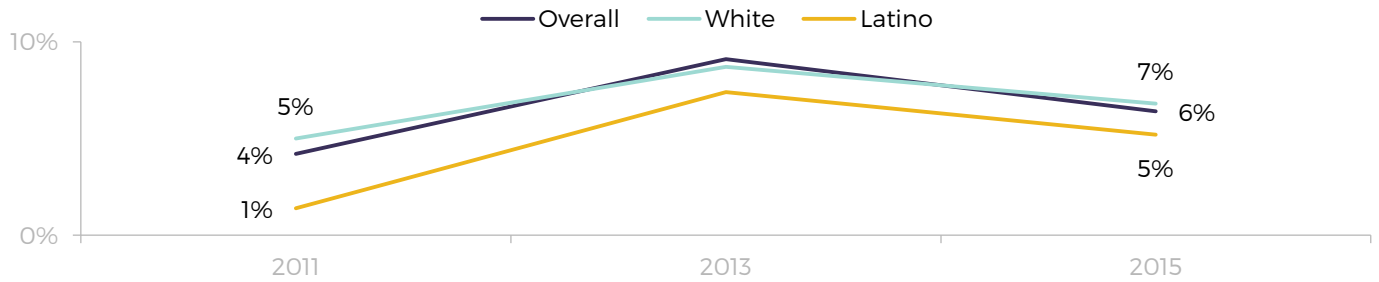
Source: Applied Survey Research. (2015). Santa Cruz County 2015 Homeless Census & Survey. Watsonville, CA.

¹⁰⁷ National Alliance to End Homelessness. Snapshot of Homelessness. Accessed September 2016 from http://www.endhomelessness.org/pages/snapshot_of_homelessness.

¹⁰⁸ The US Department of Housing and Urban Development. 2015. *The 2015 Annual Homeless Assessment Report to Congress*.

¹⁰⁹ Ibid.

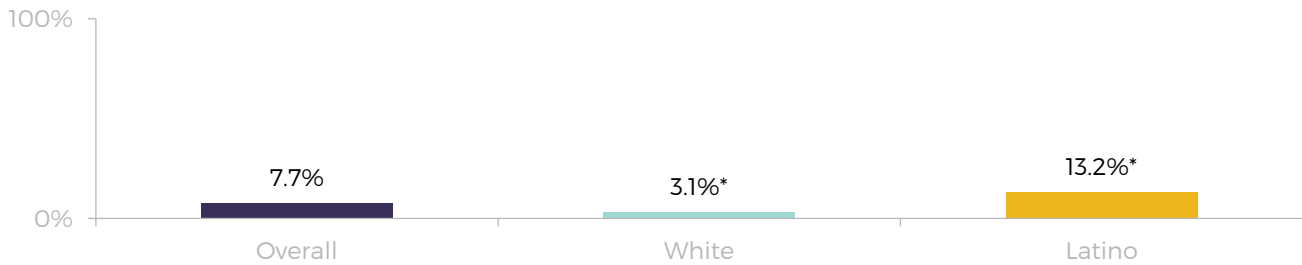
☎ Is anyone staying at your address on a temporary basis that otherwise might be considered homeless? (Respondents answering “Yes”) By Ethnicity



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.

Number of CalWORKs Requests Received for Homeless Assistance¹

	2010	2011	2012	2013	2014	2015
Santa Cruz County²	144	129	118	130	102	153
California	54,604	54,849	51,770	48,970	49,247	48,149

Source: CalWORKs Homeless Assistance Program. (2016). 2010-2015 *Monthly Statistical Report*.

¹ Homeless assistance is 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.

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

Homeless Children Receiving Services under the McKinney-Vento Act¹, Santa Cruz County

	2010-11	2011-12	2012-13	2013-14	2014-15
Total Number of Homeless Children Receiving Services	3,357	4,637	4,005	3,286	3,024
Doubled-up Homeless ²	79.0%	78.0%	81.0%	80.2%	83.2%
Shelters ³	13.5%	12.1%	15.4%	8.9%	9.2%
Unsheltered ⁴	6.1%	8.2%	2.6%	6.9%	5.8%
Motels/Hotels	1.4%	1.7%	1.0%	4.0%	1.8%
Pre-school	5.7%	17.0%	5.5%	15.6%	0.8%
Primary (Grades K-3)	36.3%	29.0%	29.3%	30.5%	40.6%
Intermediate (Grades 4-6)	19.3%	17.0%	23.1%	21.7%	24.5%
Middle School (Grades 7-8)	14.3%	12.0%	14.9%	12.5%	14.5%
High School (Grades 9-12)	24.3%	25.0%	27.2%	19.6%	19.5%
Percentage of Students Who Are Homeless & Receiving Services	8.6%	11.8%	10.8%	8.2%	7.5%
Total Student Enrollment in Santa Cruz County	38,971	39,334	37,219	40,295	40,584

Homeless Children Receiving Services under the McKinney-Vento Act by Source: Santa Cruz County Office of Education. (2015). 2010-2015 *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.

¹The McKinney-Vento 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: A) means individuals who lack a fixed, regular, and adequate nighttime residence; and (B) includes—(i) children and youths who are sharing the housing of other persons due to loss of housing, economic hardship, or a similar reason; are living in motels, hotels, trailer parks, or camping grounds due to the lack of alternative accommodations; are living in emergency or transitional shelters; are abandoned in hospitals; or are awaiting foster care placement; (ii) children and youths who have a primary nighttime residence that is a public or private place not designed for or ordinarily used as a regular sleeping accommodation for human beings; (iii) children and youths who are living in cars, parks, public spaces, abandoned buildings, substandard housing, bus or train stations, or similar settings; and (iv) migratory children who qualify as homeless for the purposes of this subtitle because the children are living in circumstances described in clauses (i) through (iii).

²The term “Doubled-up Homeless” refers to two to three families housed in a single housing unit due to an inability to find permanent housing.

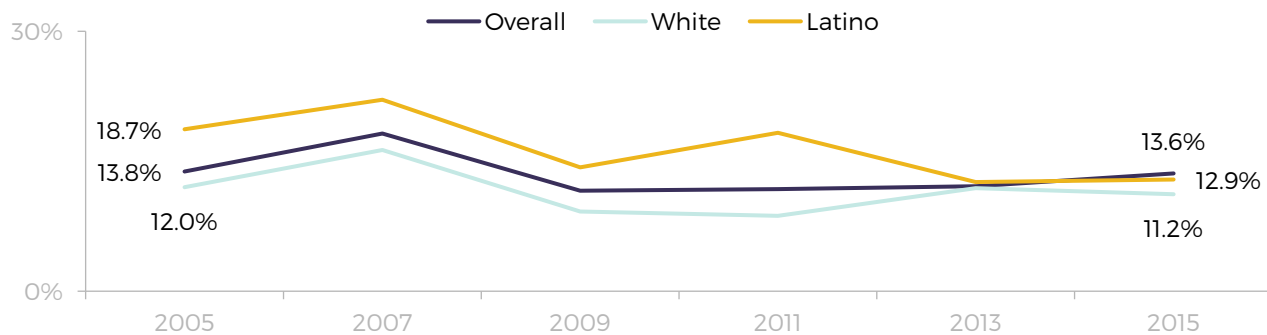
³The “Shelter” count includes youth living in “Transitional Housing.”

⁴The “Unsheltered” numbers do not include migrant youth living in a homeless situation.

Racism and Discrimination

Racism has a significant impact both on the individuals who experience it and the wider community. Studies have consistently found that experiencing discrimination is associated with poorer physical and mental health outcomes¹¹⁰, such as depression, anxiety, heart disease, and breast cancer.¹¹¹ Further, racism presents barriers to social and economic participation which can in turn cause social exclusion and entrench disadvantage, sometimes for generations.

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



	2005	2007	2009	2011	2013	2015
📞 If you have felt discriminated against or treated unfairly, for what reason? (Selected Responses)						
Ethnicity/Race	51.8%	48.7%	46.7%	51.1%	52.8%	46.1%
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%
Age	6.4%	12.2%	12.1%	14.7%	12.5%	20.7%
Socio-economic Status	16.7%	9.6%	11.5%	13.4%	8.6%	11.5%
Appearance	16.0%	6.8%	7.5%	5.8%	3.4%	9.0%
Gender	6.4%	3.9%	7.1%	9.5%	5.0%	10.5%

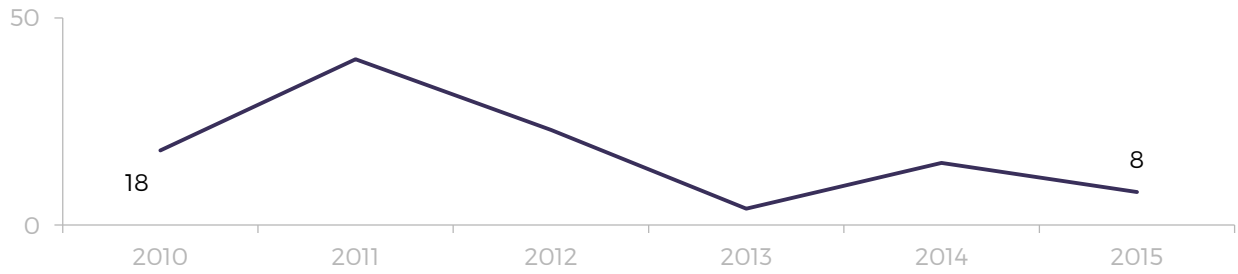
"Have you ever felt discriminated against..." 2015 - Overall n: 774, White n: 416, Latino n: 287; Reason for discrimination 2015 - Overall n: 94 respondents offering 119 responses.

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

¹¹⁰ Berkman L., Kawachi I Krieger N. (2000). Discrimination and health. Social Epidemiology. Oxford: Oxford University Press: 36-75.

¹¹¹ Harvard Kennedy School, Shorenstein Center for Media, Politics, and Public Policy. Journalist’s Resource. Racial Discrimination and Health Effects: Current Research and New Areas of Study. Accessed September 2016 from <http://journalistsresource.org/studies/society/race-society/racial-discrimination-health-effects>.

Number of Hate Crime¹ Events, Santa Cruz County



Source: California Department of Justice. (2016). 2010-2015 *Hate Crimes Report*.

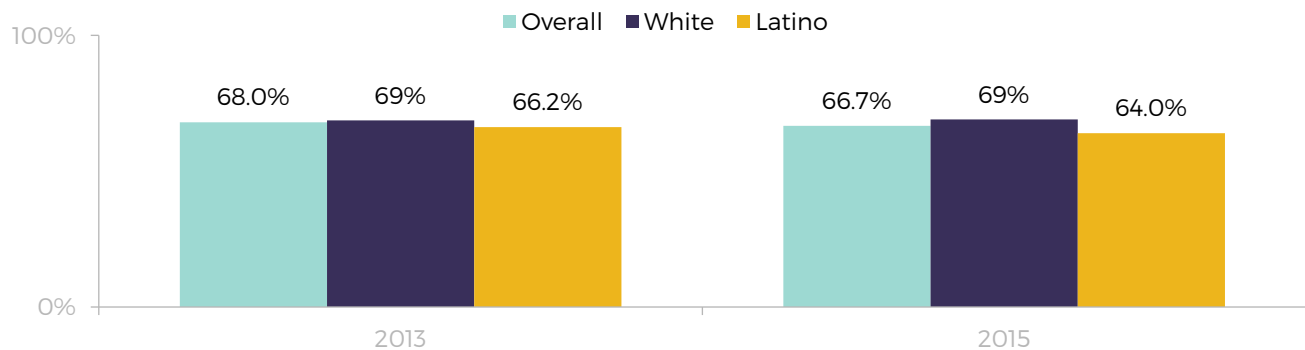
¹ The Federal Bureau of Investigation (FBI) defines a hate crime as a "criminal offense against a person or property motivated in whole or in part by an offender's bias against a race, religion, disability, sexual orientation, ethnicity, gender, or gender identity."

Civic Engagement



Civic engagement refers to individual and collective actions designed to identify and address issues of public concern.¹¹² Civic engagement can take many forms, from individual voluntarism to organizational involvement to electoral participation, and can include efforts to directly address an issue, work with others in a community to solve a problem, or interact with the institutions of representative democracy.¹¹³ Studies shows that volunteers become emotionally connected to the communities they serve and sustain community involvement after volunteering.¹¹⁴ Moreover, young people who volunteer in their communities are more likely to vote, stay actively involved in service, and feel empowered as citizens. Volunteering also helps people develop skills and confidence.

 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")



"How would you rate your level of agreement..." 2015 - Overall n: 753, White n: 404, Latino n: 279; "In the last 12 months, have you done..." 2015 - Overall n: 599; White n: 384; Latino n: 159.

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

¹¹² American Psychological Association. Civic Engagement. Accessed September 2016 from <http://www.apa.org/education/undergrad/civic-engagement.aspx>.

¹¹³ Ibid.

¹¹⁴ Gergen, Christopher. (2012, April 17). The Benefits of Civic Engagement for Tomorrow's Leaders. Accessed September 2016 from <https://www.whitehouse.gov/blog/2012/04/17/benefits-civic-engagement-tomorrows-leaders>.

 In the last 12 months, have you done any of the following? By Ethnicity – 2015

	Overall	White	Latino
Vote	76.7%	81.8%*	66.1%*
Signed a petition	53.5%	61.3%	30.7%
Met with, e-mailed, called or sent a letter to any local politician	33.2%	39.3%*	14.4%*
Attended a town meeting, public hearing or public affair	37.4%	39.3%	32.4%
Joined an on-line political advocacy group	20.2%	23.9%	8.1%
Joined a protest or demonstration	11.2%	8.2%*	18.9%*
Other political action	1.4%	1.3%	0.0%

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

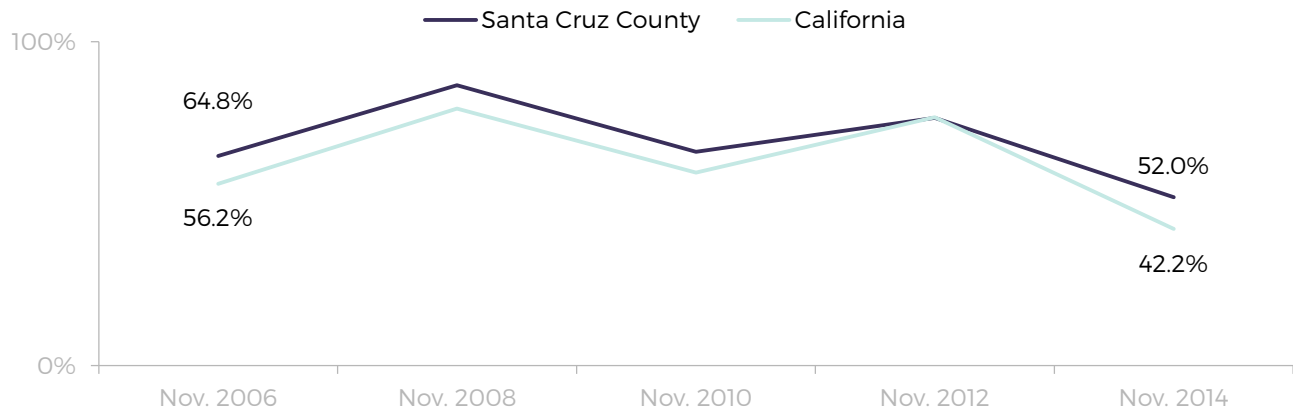
Note: Multiple response question totals may not add up to 100%.

*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.

Voting



Percentage of Registered Voters Who Voted in General Elections, Santa Cruz County



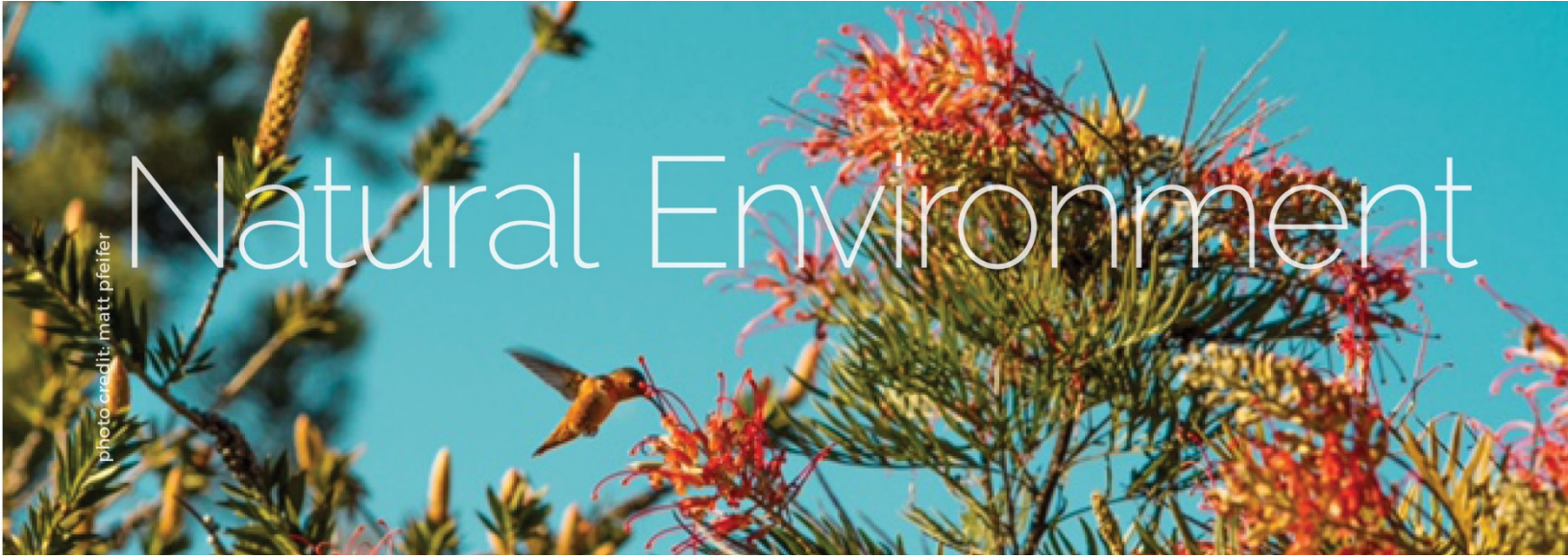
General Elections	Nov. 2006	Nov. 2008	Nov. 2010	Nov. 2012	Nov 2014
Registered Voters	142,415	148,364	148,501	158,641	142,316
Registered Voter Turnout	92,236	128,555	98,037	121,323	74,040

Primary Elections	June 2010	June 2012	June 2014	June 2015	June 2016
Registered Voters	146,974	146,980	141,105	141,105	145,809
Registered Voter Turnout	55,084	58,526	49,143	49,143	94,928

Santa Cruz County Registered Voter Turnout	37.5%	39.8%	34.8%	34.8%	65.1%
California Registered Voter Turnout	33.3%	31.1%	25.2%	25.2%	47.7%

Source: California Secretary of State, Elections Division. (2016). 2010-2016.

Note: The proportion of persons eligible to participate in elections who are registered to vote is a Social Determinant of Health indicator per Healthy People 2020. There is no associated target with this indicator, it is deemed informational.

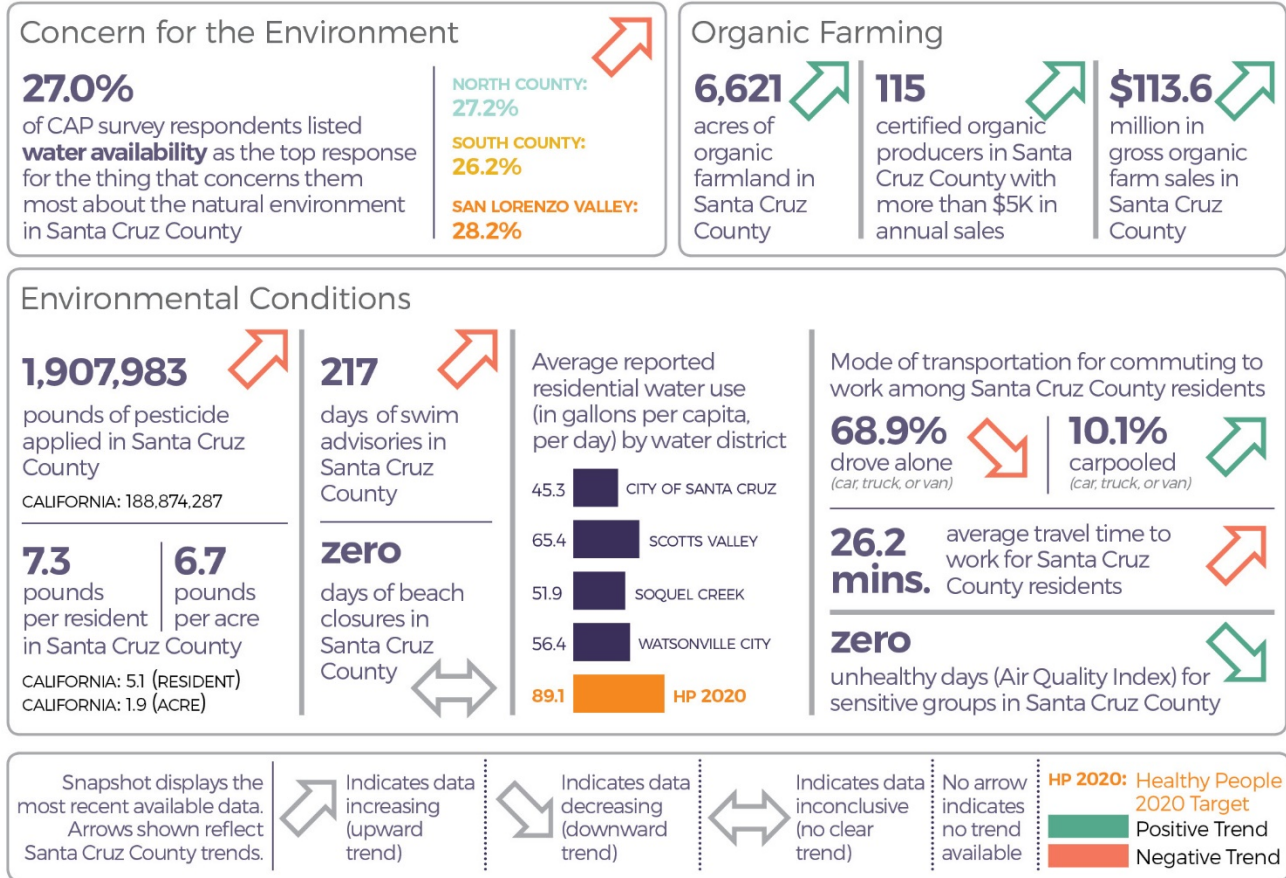


Natural Environment

photo credit: matt pfeifer

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Natural Environment Snapshot



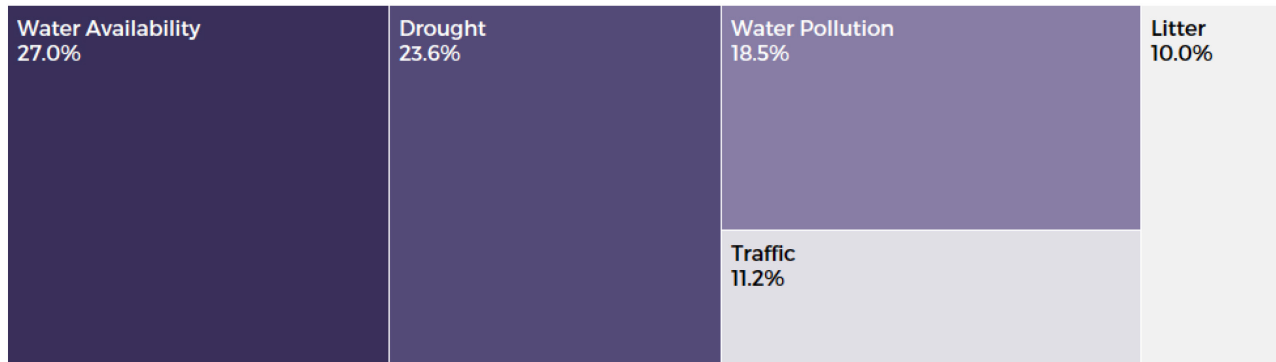
Natural Environment Community Goals for 2020

- 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.
 - » Community Hero: Lynne Achtenberg
- 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 bike and multi-use trails will be constructed within Santa Cruz County to decrease traffic, increase active transportation, and connect urban areas to open spaces.

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.¹⁴⁶

📞 What one thing concerns you the most about the natural environment in Santa Cruz County? (Top 5 Responses) – 2015



2015 n: 656 respondents offering 904 responses.

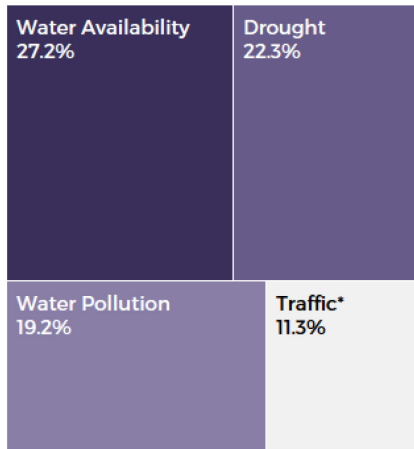
Source: Applied Survey Research. (2015). 2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

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.

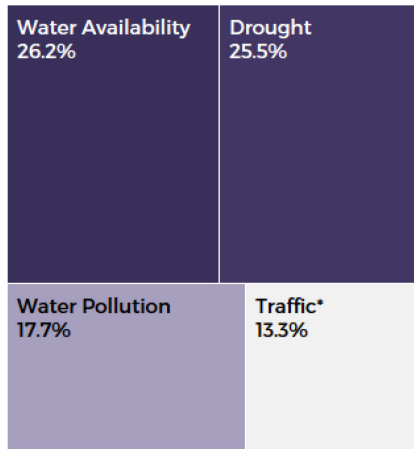
¹⁴⁶ Minkler, M. (2005). Community Organizing and Community Building for Health, (2nd Ed). Rutgers, The State University of New Jersey.

📞 What one thing concerns you the most about the natural environment in Santa Cruz County?
(Top 4 Responses) By Region

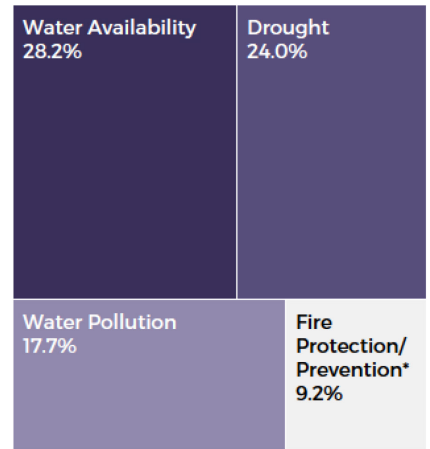
North County



South County



San Lorenzo Valley



2015 - North County n: 241 survey respondents offering 329 responses; South County n: 202 survey respondents offering 283 responses; San Lorenzo Valley n: 224 survey respondents offering 306 responses.

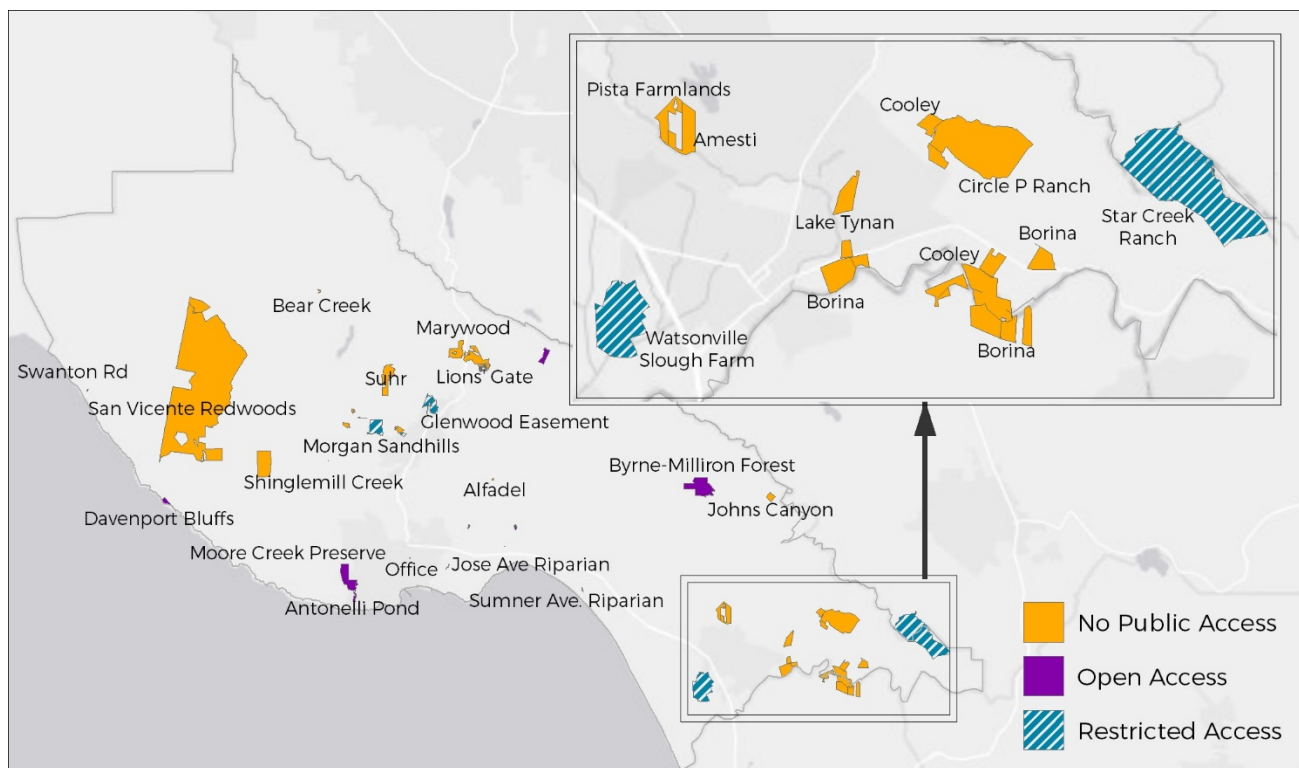
Source: Applied Survey Research. (2015). 2013-2015 Santa Cruz County Community Assessment Project, Telephone Survey, Watsonville, CA.

*Significance testing: North County and South County respondents were significantly more likely than San Lorenzo Valley (4.2%) to report that "Traffic/too many cars" most concerned them about the natural environment in 2015. San Lorenzo Valley respondents were significantly more likely than North County (1.4%) and South County (1.4%) respondents to indicate that "Fire protection/prevention" most concerned them about the natural environment.

Protected Land

Protected lands can take on many different forms, such as national parks, wilderness areas, community conserved areas, and nature reserves. Protected lands receive protection because of their recognized natural, ecological, and/or cultural values. Protected areas are essential for biodiversity conservation, often providing habitat and protection from hunting for threatened and endangered species. More than instruments for conserving nature, protected areas are vital to respond to some of today's most pressing challenges, including food and water security, disaster risk reduction and climate change.¹⁴⁷

Protected Lands by Type, Santa Cruz County – 2016



Source: The Land Trust of Santa Cruz County. Personal Correspondence with Program Representative. (2016).

¹⁴⁷ IUCN World Parks Congress. What Are Protected Areas. Accessed September 2016 from http://worldparkscongress.org/about/what_are_protected_areas.html#.

Protected Lands by Type, Santa Cruz County – 2016

	Acres of Protected Lands	% of total County Land
Sand hills	270	0.1%
Access	702	0.2%
Wildlands	1,877	0.7%
Farmland	1,575	0.6%
Grazing Land	684	0.2%
Riparian Corridor or Right of Way Easement	8	0.0%
Total Land Trust Protected Lands	5,116	1.8%
San Vicente Redwoods ¹	8,500	3.0%
Total Protected²	13,616	4.8%

Source: The Land Trust of Santa Cruz County. (2016). Personal Correspondence with Program Representative.

Note: Approximately 270 acres of wetlands and farmlands are being converted to public access trails over the next 5 years.

¹ San Vicente Redwoods are protected through a partnership with the Land Trust of Santa Cruz County and three other Land Trusts.

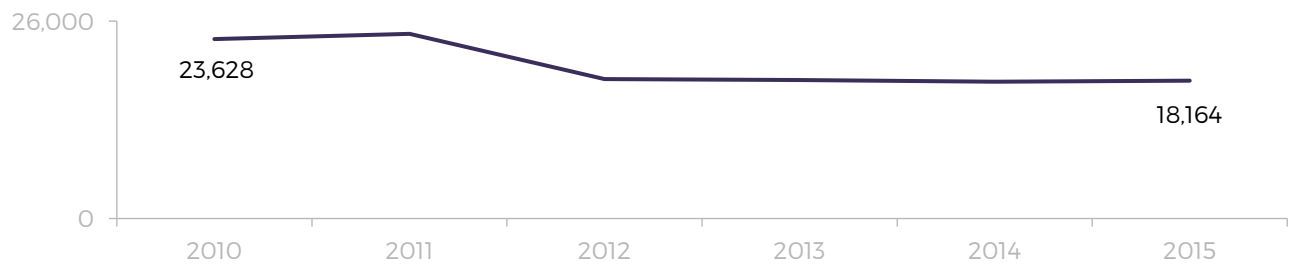
² Total acreage source: U.S. Census Bureau, QuickFacts, April 2010 Census. Santa Cruz County's total acreage is 284,909.

Farming & Local Produce

Santa Cruz County agriculture contributes a total of \$1.46 billion to the local economy, including \$898 million in direct economic output; \$563 million in additional economic output in the form of expenditures by agriculture companies and their employees; and provides 11,085 jobs in the Santa Cruz County economy.¹⁴⁸ Many value-added and organically produced commodities are grown in the Santa Cruz region with the number one crop being strawberries followed by raspberries.¹⁴⁹ Organic farming and local farmers’ markets are important facets of Santa Cruz County’s agricultural community meeting the demand for more sustainable farming practices and access to affordable, locally grown food.

Farmland Acreage

Farmland Acreage, Santa Cruz County



Production Type	2010	2011	2012	2013	2014	2015
Berries	6,202	7,398	7,315	6,831	6,620	6,728
Apple, Wine, & Misc. Fruit	3,116	3,119	2,997	3,076	2,994	2,987
Vegetables	7,942	7,256	6,904	7,161	7,400	7,390
Nursery Crops	1,123	1,306	1,159	1,176	1,005	1,059
Wild Hay	54	50	NA	NA	NA	NA
Pasture Land	5,191	5,195	NA	NA	NA	NA
Timber (million board feet)¹	13,359	7,731	6,559	7,828	11,048	9,614

Source: Santa Cruz County Office of the Agricultural Commissioner. (2016). *Santa Cruz County Crop Report*. Watsonville, CA.

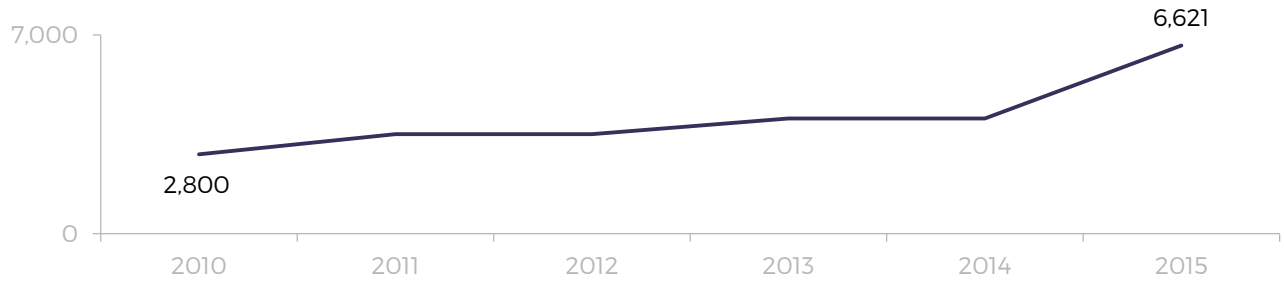
¹Timber is not included in total farmland acres (see chart above) because timber is measured in million board feet, which is not comparable.

¹⁴⁸ Santa Cruz County Agricultural Commissioner. 2013. Economic Contributions of Santa Cruz County Agriculture.

¹⁴⁹ Santa Cruz County Agricultural Commissioner. 2015. Santa Cruz County 2015 Crop Report.

Organic Farming

Organic Farmland in Acres, Santa Cruz County



Source: County Agricultural Commissioner. (2016). 2008-2015 *Santa Cruz County Crop Report*.

Note: 2015 acreage includes organic pasture.

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

	2010	2011	2012	2013	2014	2015
Monterey	80	79	80	142	141	161
San Benito	45	54	56	78	76	86
Santa Cruz	73	75	87	107	105	115
Monterey Bay Region (all 3 counties)	198	208	223	328	322	362

Source: California Department of Food and Agriculture, State Organic Program, Inspection Compliance Branch. (2016). 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.

Total Organic Farm Gross Sales (In Millions) by County

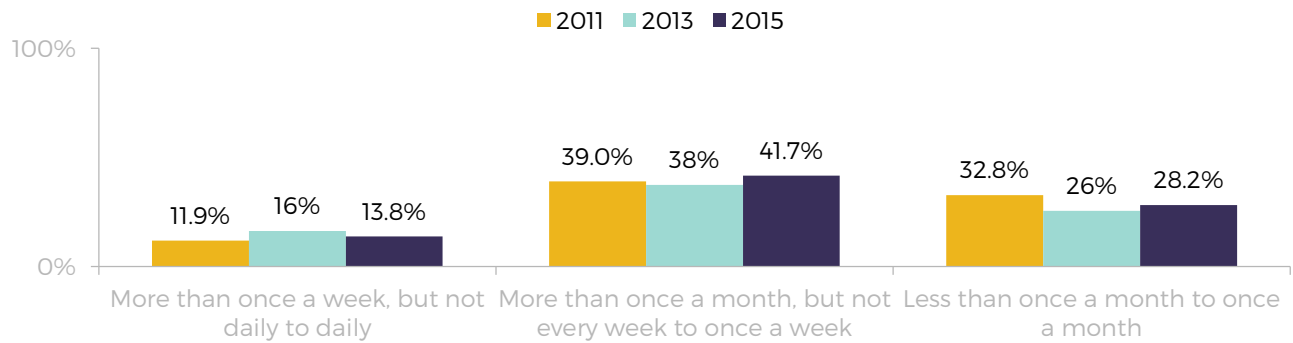
	2010	2011	2012	2013	2014	2015
Monterey	\$169.0	\$170.4	\$182.7	\$214.4	\$277.3	\$335.1
San Benito	NA	NA	NA	\$81.0	\$102.6	\$111.3
Santa Cruz	\$26.1	\$27.0	\$65.0	\$90.0	\$118.9	\$113.6
Monterey Bay Region (all 3 counties)	\$195.1	\$197.4	\$247.7	\$385.4	\$498.8	\$560.0

Source: County Agricultural Commissioner. (2016). 2010-2015 *Santa Cruz, Monterey, San Benito, County Crop Reports*.

Note: Information on San Benito's Organic Farm Gross Sales was unavailable 2010-2012.

Farmers Market

📞 How often do you shop at farmers’ markets, local produce stands, or community supported agriculture also known as CSAs?



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 CSAs¹? (Top 5 Responses)



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.

¹ CSA is the abbreviation for community-supported agriculture.

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.

Pesticide Use

	2010	2011	2012	2013	2014
Pounds Applied					
Santa Cruz County	1,030,787	1,682,416	1,687,988	1,743,083	1,907,983
California	174,998,605	191,721,767	186,653,951	193,597,806	188,874,287
Pounds Per Acre					
Pounds Per Resident (Santa Cruz County)	3.9	6.4	6.4	6.6	7.3
Pounds Per Acre (Santa Cruz County)	3.6	5.9	5.9	6.1	6.7
Pounds Per Resident (California)	4.7	5.1	5.0	5.2	5.1
Pounds Per Acre (California)	1.8	1.9	1.9	1.9	1.9
Number of Applications					
Santa Cruz County	21,244	27,836	26,641	32,173	30,922
California	2,329,458	2,472,672	2,590,562	2,836,124	2,958,444

Source: Department of Pesticide Regulation. (2015). *Annual Pesticide Use Report*. Sacramento, CA.

U.S. Department of Commerce. (2015). U.S. Census Bureau, State and County QuickFacts.

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

Health of County Waterways

For over 30 years, Santa Cruz County has been working to protect the region’s water sources and has been collecting water samples from local creeks, lagoons, and beaches.

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

	Result	Sample Date
Aptos Creek at Mouth	12,033	9/26/16
Soquel Creek at Flume Outlet	6,867	9/26/16
Neary Lagoon at Bay-CA	3,448	9/19/16
Kings Creek at Hwy 9	3,255	9/8/16
Carbonera Creek at Branciforte Creek	1,334	9/20/16
Valenica Creek at Aptos Creek	749	9/12/16
Branciforte Creek at San Lorenzo River	520	9/20/16
Lompico Creek at Carroll Avenue	406	9/13/16

Source: Santa Cruz County Water Quality Reports. (September, 2016). Retrieved from <http://gis.co.santa-cruz.ca.us/PublicWaterQuality/>

Note: Maximum allowable levels of bacteria: E. coli - 400 cfu (colony forming units)

¹E. 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.

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

	Result	Sample Date
Intel Creek at Mouth	24,196	9/19/16
Moore Creek at Mouth	24,196	9/26/16
Soquel Creek at Flume Outlet	24,196	9/26/16
Woodrow Creek at Mouth	24,196	9/19/16
Aptos Creek at Mouth	19,863	9/26/16
Pajaro River at Chittenden Pass	17,329	9/7/16
San Lorenzo River at Trestle	16,131	9/19/16
San Lorenzo River at Laurel Street	16,131	9/19/16
Kings Creek at Hwy 9	14,136	9/8/16
Corcoran Lake at Mouth	12,033	9/20/16

Source: Santa Cruz County Water Quality Reports. (September, 2016). Retrieved from <http://gis.co.santa-cruz.ca.us/PublicWaterQuality/>

Note: Maximum allowable levels of bacteria: Total Coliform - 10,000 cfu per 100ml

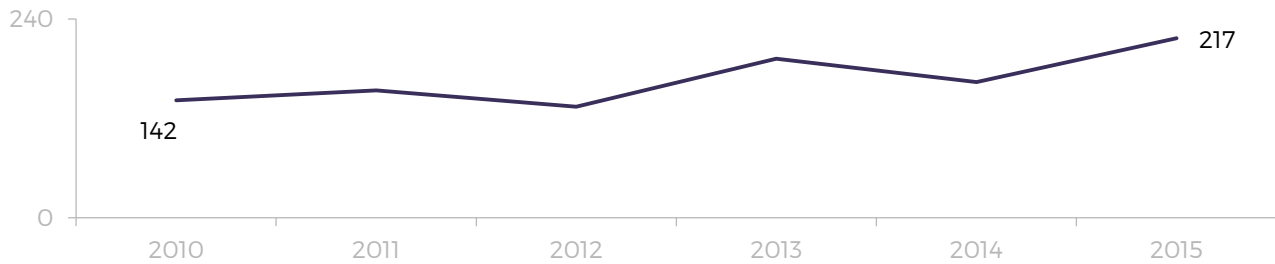
¹ Total coliform are a commonly used bacterial indicator of sanitary quality of water. Coliforms are easy to culture and their presence is atypically indicative that other pathogenic organisms may be present.

Health of County Beaches



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.

Swim Advisories (Number of Days), Santa Cruz County



Beach	2010	2011	2012	2013	2014	2015
Capitola Beach	9	2	12	12	2	12
Corcoran Beach	0	0	0	0	0	0
Cowell Beach	132	117	120	180	152	202
Davenport	0	0	0	0	0	0
Mitchell's Cove	0	0	0	0	0	0
Moran Lake Beach	0	0	0	0	0	0
Natural Bridges	0	0	0	0	0	0
New Brighton Beach	0	0	1	0	5	0
Rio del Mar Beach	0	2	0	0	0	0
Santa Cruz Main	1	31	1	0	5	3
Seabright Beach	0	0	0	0	0	0
Seacliff Beach	0	2	0	0	0	0
Twin Lakes Beach	0	0	0	0	0	0
Santa Cruz County Total Advisories	142	154	134	192	164	217
Santa Cruz County Total Closures	0	0	0	0	0	0
Percentage of days beaches are open in Santa Cruz County	100%	100%	100%	100%	100%	100%

Healthy People 2020 Target: 96.0%

Source: Santa Cruz County Environmental Health Services, Water Resources Division. (2016). *Personal correspondence with program representative.*

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

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.

Note: Increase the proportion of days that beaches are open and safe for swimming is an indicator per Healthy People 2020. Indicator has a target of 96.0% of beaches are open and safe for swimming (percent of days during beach season) with a desired increase associated with the indicator. Santa Cruz County data shown in table represents all seasons.

Beach Report Card (Percentage of Days Receiving a “C” or Better) by Season Type, Santa Cruz County

	2011-12	2012-13	2013-14	2014-15	2015-16
Summer Dry	77%	85%	93%	85%	92%
Winter Dry	99%	91%	100%	85%	100%
Wet Weather	92%	58%	93%	76%	53%

Source: Heal the Bay. (2016). Beach Report Card, 2011-2016.

Note: Grades refer to the possibility of getting sick from contaminants from swimming at the beach for 1 day. The higher the grade, the lower the chance of getting sick. Beach quality was measured at 13 locations in Santa Cruz County.

Water Use

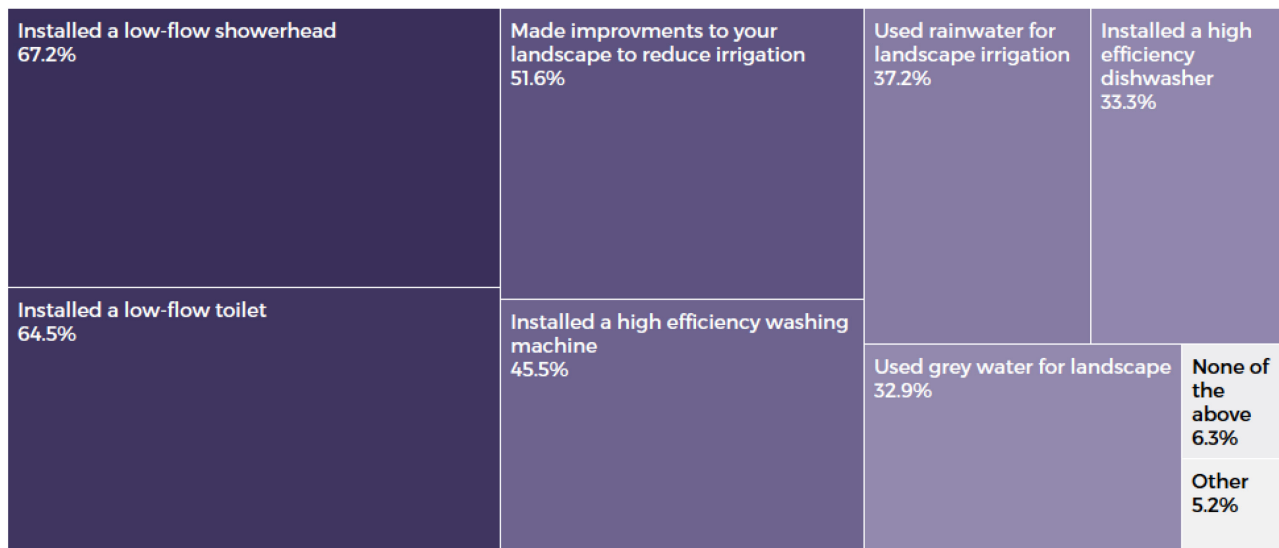


Fresh, clean water is a limited resource. Droughts further limit access to clean and fresh water. Water efficiency is the smart use of water resources through water-saving technologies and steps that can be taken by residents and employers. Using water efficiently saves money, energy, benefits the environment, and will help ensure reliable water supplies today and for future generations.¹⁵⁰

Water Use Reduction

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

Overall – 2015



2015 - Overall n: 763 respondents offering 2,655 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.

¹⁵⁰ United States Environmental Protection Agency. Water Sense. Accessed September 2016 from https://www3.epa.gov/watersense/our_water/why_water_efficiency.html.

**☎ Are you taking any of the following steps to reduce your household water consumption?
By Region – 2015**

Steps taken (Top 5)	North County	South County	San Lorenzo Valley
Installed a low-flow toilet	63.8%*	62.5%*	74.1%*
Installed a low-flow showerhead	68.5%	64.3%	69.9%
Installed a high efficiency washing machine	47.0%	41.9%	50.3%
Made improvements to your landscape to reduce irrigation	53.1%	47.7%	57.4%
Used rainwater for landscape irrigation	38.9%	36.3%	32.4%

2015 - North County n: 276 offering 983 responses; South County n: 246 respondents offering 806 responses; San Lorenzo Valley 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: San Lorenzo Valley respondents were significantly more likely than North and South County respondents to install a low-flow toilet in 2015.

Residential Water Reduction, Santa Cruz County

Water Agency	2013-2014 Reduction	2014-2015 Reduction	2013-2015 Water Savings Achieved ¹
Big Basin Water Company	30%	NA ²	NA ²
Central Water District	22%	31%	31%
City of Santa Cruz Water Department	24%	29%	28%
Forest Lakes Mutual Water Company	20%	NA ²	NA ²
Lompico Creek Water District	23%	NA ²	NA ²
Mount Hermon Association	26%	NA ²	NA ²
San Lorenzo Valley Water District	18%	28%	28%
Scotts Valley Water District	16%	28%	28%
Soquel Creek Water District	19%	30%	26%
Watsonville City Water Department	12%	23%	23%
State Objective			25%

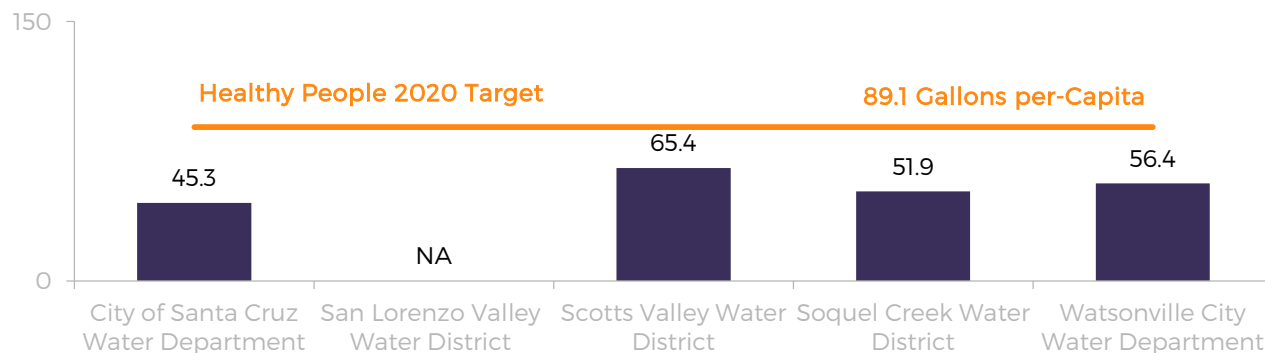
Source: County of Santa Cruz, Health Services Agency. (2016). Water Resources Management Status Report, 2015.

¹ 2013-2015 Water Savings Achieved show percentages that reflect cumulative water savings June through October 2015. State Requirements for Non-Agricultural Users, Objective of 25% Residential Water Savings in Gallons/per person/per day for 2013-2015.

² Data unavailable for 2014-15.



Average Reported Residential Gallons (per-Capita, per Day), Santa Cruz County – 2015



Source: County of Santa Cruz, Health Services Agency. (2016). Water Resources Management Status Report, 2015.

Note: Data unavailable for all months of 2015 for San Lorenzo Valley Water District

Note: Reduce per capita domestic water withdrawals with respect to use and conservation is an indicator per Healthy People 2020. Indicator has a target of 89.1 gallons of domestic water usage per capita with a desired decrease associated with the indicator.

Non-Agricultural Water Use

Number of Service Connections by Water District

	2010	2011	2012	2013	2014	2015
Central Water District ¹	787	812	812	814	794	856
City of Santa Cruz Water Department	24,351	24,347	24,425	24,429	24,501	24,534
San Lorenzo Valley Water District	7,308	7,315	7,345	7,345	NA	7,900
Scotts Valley Water District	3,592	3,565	3,903	3,335	NA	4,189
Soquel Creek Water District	15,417	15,483	15,562	15,674	15,773	15,800
Watsonville City Water Department	15,595	14,564	14,617	14,719	14,718	14,781
Santa Cruz County Total	67,050	66,116	66,664	66,316	NA	68,060

Source: Santa Cruz County Planning Department. (2016). 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. San Lorenzo Valley did not provide data for 2013 so we applied the previous year's total.

¹ Data includes all domestic service connections including residential, fire, and multi-family.

Daily Water Usage per Connection in Gallons by Water District

	2010	2011	2012	2013	2014	2015
Central Water District	450 ¹	436 ¹	494 ¹	474 ¹	400 ¹	323 ⁵
City of Santa Cruz Water Department ²	323	308	328	341	273	253
San Lorenzo Valley Water District	218	213	227	NA ⁴	NA ⁴	NA ⁴
Scotts Valley Water District ³	297	333	276	243	NA	234
Soquel Creek Water District	218	225	235	221	188	162
Watsonville City Water Department	368	414	378	431	371	350

Source: Santa Cruz County Planning Department. (2016). Central, San Lorenzo Valley, Soquel Creek, Santa Cruz, Scotts Valley, and Watsonville Water Districts, 2010-2015.

Note: Data for unincorporated areas are not available.

¹The number of connections only includes residential service connections.

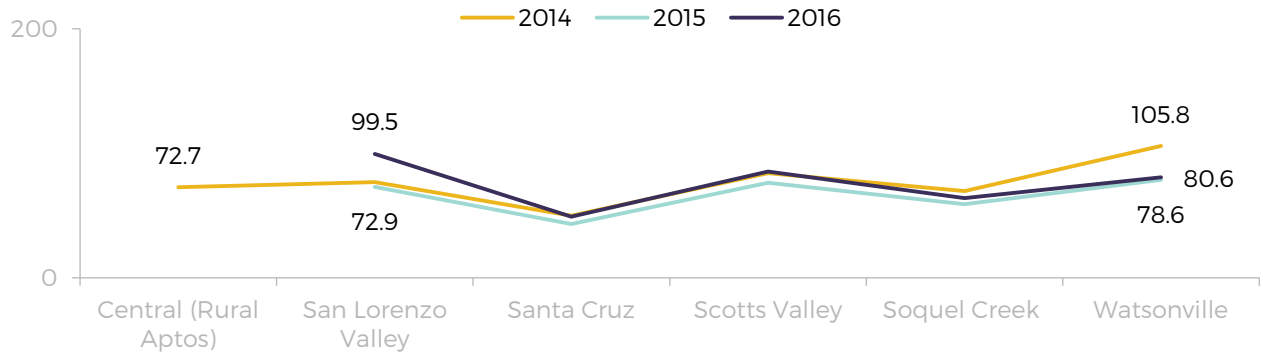
²The daily use figure for Santa Cruz includes all commercial, industrial, governmental and residential water usage. It includes the entire University of California, which is one metered account.

³Data does not include recycled water connections or use.

⁴San Lorenzo Valley does not track any daily usage per connection.

⁵2015 Data includes all domestic service connections including residential, fire, and multi-family.

Residential Gallons (per Capita per Day) by Water District



Jurisdiction	2014	2015	2016
Central Water District ¹	72,700	NA	NA
City of Santa Cruz Water Department ²	49,900	43,200	49,200
San Lorenzo Valley Water District	76,800	72,900	99,500
Scotts Valley Water District	84,100	76,400	85,200
Soquel Creek Water District	69,700	59,000	63,900
Watsonville City Water Department	105,800	78,600	80,600

Source: California State Water Resources Control Board. (2016). 2014-2016 Conservation Data.

Note: Data across all years is calculated for Residential Gallons (per Capita per Day) for the July reporting month. Values calculated by Water Board staff.

Note: Central Coast Water District data for 2015 and 2016 was not available at the time of publication.

Waste Reduction

Solid waste refers to trash, refuse, sludges, and other discarded solid materials resulting from residential activities, and industrial and commercial operations.¹⁵¹ Waste can be reduced by reducing, reusing, and recycling materials. For example, household waste can be reduced by learning to compost at home, using rechargeable batteries, having yard sales, and buying reusable mops, rags and sponges.¹⁵²

Total Annual Tons of Waste Disposal by Jurisdiction

	2010	2011	2012	2013	2014	2015
Capitola	8,083	8,049	7,881	7,790	7,556	8,307
Santa Cruz	47,129	49,702	46,380	49,672	46,788	50,949
Scotts Valley	7,966	8,127	7,846	8,435	9,007	8,565
Watsonville	37,287	35,720	33,623	34,491	37,654	46,052
Unincorporated	69,076	63,286	67,850	61,428	70,719	77,877
Santa Cruz County Total	169,541	164,884	163,581	161,816	171,724	191,750
California	30,044,845	29,742,008	29,097,960	29,946,958	30,871,915	32,923,077

Source: California Integrated Waste Management Board. (2016). *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) by Jurisdiction

	2010	2011	2012	2013	2014
Capitola	4.5	4.3	4.3	4.3	4.1
Santa Cruz	4.3	4.5	4.1	4.4	4.0
Scotts Valley	3.8	3.8	3.7	4.0	4.1
Watsonville	4.0	3.8	3.6	3.7	3.9
Unincorporated	2.9	2.7	2.8	2.6	2.9
Santa Cruz County	3.5	3.4	3.4	3.3	3.5
California	4.5	4.4	4.3	4.4	4.5

Source: California Department of Resources Recycling and Recovery (CalRecycle). (2016). Jurisdiction diversion/disposal rate summary, 2010-2014, by jurisdiction. United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

¹⁵¹ California Department of Resources Recycling and Recovery (CalRecycle). Environmental Justice Glossary. Accessed September 2016 from <http://www.calrecycle.ca.gov/EnvJustice/Glossary.htm>.

¹⁵² US Environmental Protection Agency. Reducing Waste: What You Can Do. Accessed September 2016 from <https://www.epa.gov/recycle/reducing-waste-what-you-can-do#Tips for Home>.

Solar Energy

Solar energy is among the leading forms of renewable energies which offers an alternative to the use of fossil fuels. It is also the most abundant energy resource on earth. Adoption of solar technologies continues to increase in communities throughout the nation as the price for solar becomes more economical.¹⁵³

Residential Solar Use by Jurisdiction

	2015	2016	Change 2015-2016
Solar Installations			
Capitola	90	104	14
Santa Cruz	1,723	2,089	366
Scotts Valley	266	320	54
Watsonville	962	1,187	225
Unincorporated	1,146	1,420	274
Santa Cruz County	4,187	5,120	933
Percentage of Households with Solar Installations			
Capitola	1.6%	1.9%	0.3%
Santa Cruz	7.4%	9.0%	1.6%
Scotts Valley	5.8%	6.9%	1.1%
Watsonville	6.8%	8.4%	1.6%
Unincorporated	2.0%	2.5%	0.5%
Santa Cruz County	4.0%	4.9%	0.9%

Source: City of Santa Cruz (2016). *Climate Action Program*. Personal Correspondence.

¹⁵³ Energy.gov. (2016, June 6). Top 6 Things You Didn't Know About Solar Energy ... Retrieved October 25, 2016, from <http://energy.gov/articles/top-6-things-you-didnt-know-about-solar-energy>

Alternative Transportation



Alternative transportation refers to commuting in any way other than driving alone. Examples include biking, walking, carpooling, and taking public transportation.¹⁵⁴ There are a myriad of benefits to using alternative transportation, including reduced commuting costs, reduced stress, improved health, improved air quality, reduced peak period traffic congestion, reduced energy consumption, and less land use for parking facilities.¹⁵⁵ Encouraging employees to cycle or walk to work can provide myriad benefits. These range from reduced parking costs to healthier, more productive employees.

Annual Transit Ridership by Type

	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015
Santa Cruz Metropolitan Transit District (SCMTD)	5,449,056	5,446,104	5,034,169	5,015,612	5,221,204	5,159,959
Hwy 17 Express Bus	301,104	330,340	339,048	354,058	373,348	336,805
Paracruz (Paratransit)	94,074	94,510	92,325	90,492	99,155	85,768
Total Ridership¹	5,844,234	5,870,954	5,465,542	5,460,162	5,693,707	5,496,764

Source: Santa Cruz Metropolitan Transit District. (2016). *Personal correspondence with program representative.*

¹Ridership 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 by Jurisdiction

	2010	2011	2012	2013	2014	2015
Capitola	14.6	14.6	14.6	14.6	14.6	14.6
Santa Cruz	57.7	57.7	57.7	57.7	58.4	59.3
Scotts Valley	16.5	16.5	16.5	16.5	16.7	16.9
Watsonville	27.2	27.5	27.5	27.5	27.5	27.5
Unincorporated	95.9	95.9	96.4	96.8	99.4	99.5
UC Santa Cruz	3.4	3.7	3.7	3.7	3.7	3.7
Santa Cruz County	215.2	215.8	216.4	216.8	220.5	221.4

Source: Santa Cruz County Regional Transportation Commission. (2016). *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.

¹⁵⁴ Green Plus. Alternative Transportation. Accessed September 2016 from <http://gogreenplus.org/nuts-and-bolts-guide/planet-nuts-and-bolts-guide/transportation/alternative-transportation/>.

¹⁵⁵ Mid-Ohio Regional Planning Commission (MORPC). Benefits of Sustainable Transportation Choices. Accessed September 2016 from <http://www.morpc.org/transportation/CommuterChallenge/benefits-of-alternative-transportation/index>.

Bike Paths/Trail Miles within Urban Services Boundary by Jurisdiction¹ – 2015

	Bicycle Path	Unpaved Multi-Use Road	Unpaved Multi-Use Trail	Totals
Capitola	0.17	0	0	0.17
Santa Cruz	12.09	0.18	1.70	13.97
Scotts Valley	1.27	0	0	1.27
Watsonville	2.04	0	6.52	8.56
Unincorporated Santa Cruz County	1.63	0	0.67	2.30
Total within SCC Urban Services Boundary	17.20	0.18	8.89	26.27

Source: Santa Cruz County Regional Transportation Commission. (2016). *Personal correspondence with program representative.*

Note: Bicycle path: Paths that are physically separated from motor vehicle traffic that are open to bicyclists and are generally open to pedestrians and other non-motorized travelers.

Unpaved multi use road: unpaved fire road or service road that is open to pedestrians and bicyclists.

Unpaved multi-use trail: An unpaved single track trail that is open to pedestrians and bicyclists.

¹ The cities are not completely encompassed by the urban services line defined by the county.



Commuting to Work by Mode of Transportation, Santa Cruz County

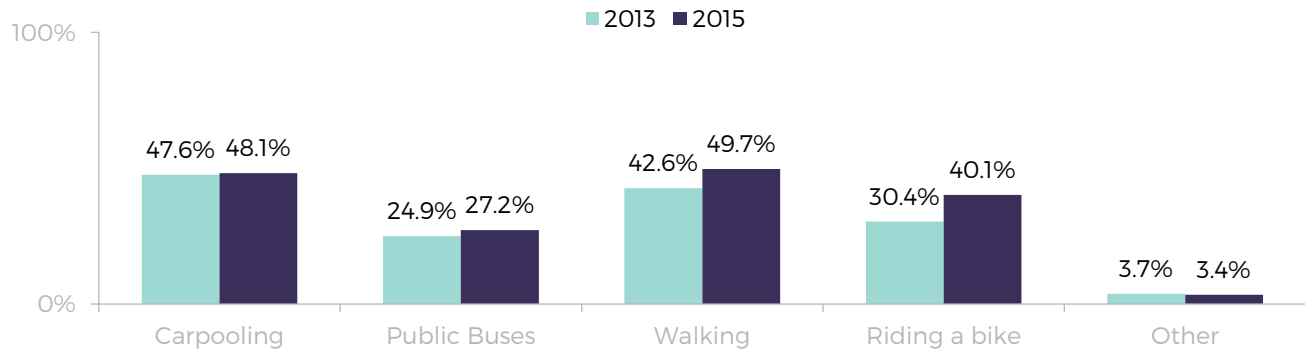
	2010	2011	2012	2013	2014	2015
Car, Truck, or Van – Drove Alone	70.8%	71.8%	70.1%	70.6%	68.1%	68.9%
Car, Truck, or Van – Carpooled	10.2%	9.7%	9.4%	9.3%	8.2%	10.1%
Public Transportation (Excluding Taxicab)	2.8%	3.0%	2.7%	2.0%	2.9%	3.8%
Walked	4.9%	3.7%	4.6%	4.0%	4.4%	3.4%
Worked at Home	5.9%	6.8%	7.4%	7.2%	8.6%	7.4%
Other Means ¹	5.3%	5.1%	5.8%	7.0%	7.9%	6.4%
Workers 16 Years & Over	114,373	125,855	130,774	126,863	129,121	127,842
Mean Travel Time to Work (in Minutes)	25.3	25.4	25.7	25.7	26.2	26.2

Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates.*

¹Other means includes: taxicab, motorcycle, bicycle, or other means not listed.

Note: Increase trips to work made by walking and increase the proportion of persons who telecommute are indicators per Healthy People 2020. Indicators targets are based on trips to work by walking and persons who telecommute with a desired increase associated with the indicator. Please note that individual targets are not listed above as dataset shown is not directly comparable to the Healthy People 2020 goal as written.

📞 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 often do you use alternative forms of transportation – carpooling, bus, bicycle, etc. – rather than driving alone?

Response	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.

📞 How does your child (children) usually get to school? By Region – 2015

	Public bus	Carpool	Drive themselves to school	Ride bike	School bus	Walk	Driven to school
Overall	2.5%	5.2%	6.4%	9.7%	16.9%	23.2%	59.6%
North County	0.0%	3.3%	7.3%	17.6%	3.5%	18.3%	72.5%
South County	5.0%	5.8%	6.1%	3.5%	27.8%	30.1%	45.2%
San Lorenzo Valley	1.6%	12.7%	3.8%	3.8%	24.7%	7.6%	76.3%

2015 -Overall n: 239 respondents offering 313 responses; North County n: 71 offering 91 responses; South County n: 104 respondents offering 138 responses; San Lorenzo Valley 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 San Lorenzo Valley 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 San Lorenzo Valley respondents to report that their children walked to school. South and San Lorenzo Valley 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 San Lorenzo Valley and South County respondents.

📞 Which of the following would encourage your child (children) to walk or bike to school more frequently? By Region – 2015

	Overall	North County	South County	San Lorenzo Valley
Living closer to school	56.1%	43.2%*	67.4%*	60.0%*
Increased feeling of safety from crime	26.2%	26.4%*	29.4%*	5.5%*
Sidewalk or street improvements for safety	26.1%	23.7%	28.1%	26.6%
Traffic crossing guards on duty	22.1%	20.9%	25.0%	11.1%
Slower traffic speeds on streets	24.5%	20.4%	29.3%	17.7%
Change in attitude, so that it's a cool thing to do	12.8%	8.4%	17.3%	9.7%
Bike lanes	22.5%	19.7%	24.8%	23.9%
Lights or stop signs	20.0%	16.7%	26.2%	0.0%
Other	6.2%	7.6%	5.7%	1.7%

2015 - Overall n: 216 respondents offering 487responses; North County n: 64 offering 127 responses; South County n: 93 respondents offering 243 responses; San Lorenzo Valley n: 51 respondents offering 84 responses.

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

*Significance testing: South County respondents were significantly more likely than North County and San Lorenzo Valley 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 San Lorenzo Valley respondents.

Roadway Congestion

Long commutes and increasing traffic can increase stress and affect the health of community members.¹⁵⁶

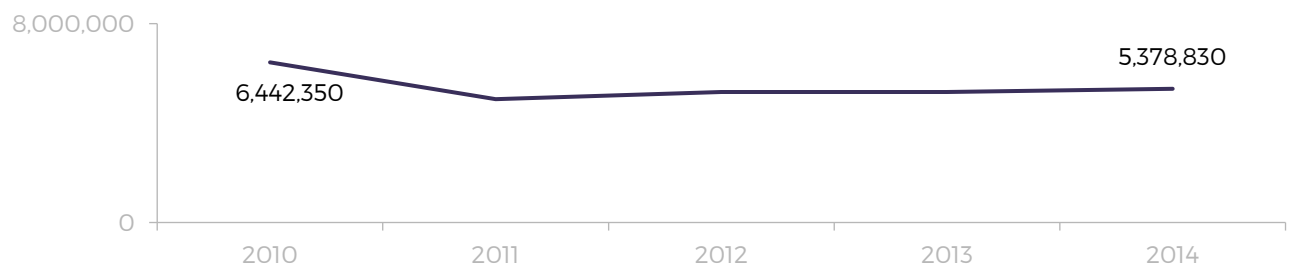
Commute Time to Work¹, Santa Cruz County

Commute Time	2010	2011	2012	2013	2014	2015
0-14 minutes	30.3%	32.0%	27.9%	27.8%	32.3%	29.7%
15-24 minutes	29.8%	28.1%	33.3%	31.9%	28.2%	30.1%
25-34 minutes	14.8%	15.8%	13.4%	15.4%	12.3%	15.4%
35-59 minutes	16.5%	14.2%	15.8%	16.4%	17.2%	14.2%
60 minutes or more	8.6%	9.8%	9.7%	8.5%	10.0%	10.7%

Source: United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

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

Daily Vehicle Miles Traveled (DVMT)¹, Santa Cruz County



	2010	2011	2012	2013	2014
Per Capita Miles Traveled	24.6	18.7	19.7	19.5	19.9

Source: California Department of Transportation. *California Public Road Data 2010-2014*. (2016). Sacramento, CA.

United States Census Bureau. (2016). 2010-2014 *American Community Survey 1-year estimates*.

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

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

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

¹⁵⁶ Gonzalez, O.I., Novaco, R.W. (2009). *Commuting and Well-Being*. Technology and Well-Being. Cambridge University Press.

Highway 1, Estimated Peak Hour Traffic Volume¹, Santa Cruz County

Post mile Highway Location	2010	2011	2012	2013	2014
Watsonville, Airport Blvd/Roache Rd.	5,500	5,700	5,700	5,700	5,800
Freedom Blvd	7,000	6,800	6,800	6,800	7,000
Capitola, 41 st Avenue	6,600	6,000	6,000	6,000	5,900
Soquel Avenue	6,900	6,400	6,400	6,400	6,300
Santa Cruz, Emeline Street	6,200	6,200	6,200	6,200	6,300
Santa Cruz, JCT. RTE. 17 North	4,600	4,800	4,800	4,800	4,950
Santa Cruz, North City Limits ²	1,700	1,900	1,900	1,900	1,950

Source: California Department of Transportation. (2015). *Peak Hour Volume Data*. Sacramento, CA.

¹Peak hour volume data consists of hourly volume relationships and data location. Hourly volumes are expressed as a percentage of the Annual Average Daily Traffic (AADT). Data here represents the percentage of AADT during the peak hour in the peak direction.

²Represents post mile 20.611.

Air Quality



Poor air quality is harmful to people and can cause a variety of environmental problems, such as effects on wildlife, ozone depletion, and global climate change.¹⁵⁷ Some groups of people are especially sensitive to poor air quality, including those with asthma, heart disease, and COPD (long-term lung disease).¹⁵⁸ Outdoor air quality has improved since the 1990s, but many air quality problems persist. Ground-level ozone, the main part of smog, and particle pollution are two of the many threats to air quality and public health in the United States.¹⁵⁹



Air Quality Index, Number of Days Unhealthy for Sensitive Groups¹, Santa Cruz County

	2010	2011	2012	2013	2014	2015
	0	0	1	22	12	0

Source: Environmental Protection Agency. (2015). Air Quality Index Report. Air Data: Outdoor Air Quality Data. (2010-2015).

Note: Reduce the number of days the Air Quality Index (AQI) exceeds 100 is both a Social Determinant of Health indicator and Leading Health Indicator per Healthy People 2020. Indicators target of 1,980,000,000 are based Air Quality Index > 100 (number of days, weighted by population and Air Quality Index Value) with a desired increase associated with the indicator. Please note that individual target is not listed above as dataset shown is not directly comparable to the Healthy People 2020 goal as written.

¹Unhealthy for Sensitive Groups (USG) AQI exceeds 100.

Number of Days Exceeding the State 8-Hour Ozone Standard¹

	2010	2011	2012	2013	2014	2015
Santa Cruz County	0	0	1	0	0	0
North Central Coast Air Basin ²	7	2	10	5	4	0

Source: Air Resource Board of California. (2016). iADAM: Air quality data statistics: Ozone, number of days above state eight-hour standard.

¹The California 8-Hour Ozone standard concentration is 0.070 parts per million (ppm).

²North Central Coast Air Basin encompasses the Central Coast from Santa Cruz south towards Monterey.

¹⁵⁷ Commonwealth of Massachusetts, Executive Office of Energy and Environmental Affairs, Department of Environmental Protection. Accessed September 2016 from <http://www.mass.gov/eea/docs/dep/air/aq/health-and-env-effects-air-pollutions.pdf>.

¹⁵⁸ Centers for Disease Control and Prevention. Air Quality. <http://www.cdc.gov/air/>.

¹⁵⁹ Ibid.

Number of Days Exceeding the State 8-Hour PM 2.5¹ Standard

	2010	2011	2012	2013	2014	2015
Santa Cruz County	0	0	0	0	0	0
North Central Coast Air Basin	0	0	0	0	0	1

Source: Air Resource Board of California. (2016). (2016). iADAM: Air quality data statistics: Ozone, number of days above state eight-hour standard.

¹Particulate Matter 2.5 (PM 2.5) are fine particles 2.5 micrometers in diameter produced by any form of combustion including motor vehicles, power plants, residential wood burning, forest fires, and some industrial processes (Source: Air Now, Particle Pollution PM 2.5, PM 10. Retrieved from <https://airnow.gov/index.cfm?action=aqibasics.particle>).



photo credit: matt pfeifer

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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, sex, 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:

www.census.gov/acs/www/methodology/methodology_main/.

Age Adjustment

Age-adjusted rate calculations are a summary measure allowing for unbiased comparisons between groups with different age distributions in the population over time, or among diverse populations.

Unless noted as age-adjusted, rates shown are age-specific rates which are also used for unbiased evaluation however among groups of the same age or age range. Age-adjusted rates and age-specific rates are not comparable.

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.

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	0.7%
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	0.7%

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 gray water 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	0.1%
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. Worse 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%

Past Community Heroes, 1996-2015

Year 21, 2015

Dr. Tamara Ball, University of California, Santa Cruz Santa Cruz Works	Foundation's Pediatrics and Psychiatry Behavior Health Department	Phil Kramer, Goodwill Industries	David Robles, Ecology Action's Sustainable Transportation Group
Barbara Mason, County of Santa Cruz	Jose Joel Vasquez, Jovenes SANOS	Maria Elena de la Garza, Community Action Board, Inc.	Steve Gliessman, University of California, Santa Cruz
Susan Freeman, Stanford Graduate School of Education	Les Forster, Cypress Charter High School	George Jarrow, RN, Dignity Health Dominican Hospital	Andy Shatney
Kathleen King, CEO, Pajaro Valley Community Health Trust	Sarah Emmert, Youth Violence Prevention Task Force	Kristen Kittleson, Water Resources, County of Santa Cruz	Lifetime Achievement Award: Deborah Blumberg
Stephanie Connor-Kent, Palo Alto Medical	Jorge Zamaro, Law Enforcement		

Year 20, 2014

Brent Haddad, Center for Entrepreneurship, University of California, Santa Cruz	John Frigon, John Frigon Insurance Services	Nereida Robles, Centeotl Grupo de Danza y Baile	Homeless Connect Steering Committee
Carol Polhamu, Alternative Education, Santa Cruz County Office of Education	Rosalba Contreras, Salud Para La Gente	Fe Silva, Centeotl Grupo de Danza y Baile	Maria Virgen, Volunteer, Second Harvest Food Bank
Lawrence P. Drury, GOKIDS	Kate Hinnenkamp, Live Oak Family Resource Center, Community Bridges	Clotilde Sanchez, Volunteer, Neighborhood Accountability Board, City of Watsonville	Mary Masters, Bridge of Hope Foundation
Gary McNeil, County of Santa Cruz Human Services Department	Silvia Austerlic, Hospice of Santa Cruz County	Peter Connery, representing Project Homeless Connect Steering Committee	Charles Kieffer, Santa Cruz State Parks
	Laura Marcus, Dientes Community Dental Care	Maggie McKay, representing Project	Alan Schlenger, Board of Directors, Ecology Action and Santa Community Farmers Markets
	Guillermina Porraz, Salud Para La Gente		

Year 19, 2013

Faris Sabbah, MD, Pajaro Valley Unified School District Region XI Migrant Education Program	Jim Marshall, Children's Alley Preschool	Sandra Wallace, For Kids Monterey Bay	Jonathan Fry, Santa Cruz and Watsonville Youth City Councils
Tom Helman, Community Action Board	Elisa Breton, MD, Santa Cruz Women's Health Center	Casey Schirmer, MD, Palo Alto Medical Foundation Pediatric Weight Management Program	Will O'Sullivan, Santa Cruz Community Counseling Center Recovery Services
Ryan Coonerty, NextSpace	Maria Mead, MD, Santa Cruz Women's Health Center	Fernando Giraldo, County of Santa Cruz Probation Department	John Dietz, 180/180 Campaign
Jeremy Neuner, NextSpace	Kristina Muten, MD, Santa Cruz Women's Health Center	Lori Butterworth, Santa Cruz and Watsonville Youth City Councils	Jane Schwickerath, Diversity Center 60+ Senior Program
Mark Donnelly, Starlight Elementary School	Wendy Sickles, MD, Santa Cruz Women's Health Center		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
Lifetime Achievement
Award: Chris Johnson-
Lyons

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
Lifetime Achievement
Award: Fr. Andrew Beck
and Terry Beck

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
Lifetime Achievement
Award: Kathy Howard

Year 16, 2010

Michael Paul, Santa Cruz
Goodwill Industries
Cynthia Wells, Santa Cruz
Community Counseling
Center

Cork Cherk, WPENS
Teacher
Jeanne Carrier, WPENS
Teacher
Kim Woodland, Soquel
PENS Teacher

Nancy Samsel, Soquel
PENS Teacher
Dara Thronton, Santa
Cruz PENS Teacher
Wendy Wyckoff, Santa
Cruz PENS Teacher

Maggie Klepp, Santa Cruz
PENS Teacher
Patty McFarland, Central
California Alliance for
Health
Dave McNutt

Paul Bellerjeau, Second Harvest Food Bank
 Willy Elliot-McCrea, Second Harvest Food Bank
 Deborah Elston, Santa Cruz Neighbors
 Nancy Sherrod, Court Appointed Special Advocates (CASA)

Javier G. Diaz, Community Restoration Project
 Bob Katz, Katz & Lapides Law Office
 Leola Lapides, Katz & Lapides Law Office
 Leticia Mendoza, YWCA Watsonville

Dr. Satish Chandra, Dominican Medical Foundation
 Richard Crowe, St. Francis Soup Kitchen
 Maria Rodriguez Castillo
 Carol McMillen
 Kris Beall, Watsonville Wetlands Watch

Julie Barrett Heffington, Seymour Center at Long Marine Lab
 Berri Michel, Bicycle Trip Lifetime Achievement Award: Dick Wilson

Year 15, 2009

Bay Federal Credit Union
 Preston "Boom" Boomer, Chemistry & Physics Teacher, San Lorenzo Valley High School
 Sherry Lee Bryan, Ecology Action
 Terry Corwin, Santa Cruz County Land Trust
 Carolyn Coleman, Santa Cruz Community Counseling Center
 Jody Cramer, Assisted Living Project

Caroline Currie, Court Appointed Special Advocate (CASA) Volunteer
 Crystal Dunningway, Assisted Living Project
 Dr. Larry deGhetaldi, Palo Alto Medical Foundation, Santa Cruz Division
 Pola Espinoza, Children's Education Community Leader
 Kathy Fahl, Make Your Wishes Known

Community Education Initiative
 Families Together Staff
 Roberta McPherson, San Lorenzo Valley Equity Committee
 Dr. Nanette Mickiewicz, Dominican Hospital
 Maggie Muir, Sutter Maternity & Surgery Center
 Michelle LaBerge, Volunteer Attorney Coach, Mock Trial School Competition

Steve LaBerge, Volunteer Attorney Coach, Mock Trial School Competition
 Linda Proudfoot, Make Your Wishes Known Community Education Initiative
 Raquel Ramirez Ruiz, Diabetes Health Center
 Surfrider, Santa Cruz Chapter
Lifetime Achievement Award: Jeanne Wakatsuki Houston, Author & Public Speaker

Year 14, 2008

Veronica Camberos
 Henry Carter
 Dana Cox, RN
 Peggy Downes Baskin
 First 5 SEEDS Quality Coaches
 Curt Gabrielson, Watsonville Community Science Workshop
 Dr. Gary Griggs, Ph.D.

Lyn Hood, Animal Evacuation Team, SCC Equine Evacuation Unit
 Hospice of Santa Cruz County
 Bernie Klum, MD, Watsonville Community Hospital Emergency Department
 Kristi Locatelli, Animal Evacuation Team, SCC Horsemen's Association
 Sandy Lydon

Salem Magariam, MD, Dominican Pediatric Clinic
 Larry Markey
 Anthony Musielewicz, MD, Dominican Emergency Department
 Carmen Perez
 Micah Posner, People Power
 Pablo Reguerin, Educational Partnership Center

Ginny Solari Mazry, Hospice of Santa Cruz County Volunteer
 Rachel Spencer
 Todd Stosuy, Animal Evacuation Team, SCC Animal Services Authority
 Mary Sullivan-White, Animal Evacuation Team, SCC Horsemen's Association
 Michele Violich, MD, Watsonville Health Center

Year 13, 2007

Mary Boyd
 David Brown, Coastal Community Preschool

Meg Campbell, COPA Leader
 Michael Chavez

Ginny Clark, Hospice Caring Project/ Friends of Hospice
 Kim Clary, The Core

Cleaner Beaches Coalition
 Yvette Cook, Amesti Elementary School

Christina Cuevas, Program Officer, Community Foundation of Santa Cruz County	Jennifer Hastings, Medical Director, Planned Parenthood Mar Monte/ Westside Health	Ruth Leon, Healthy Start Program of PVUSD	Stuart Rosenstein, Queer Youth Task Force of Santa Cruz County
Bob Culbertson, Watsonville Wetlands Watch	Maria Carmen Hernandez, Healthy Start Program of PVUSD	Robert Montague, Loaves and Fishes	Santa Cruz Neighbors
Doriz Downs, Healthy Start Program of PVUSD	Rama Khalsa, Ph.D., Director of the Santa Cruz County Health Services Agency	Manuel Osorio, Cabrillo College	Jorge Savala, Healthy Start Program of PVUSD
Georgette Dufresne, Women's Crisis Support-Defensa de Mujeres	Katie LeBaron, Santa Cruz County Health Services Agency	Rock Pfothenauer, Dean of Career Education and Economic Development at Cabrillo College	David True, Community Action Board
		Cece Pinheiro, Special Parents Information Network	UC Santa Cruz Transportation and Parking Services Department (TAPS)

Year 12, 2006

Sybil Anderson-Adams, Santa Cruz Family & Children's Services	Gail Cosby, Coastal Community Preschool	Judy Leguillon, Coastal Community Preschool	Bob Rittenhouse, Community Volunteer
Carmelita Austin-Schreher, ABC Health Group	Roberta DePiana, Coastal Community Preschool	Paul McGrath	Eddie Rittenhouse, Community Volunteer
Deborah Blumberg, Community Volunteer	Patrick J. Fitz, Community Volunteer	Lee Mercer, Second Harvest Food Bank	Linda Robinson, Ombudsman Program
Roberta Bristol, Community Volunteer	Veronica Foos, Santa Cruz Family & Children's Services	Rob Mullens, Coastal Community Preschool	Francisco Rodriguez, Pajaro Valley Unified School District
Maria Callejas, Coastal Community Preschool	Nancy Gimmons, Watsonville Farmer's Market	Jim Naragon, Families in Transition	Robert Rodriguez
Karina Cervantez, Community Action Board	Jim Howes, Santa Cruz Police Department Public Services Department	Nell Newman, Newman's Organics	Marcia Soler, Coastal Community Preschool
Linda Clevenger	Suzanne Koebler	Terri Noto, Santa Cruz Family & Children's Services	Chris Tracy, Santa Cruz Family & Children's Services
Jimmy Cook, Santa Cruz Family & Children's Services	Jennifer Laskin, Teacher at Renaissance High School	Charles Paulden, Community Volunteer	Victoria Williams, Santa Cruz Family & Children's Services
		Elise Perlin, Santa Cruz Family & Children's Services	Mardi Wormhoudt

Year 11, 2005

Foster Anderson, Shared Adventures	Kay Bartlett, Court Appointed Special Advocates (CASA)	Elizabeth Dominguez, Cabrillo College	Scott MacDonald, Santa Cruz County Probation Department
Austin Armstrong, Community Volunteer	Catherine Cooper, UCSC Department of Psychology	Juan Gomez, Reclaiming Futures and Friday Night Live	Leslyn McCallum, Train of Consciousness
Brenda Armstrong, Santa Cruz County Health Services Agency	Tamara Doan, Coastal Watershed Council	Clay Kempf, Regional Diabetes Collaborative	Ryan McNamara, Team Member with Quest4aCure
Dave Bartlett, Court Appointed Special Advocates (CASA)	Lisa Dobbins, Action Pajaro Valley	Lynda Lewit, Santa Cruz County Health Services Agency	Maria Cristina Negrete, Community Volunteer

Matt O'Brien, Team Member with Quest4aCure
Wells Shoemaker, M.D., Physicians' Medical Group

Judy Webster, Community Volunteer
Tom Webster, Community Volunteer

Carol Whitehill, Watsonville Wetlands Watch

Danielle Winkler, Team Member with Quest4aCure
Joya Winwood, Mothersong

Year 10, 2004

Luis Alejo, CRLA/Watsonville Schools
Piet Canin, Bike to Work Program
Cathy Cavanaugh, Community Bridges WIC Program
Karen Christensen, Santa Cruz County Resource Conservation District

Jinny Corneliusen, Jack Farr, and Theresa Kramer, Alzheimer's Association of Santa Cruz Volunteers
Melissa Cowles, Community Volunteer
Selby Drake, Suicide Prevention Center Volunteers
Ecology Action

Marcia "Duffy" Grant, Community Volunteer
Anita Ibarra, Community Action Board
Gail Levine, Branciforte Elementary
Elnora Lewis, Community Volunteer
Jaime Molina, County Mental Health Services

Phil Reader, Community Volunteer
Ride a Wave and Balance 4 Kids
Jerri Ross, Santa Cruz County Health Care Outreach Coalition
Patricia Schroeder, Student Health Services
Judy Williams, Community Volunteer

Year 9, 2003

Dan Cope, Special Education Local Planning Area
Don Eggleston, New School
Jill Gallo, Community Volunteer
Mary Hammer, Community Volunteer

Mas Hashimoto, Japanese American Citizens League
Roland and Violetta Law, Community Volunteers
Dean Lundholm, Pleasant Acres Tenant Association
Marcia Meyer, Childcare Ventures
Omega Nu

Yolanda Perez-Logan, Probation Department
Amy Pine, Survivors Healing Center
R.E.A.L.
Randy Repass, West Marine
Joseph Rivers, Dragonslayers

Ann Ruper, Volunteer Book Buddy
Theresa Thomae, Small Business Development Center
Phyllis and Dick Wasserstrom, Community Volunteers
George Wolfe, Community Volunteer

Year 8, 2002

Mary Balzer, SPIN
Ruth Barker, We Care Program
David Beaudry, Community Builder
Michael Bethke, Community Volunteer
Toni Campbell

Angie Christmann, Land Trust of Santa Cruz County
Jena Collier, Health Families
Daniel Dodge, Community Activist
Heather Hite

Deutron Kebebew, UCSC
Marq Lipton, Seaside Company
Ellen Moir, New Teacher Center
Jorge Sanchez, Si Se Puede
Paul Tutwiler, Volunteer

Jim Van Houten, Community Volunteer
Linda Wilshusen, Live Oak Neighborhood Organization
Martina Zamilpa, Catholic Charities

Year 7, 2001

Jane Barr, Mid-Peninsula Housing	Aurelie Clivas, San Lorenzo Valley Healthy Start	Scott Kennedy, Santa Cruz City Council	Barbara Sprenger, San Lorenzo Valley Teen Board
Jess Brown, Santa Cruz County Farm Bureau	Diane Cooley, Community Volunteer	Ken Meshke	Jonas Stanley, San Lorenzo Valley Healthy Start
Virginia Butz	Jonathan Cornejo, Head Start	Carrol Moran, UCSC Education Partner CTR	Lillian Westerman, Santa Cruz County Office of Education
Alie Carey, Y.E.S. School	Blanca Corrales	Chrissie Morrison, Y.E.S. School	Mike Wilker, CCIC Lutheran Church
Destiny Castillo, Y.E.S. School	LaRue Foster, Ombudsman	Theresa Ontiveros, Planned Parenthood	
Amy Christey, Santa Cruz County Sheriff's Department		Sally Smith, Surfrider Foundation	

Year 6, 2000

Jay Balzar, Dientes	Judy Cox, Santa Cruz County Probation Department	Rama Khalsa, Health Services Agency	Dennis Osmer, Energy Services
Steve Beedle, Santa Cruz Tech Alliance	Pam Elders, Head Start	Bryan Loehr, Redwood Elementary	Laura Segura-Gallardo, Watsonville Parks and Recreation
Kathy Bernard, Pajaro Valley Housing Corporation	Aranda Guillermo, c/o Don Eggleston	Vickie Morales, Santa Cruz County Probation Department	Larry Tierney, Park Maintenance
Janet Boss, Boys and Girls Club of Santa Cruz County	Francisco Jimenez, Student/Magic Apple	Bob Munsey, Crow's Nest	Siri Vaeth, Big Brothers/Big Sisters
Noah Brown, Youth Services	Janice Jimenez, Student/Magic Apple	Dee O'Brian, Walnut Avenue Women's Center	

Year 5, 1999

Steve Belcher, Santa Cruz Chief of Police	Girl Scouts of the Monterey Bay Volunteers	Jack O'Neill, O'Neill Sea Odyssey	Arcadio Viveros, Salud Para La Gente
Pat Clark, NAACP	John Janzen, Silicon Systems	Jane Scherich	Elisabeth Vogel, Mercy Charities Housing
Karen Delaney, Volunteer Center	Majel Jordan, Elderday	Michael Schmidt, Santa Cruz Chamber	
Pam Falke	Irvin Lindsey, Outdoor Science Experience	Tim Siemsen	
Lisa Fraser, Principal Aptos Junior High	Mary Jo May	Erica Terence	

Year 4, 1998

Patricia Arana, ALTO	Linda Perez, Pajaro Valley Prevention and Student Assistance	Manny Solano, Watsonville Police Department	Sue Wilson, Grandma Sue's
Edison Jensen, Attorney	Maria Roman, Community for Violence Reduction	Triangle Speakers	Bruce Woolpert, Granite Rock
Susan Olsen, El Pajaro Community Development		Bill Watt, Families in Transition	

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

