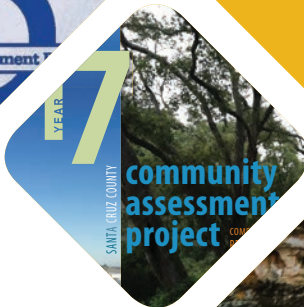


SANTA CRUZ COUNTY  
**COMMUNITY  
ASSESSMENT  
PROJECT**

**25**  
Years of Providing  
Data for Change



2019 Comprehensive Report



## 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. ASR was founded on the principle that community improvement, initiative sustainability, and program success are closely tied to the 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 community needs. Its goal is to stimulate dialogue about trends and to encourage informed strategies for shaping future policies and effective actions.

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**The Community Assessment Project (CAP) comprehensive report, past reports, and other CAP-related reports and data are available to view and download online at: [www.appliedsurveyresearch.org/scccap](http://www.appliedsurveyresearch.org/scccap)**

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## CAP Overview

The Santa Cruz County Community Assessment Project (CAP) is entering its third decade, with 2019 marking the 25<sup>th</sup> 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.

In 2016, the CAP was restructured to offer alignment with national measures of well-being, namely the Social Determinants of Health (SDOH). It is through this lens that the CAP data are presented in the executive summary and throughout the comprehensive report. While the CAP assesses quality of life across a broad range of topic areas, all data have been organized under the SDOH key areas: Economic Stability; Education; Social and Community Context; Health and Health Care; and Neighborhood and Built Environment. The CAP features over 80 indicators and approximately 190 measures across these areas, including both primary and secondary data. Biennially, ASR conducts a telephone survey of a representative sample of Santa Cruz County residents; 2019 marks a new survey year. Complementary secondary data is collected from myriad sources at the national, state, and local level.

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

### 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

## The CAP in Action

The CAP is nationally recognized as one of the oldest projects of its kind; communities throughout the United States and Canada replicate this model.

The CAP 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 the United States 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. 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 CAP, at its core, is an actionable document. Below is 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.

Dignity Health Dominican Hospital and Sutter Maternity and Surgery Center utilize data from the CAP to prioritize health needs and help complete various components of their required Community Health Needs Assessment. The Public Health Division of the Santa Cruz County Health Services Agency utilizes CAP data in grant applications, specifically using demographics, housing information, obesity, nutrition, and physical activity data.

## **Utilizing Data to Reduce Disparities**

As a data-driven entity, 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 developing 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 to be culturally and linguistically responsive to the needs of its 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 this ultimately led to its 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 (YVPTF) used the unique information found in the CAP to help inform its strategic planning process. Indicators specific to the CAP and the household survey gauge how well the county is doing at creating strong communities in which youth can thrive. As the Task Force continues to move forward with the strategic plan, this data will help the YVPTF track its 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 world<sup>1</sup> and in the Organization for Economic Co-operation and Development's (OECD) *Statistics, Knowledge and Policy 2007: Measuring and Fostering the Progress of Societies*.<sup>2</sup> 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*.

## Legend

Item	Description
	Indicates a telephone survey question
	Indicates a new question added in the 2019 telephone survey
^	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.
<b>Regions</b>	
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
<b>National Goals and Objectives</b>	
	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 toward promoting well-being for all.

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

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

## Executive Summary

The Community Assessment Project (CAP) celebrates its 25th anniversary with the development of new community indicators of well-being, new ways to connect and support community action, and new ways to align with local, national and international partnerships and initiatives. Following the 2018 Youth Well-being Spotlight, CAP continues to highlight equity and well-being for all. Building upon new opportunities to purposefully link and align strategic efforts and data sharing, a focus on innovation and ease of use have resulted in:

- **New indicators of well-being:** New indicators were added, based on an exhaustive review by members of the CAP Steering Committee. This created new issues to explore and new data sources to access and resulted in an improved story of well-being for Santa Cruz County residents. Many indicators were removed or modified with the understanding that priorities should revolve around usefulness to existing community improvement initiatives.
- **New connections to community action:** The County Government and its partners are experiencing a new intentionality around coordination, connection, and alignment. CAP data has been refreshed in order to facilitate these linkages.

Continuing commitments to focus on broadly defined health equity and justice necessitate highlighting what groups are faring well and where more support may be needed. CAP's tightened methodological safeguards ensure that community level data is reliable and allows for a better understanding of differences between groups. Special topics and group profiles support more comprehension.

## Linking Beyond Santa Cruz County

To put greater focus on both Santa Cruz County's successes and areas for improvement, the CAP report began in 2016 to integrate national measures and objectives intended to improve health through the application of the Healthy People 2020 targets. This includes 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). These are components of a person's environment that impact how they experience health and well-being throughout their lifespan, such as access to basic needs, including housing and food, in addition to education and health care.<sup>3</sup>

Santa Cruz County is not an isolated place. Because we are part of the world community, we must create and share goals that interconnect and benefit all of humanity. To address this issue, in 2015 the United Nations set forth Sustainable Development Goals (SDG) that all nations should achieve by 2030. These goals move beyond the UN's Millennial Development Goals of 2001 in that the SDGs also address the root causes of inequities so they can be mitigated more fully and more directly. These include issues related to poverty, inequality, climate change, environmental degradation, prosperity, and peace and justice.

These goals interconnect, and to leave no one behind, it is important that we achieve each goal and target by 2030. The primary purpose is to balance the three dimensions of sustainable development — economic

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<sup>3</sup> 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>



growth, environmental sustainability, and social inclusion. The CAP report has incorporated these SDGs while continuing to address the SDOH inequities and resource disparities that were uncovered in our local community.

Inequities in health and other quality-of-life indicators are unfair and avoidable outcomes within societal structures. They are measured as the differences among distinct populations.<sup>4</sup> These disparities arise out of unequal resource distribution at all levels: local, statewide, national, and international.<sup>5</sup>

It is through this lens that the CAP data are presented, in relation to the five key areas of SDOH (Social Determinants of Health): Economic Stability; Education; Social and Community Context; Health and Health Care; and Neighborhood and Built Environment.<sup>6</sup> Please note that beyond the Executive Summary, the entire comprehensive report was restructured in 2017 to align with these five categories, transitioning away from the original six sub-sections. By considering Santa Cruz County data in relation to national and international goals and objectives, our community can utilize the framework provided by Healthy People 2020, the Leading Health Indicators, the Social Determinants of Health, and the UN's Sustainable Development Goals to take action steps toward advancing the quality of life for our residents and ultimately for all humanity.

Following are the specific United Nations' Sustainable Development Goals directly connected to CAP SDOH components:

## ECONOMIC STABILITY



### NO POVERTY

End poverty in all its forms everywhere. Economic growth must be inclusive to provide sustainable jobs and promote equality.



### ZERO HUNGER

End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.



### DECENT WORK AND ECONOMIC GROWTH

Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all.

<sup>4</sup> Boston Public Health Commission. (2013) Health of Boston's Children: Parent and Caregiver Perspectives.

<sup>5</sup> 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>

<sup>6</sup> 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>

## EDUCATION



### QUALITY EDUCATION

Ensure inclusive and equitable quality education, and promote lifelong learning opportunities for all. This is the foundation for improving people's lives and creating sustainable development.

## HEALTH AND HEALTH CARE



### GOOD HEALTH AND WELL-BEING

Ensure healthy lives and promote well-being for all ages, which is essential for sustainable development.

## SOCIAL AND COMMUNITY CONTEXT



### REDUCED INEQUALITIES

Reduce inequality within and among countries. Policies must be universal in principle while meeting the needs of disadvantaged and marginalized populations.



### SUSTAINABLE CITIES AND COMMUNITIES

Make cities and human settlements inclusive, safe, resilient and sustainable. Communities must provide opportunities for all, with access to basic services, energy, housing, transportation, and more.

## NEIGHBORHOOD AND BUILT ENVIRONMENT



### PEACE, JUSTICE & STRONG INSTITUTIONS

Promote peaceful and inclusive societies, provide access to justice for all, and build effective, accountable institutions at all levels.



### CLIMATE ACTION

Take urgent action to combat climate change and its negative impacts because this is a global challenge that affects everyone.



### LIFE BELOW THE WATER

Conserve and sustainably use the oceans, seas, and marine resources because careful management of this essential global resource is key to a sustainable future.



### LIFE ON LAND

Sustainably manage forests, combat desertification, halt and reverse land degradation, and halt biodiversity loss.

Woven throughout the CAP are highlights of the data through a gender lens. This overlay connects to the following SDG:



### **GENDER EQUALITY**

We must achieve gender equality, empowering all women and girls because gender equality is not only a fundamental human right, it is also a necessary foundation for a peaceful, prosperous, and sustainable world.

The following SDGs are indirectly connected to CAP data and the SDOH:



### **RESPONSIBLE CONSUMPTION AND PRODUCTION**

Ensure sustainable consumption and production because investments in sustainable infrastructure are essential for achieving sustainable development.



### **INDUSTRY, INNOVATION AND INFRASTRUCTURE**

Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.



### **AFFORDABLE AND CLEAN ENERGY**

Ensure access to affordable, reliable, sustainable, and modern energy for all because it is central to nearly every major challenge and opportunity.



### **CLEAN WATER AND SANITATION**

Ensure availability and sustainable management of water and sanitation for everyone because clean, accessible water is an essential part of a sustainable world.

# ECONOMIC STABILITY

## NO POVERTY

### Housing Stability

Which housing status currently applies to you?

**HOMEOWNER: 47.2%**

**RENTER: 37.0%**

**HOMELESS: 0.6%**

**16.8%**

of CAP survey respondents reported that they were worried or concerned that in the next two months they may NOT have stable housing that they own, rent or stay in as part of a household.

### Poverty

**12.7%**

of Santa Cruz County's population were living below the poverty level.

### Child Care

**26.9%**

of CAP survey respondents reported that it was a "Very Serious" or "Somewhat Serious" problem to find quality, affordable child care in their area.

### Social Services

**25,515**

people in Santa Cruz County who on average were served monthly by CalFresh.

**92,234**

people in Santa Cruz County received aid from 1 or more public assistance programs.

## ZERO HUNGER

### Basic Needs

**20.7%**

of CAP survey respondents reported that they went without 1 or more basic needs at any time in the past 12 months.

**WHITE: 17.3%**

**LATINO: 26.2%\***

*\*Statistically significant*

### Food Security

**52.8%**

of students received Free or Reduced Cost Meals at school.

## DECENT WORK AND ECON GROWTH

### Financial Wellbeing

**84.7%**

of CAP survey respondents reported that they currently have a transaction account, checking or savings, with a bank or credit union.

**10.7%**

of CAP survey respondents reported using check cashing, payday lending, or other hard money lending services at least once in the past 12 months.

**40.5%**

of CAP survey respondents reported that they feel like they are financially better off now than they were a year ago.

### Employment

**39.9%**

of CAP respondents reported that they were employed full-time.

### Median Family Income

**\$107,017**

in Santa Cruz County  
CALIFORNIA: \$86,165  
UNITED STATES: \$76,401

**41.9%**

of CAP survey respondents reported their family income was in the range of \$75,000 or more for the year.

### Tourism

**11,403**

jobs in Santa Cruz County were generated by tourism.

# EDUCATION

## QUALITY EDUCATION

### Child Care

**29% shortfall**

in child care capacity for working families (children under age 6) in Santa Cruz County. This percentage of children represents a shortfall of 2,986 child care spaces (full- or part-time).

### Language and Literacy

**40%**

of Santa Cruz County 3<sup>rd</sup> graders met or exceeded grade standards in English language arts/literacy and are ready for future coursework.

**43%**

of Santa Cruz County 3<sup>rd</sup> graders met or exceeded grade standards in mathematics and are ready for future coursework.

## EDUCATION Continued

### QUALITY EDUCATION

#### High School Graduation

**81.7%**

Santa Cruz County cohort outcome graduation rate  
CALIFORNIA: 83.0%

**WHITE:**  
86.0%  
**LATINO:**  
78.7%  
**HP 2020:**  
87%

#### College-Going Rate

**66.6%**

of Santa Cruz County students who completed high school in a given year and subsequently enrolled in a post secondary institution  
CALIFORNIA: 65.8%

#### Enrollment in Higher Education

**CABRILLO COLLEGE:**  
11,648

**UC SANTA CRUZ:**  
19,700

## HEALTH AND HEALTH CARE

### GOOD HEALTH AND WELL-BEING

#### Access to Health Care

**88.2%**

of CAP survey respondents reported they were able to receive the health care they needed.

**WHITE: 90.0%**  
**LATINO: 86.7%**

#### Oral Health

**67.2%**

of CAP survey respondents reported they had dental care in the past 12 months.

#### Mental Health

**87.9%**

of CAP survey respondents reported their mental health as "excellent", "very good", or "good".

#### Mental Health

Adult Respondents (18+) who indicated that in the past 12 months they had needed to see a mental health provider, health care provider, or taken a RX to address their mental health.

**PROFFESIONAL HEALTH CARE PROVIDER 34.1%**  
**HEALTH CARE PROVIDER 21.0%**  
**PERScription MEDICATION 12.6%**

**5.7%**

of CAP survey respondents reported feeling so sad or hopeless every day for two weeks or more in a row that they stopped doing some usual activities.

**14.5%**

of CAP survey respondents reported experiencing excessive, unreasonable worry about events or activities, such as work, school, health, or politics.

#### Overall Health

**83.7%**

of CAP survey respondents described their overall health as "excellent, very good, or good"

**HP 2020: 79.8%**  
**WHITE: 85.7%**  
**LATINO: 80.7%**

#### Prescription Drug Disposal

In the last 12 months, CAP survey respondents reported the following methods to dispose of unused or expired prescription medications:

**4.5%** FLUSH DOWN TOILET  
**16.3%** HARZARDOUS WASTE COLLECTION FACILITY  
**2.2%** GIVE AWAY TO SOMEONE ELSE TO USE  
**25.4%** RETURN TO PHARMACY  
**6.3%** RETURN TO PHYSICIAN OR MEDICAL OFFICE  
**48.5%** NEVER DISPOSE OF UNUSED OR EXPIRED PRESCRIPTIONS  
**0.4%** OTHER

#### Obesity

**61.7%**

of CAP survey respondents were overweight or obese (based on BMI)

#### Substance Use (Alcohol, Tobacco, and Other Drugs)

**21.2%**

of CAP survey respondents reported binge drinking in the past 30 days.

**30.1%**

Of CAP survey respondents reported they felt it was "very acceptable" or "somewhat acceptable" for an adult to provide alcohol to persons under 21 in their home.

**21.9%**

Of CAP survey respondents reported they felt it was "very acceptable" or "somewhat acceptable" for an adult to provide marijuana to persons under 21 in their home.

# HEALTH AND HEALTH CARE Continued

GOOD HEALTH AND WELL-BEING

## Health Insurance

**89.7%**

Currently insured adults (ages 18-64) in Santa Cruz County

HP 2020: 100%  
CALIFORNIA: 89.1%

## Prenatal Care

**87.0%**

Santa Cruz County residents with 1<sup>st</sup> trimester prenatal care

HP 2020: 77.9%

Less than adequate prenatal care

**WHITE: 12.0%**  
**LATINA: 12.1%**

## Infant Mortality

**4.2**

infant deaths per 1,000 live births in Santa Cruz County

**HP 2020: 6.0** | **WHITE: 3.9**  
**CALIFORNIA: 4.6** | **LATINO: 3.7**

## Pre-term<sup>1</sup> Births

**6.7%**

Santa Cruz County

**7.9%**

County females ages ≤ 19

**HP 2020: 11.4%**  
**WHITE: 6.4%**  
**LATINA: 8.1%**

## Low Birth-Weight<sup>2</sup> Babies

**6.1%**

Santa Cruz County

**7.9%**

County females ages ≤ 19

**HP 2020: 7.8%**  
**WHITE: 4.6%**  
**LATINA: 5.6%**

<sup>1</sup> Pre-term births are all births before 37 weeks gestation.

<sup>2</sup> Low birth-weight are all babies born weighing less than 2,500 grams.

# SOCIAL & COMMUNITY CONTEXT

REDUCING INEQUALITY

## Discrimination

**16.4%**

of CAP survey respondents felt discriminated against in Santa Cruz County in the last 12 months.

Reasons for feeling discriminated against or treated unfairly:

**13.9%** SOCIO-ECONOMIC STATUS | **46.2%** ETHNICITY/RACE  
**17.6%** APPEARANCE | **3.9%** SEXUAL ORIENTATION  
**16.1%** AGE | **6.2%** LANGUAGE

SUSTAINABLE CITIES AND COMMUNITIES

## Civic Participation

**78.2%**

of CAP survey respondents have voted in the last 12 months.

**20.2%**

of CAP survey respondents who joined a protest or demonstration in the last 12 months.

**WHITE: 24.2%**  
**LATINO: 9.7%\***  
\*Statistically significant

## Homelessness

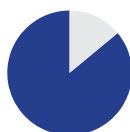
**2,167**

people were indentified as homeless in Santa Cruz County during the 2019 Point-in-Time Count.

## Social Cohesion

CAP survey respondents who strongly agree or agree with the statement: People in this neighborhood help each other out.

**88.7%**



OVERALL

**90.3%**



WHITE

**85.8%**



LATINO

**94.0%**

of CAP survey respondents who often or sometimes feel they have someone to turn to when they need help.

**WHITE: 95.7%**  
**LATINO: 91.2%**

# NEIGHBORHOOD & BUILT ENVIRONMENT

PEACE, JUSTICE & STRONG INSTITUTIONS

## Concern About Crime and Violence

**29.8%**

of CAP survey respondents reported they were "very concerned" about crime in Santa Cruz County.

Concern about gangs, violent crime in neighborhood.

**35.9%** GANGS

**42.2%** VIOLENT CRIME

Concern about property/cyber crime in neighborhood.

**62.2%** PROPERTY CRIME

**58.5%** CYBER CRIME

## Trust in Law Enforcement

**86.3%**

of CAP survey respondents reported that local law enforcement was "somewhat trustworthy" or "very trustworthy."

**WHITE: 85.9%**  
**LATINO: 88.6%**  
**OTHER: 80.7%**

## Child Abuse Cases

**5.7%**

of CAP survey respondents reported that family members or friends in Santa Cruz County had experienced child abuse or neglect in the last year.

## Elder Abuse Cases

**4.0%**

of CAP survey respondents reported that family members or friends in Santa Cruz County had experienced elder abuse or neglect in the last year.

## Crime and Violence

**31.2**

was the Santa Cruz County crime rate per 1,000 residents

**PROPERTY CRIME RATE: 27.3**  
**VIOLENT CRIME RATE: 3.6**

Juvenile Arrests, Santa Cruz County

**WHITE: 25.6%**  
**HISPANIC: 66.9%**  
**BLACK: 3.2%**

**2.3**

homicide deaths per 100,000 residents in Santa Cruz County

**HP 2020: 5.5**  
**CALIFORNIA: 5.2**

## Incarceration

Jail population characteristics, Santa Cruz County

**WHITE: 57.3%**  
**HISPANIC: 35.1%**  
**AFRICAN AMERICAN: 4.8%**

LIFE ON LAND

## Concern for the Environment

**23.7%**

of CAP survey respondents listed **litter** as the top response for the issue that concerns them most about the natural environment in Santa Cruz County.

**NORTH COUNTY: 20.6%**  
**SOUTH COUNTY: 32.8%**

## Organic Farming

**6,940**

acres of organic farmland in Santa Cruz County.

**\$126.3**

million in gross organic farm sales in Santa Cruz County.

LIFE BELOW WATER

## Environmental Conditions

**5.6**

pounds of pesticide applied per resident in Santa Cruz County

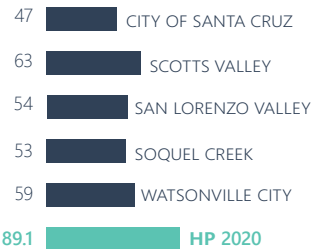
**194**

days of swim advisories in Santa Cruz County

**zero**

days of beach closures in Santa Cruz County

Average reported residential water use (in gallons, per capita, per day) by water district



Mode of transportation for commuting to work among Santa Cruz County residents

**69.0%**

drove alone  
*(car, truck, or van)*

**9.6%**

carpooled  
*(car, truck, or van)*

**27.4 mins.**

average travel time to work for Santa Cruz County residents

**10**

unhealthy days (Air Quality Index) for sensitive groups in Santa Cruz County

CLIMATE ACTION

## 2019 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.

Each year the United Way seeks nominations from the public, of people who have worked toward meeting a CAP community goal in the past year.



**Top Row (l to r):** Michelle Rodriguez, PhD (Pajaro Valley Unified School District), Jacob Martinez (Digital Nest), Ellen Timberlake (County of Santa Cruz Human Services Department), Rosario Sanchez (Santa Cruz County Health Centers), Monica Martinez (Encompass Community Services), Jamie Cutter (Delta High School), Tim Carson (Regional Water Management Foundation)

**Front Row (l to r):** Jen Hastings, MD (Health Improvement Partnership), Xaloc Cabanes (Santa Cruz County Office of Education, Alternative Education Program), Areli Monroy (Santa Cruz County Health Centers), Lejla Bratovic (Conflict Resolution Center), Daniel Alanis-Renteria (Community Action Board), Jimmy Cook (CASA Santa Cruz County), Noel Brock (Davenport Community Volunteer)

**Not Pictured:** Ann Lopez, PhD (Center for Farmworker Families), Ama Delevett (Survivors Healing Center), Barbie Gomez (Watsonville Community Volunteer), Brenda Armstrong (Health Services Agency, Substance Use Disorder), Gabriela Sanchez Ramirez (United Way of Santa Cruz County, Jóvenes SANOS), Sr. Michaella Siplak (Dignity Health Dominican Hospital), Walter Barrows (California Highway Patrol Tow Truck)



## Mary Lou Goeke Data to Action Community Hero Award

CAP was founded to create community well-being data that is rigorous and actionable. In 2017, upon her retirement as Executive Director of the United Way of Santa Cruz County and in acknowledgment of her successes in community improvement, Applied Survey Research sponsored the creation of the Mary Lou Goeke Data to Action Community Hero Award.

This award will be bestowed to honor excellence in the utilization of data that helps catalyze community action. **Brenda Armstrong** is the 2019 inaugural recipient of this honor to recognize her tireless efforts to use and promote the utilization of community data to achieve well-being for all.

## Community Goals

The purpose of the following community goals is to focus attention and energy to improve the quality of life for the people of Santa Cruz County. As such, these community goals are generally broad. 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.

### Economic Stability

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

### Education

- Goal 1: By 2020, all students will be fully connected and engaged with their school communities and will see their schools as welcoming, essential, and safe places.
  - » Community Hero: Jamie Cutter
- Goal 2: By 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: Michelle Rodriguez, PhD
- Goal 3: By 2020, all students will be provided sufficient behavior, health, and counseling services to succeed in their chosen educational and career pathways.
  - » Community Hero: Ama Delevett

### Health and Health Care

- Goal 1: By 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

- » Community Hero: Xaloc Cabanes
- Decreasing reliance on Emergency Rooms as a regular source of health care
  - » Community Hero: Santa Cruz County Health Centers – Rosio Sanchez and Areli Monroy
- Increasing access to mental health and substance use disorder treatment
  - » Community Hero: Jen Hastings, MD
- Goal 2: By 2020, obesity in Santa Cruz County will be reduced by 10%.
  - » Community Hero: Gabriela Sanchez Ramirez

## Social and Community Context

- Goal 1: By 2020, more Santa Cruz County residents will build meaningful social bridges across differences in age, race, ethnicity, class, and culture.
  - » Community Hero: Ann Lopez, PhD
- Goal 2: By 2020, schools and communities will be safe, supportive, and engaging places for children, youth, and families.
  - » Community Hero: Daniel Alanis
- Goal 3: By 2020, more Santa Cruz County residents will feel empowered to experience and pursue long-term quality of life.
  - » Community Hero: Jimmy Cook

## Neighborhood and Built Environment

### Public Safety

- Goal 1: By 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: Walter Barrows
- Goal 2: By 2020, there will be a 20% reduction in youth reporting gang involvement, resulting in a 10% reduction of gang related criminal activity.
  - » Community Hero: Barbie Gomez
- Goal 3: By 2020, there will be a 10% decrease in arrests or citations of individuals with chronic Substance Use Disorder/Co-Occurring Disorder (SUD/COD) through the increase of on-demand treatment for adults with such disorders.
  - » Community Hero: Monica Martinez
- Goal 4: By 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: Lejla Bratovic

## Natural Environment

- Goal 1: By 2020, residential per capita water use will be sustained at or under 2013 baseline levels through 2020.
  - » Community Hero: Regional Water Management Foundation
- Goal 2: By 2020, 5% of homes in Santa Cruz County will have a solar electric or hot water system.
- Goal 3: By 2020, stewardship actions for our waters will be increased by 10%.
- Goal 4: By 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.
  - » Community Hero: Noel Brock

Lifetime Achievement Award: Sister Michaela Siplak, Ellen Timberlake

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

## Acknowledgements

We wish to acknowledge all of those individuals serving on the CAP Steering Committee whose commitment of time, resources, and expert counsel have guided the CAP over the past 25 years. A special thank you is extended to the generous financial sponsors of the CAP.

## Applied Survey Research

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Gerlinde Brady *Cabrillo College*

David Brody *First 5 of Santa Cruz County*

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Martina O'Sullivan *Community Partner*

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## Financial Sponsors

Applied Survey Research	Dignity Health Dominican Hospital
City of Capitola	First 5 of Santa Cruz County
City of Santa Cruz	Health Improvement Partnership
County of Santa Cruz <ul style="list-style-type: none"><li>• County Administrative Office</li><li>• Human Services Department</li><li>• Health Services Agency</li></ul>	Kaiser Permanente
Pajaro Valley Community Health Trust	Sutter Health
Stanford Lucile Packard Children's Hospital	United Way of Santa Cruz County
	University of California Santa Cruz

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



# DEMOGRAPHICS

Demographics describe a region’s population across different areas, including gender, age, race/ethnicity, and language.

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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

	2012	2013	2014	2015	2016	2017	2018
Santa Cruz County	266,776	269,419	271,804	274,146	274,673	275,897	274,255
California	38,041,430	38,332,521	38,802,500	39,144,818	39,250,017	39,536,653	39,557,045

Source: United States Census Bureau. (2019). 2012-2018 *American Community Survey 1-year estimates*.

#### Jurisdictional Distribution, Santa Cruz County

	2013	2014	2015	2016	2017	2018	2019
Capitola	10,002	10,047	10,124	10,136	10,162	10,317	10,240
Santa Cruz	62,578	62,992	64,025	64,632	65,070	65,784	65,807
Scotts Valley	11,778	11,919	12,090	12,143	12,163	12,162	12,082
Watsonville	52,010	52,291	52,659	52,891	53,015	53,246	53,021
Unincorporated	132,732	133,812	134,958	136,086	136,193	134,562	133,721

Source: California Department of Finance. (2019). Table 2: E-4. 2013-2019 January Population Estimates for Cities, Counties and the State.

### Basic Demographics

#### Gender Distribution, Santa Cruz County

	2012	2013	2014	2015	2016	2017	2018
Female	50.3%	50.5%	50.2%	50.4%	50.4%	50.3%	50.8%
Male	49.7%	49.5%	49.8%	49.6%	49.6%	49.7%	49.2%

Source: United States Census Bureau. (2019). 2012-2018 *American Community Survey 1-year estimates*.

#### Race/Ethnicity Distribution, Santa Cruz County

	2012	2013	2014	2015	2016	2017	2018
Asian	4.0%	4.4%	4.3%	4.4%	4.9%	4.9%	4.7%
Black	1.0%	0.8%	0.8%	0.8%	1.0%	1.0%	1.0%
Hispanic/Latino	32.7%	32.9%	33.2%	33.3%	33.5%	33.9%	34.1%
White	58.7%	58.3%	58.1%	57.6%	57.6%	58.6%	56.6%
Multi-Race	2.9%	3.4%	3.3%	3.5%	2.7%	4.5%	3.2%
Other	0.7%	0.1%	0.3%	0.4%	0.3%	0.5%	0.2%

Source: United States Census Bureau. (2019). 2012-2019 *American Community Survey 1-year estimates*.

**Age Distribution, Santa Cruz County**

	2012	2013	2014	2015	2016	2017	2018
Under 5 Years	5.6%	5.9%	5.5%	5.4%	5.3%	4.9%	5.0%
5-19 Years	20.1%	19.5%	19.5%	19.2%	19.5%	19.2%	19.4%
20-34 Years	21.9%	22.5%	22.5%	22.9%	21.5%	22.3%	22.0%
35-64 Years	40.1%	39.6%	39.1%	38.2%	38.8%	38.1%	37.2%
65 Years and Above	12.2%	12.5%	13.4%	14.3%	14.9%	15.6%	16.5%

Source: United States Census Bureau. (2019). 2011-2017 *American Community Survey 1-year estimates*.

**Households<sup>1</sup> by Type, Santa Cruz County**

	2012	2013	2014	2015	2016	2017	2018
<b>Non-Family Households</b>	<b>38.0%</b>	<b>39.1%</b>	<b>35.9%</b>	<b>37.7%</b>	<b>37.1%</b>	<b>35.9%</b>	<b>34.3%</b>
<b>Family Households</b>	<b>62.0%</b>	<b>60.9%</b>	<b>64.1%</b>	<b>62.3%</b>	<b>62.9%</b>	<b>64.1%</b>	<b>65.7%</b>
Married Couple Family	47.0%	47.6%	48.2%	47.8%	46.9%	50.1%	50.6%
Female Householder Family (No Husband Present)	10.0%	9.7%	11.7%	11.1%	10.2%	9.4%	10.4%
Male Householder Family (No Wife Present)	5.0%	3.6%	4.2%	3.4%	5.8%	4.6%	4.7%
<b>Total Households</b>	<b>93,253</b>	<b>93,982</b>	<b>96,127</b>	<b>93,317</b>	<b>96,257</b>	<b>95,940</b>	<b>94,994</b>
Percentage with Persons Under 18 Years	30.1%	26.6%	30.1%	29.2%	30.4%	28.8%	29.3%
Percentage with Persons 65 Years and Older	26.3%	26.9%	27.5%	30.9%	31.8%	32.5%	34.9%
<b>Total Population in Households</b>	<b>255,178</b>	<b>257,627</b>	<b>259,829</b>	<b>261,519</b>	<b>261,966</b>	<b>263,003</b>	<b>261,180</b>
Average Household Size	2.74	2.74	2.70	2.80	2.72	2.74	2.75
Average Family Size	3.32	3.39	3.21	3.39	3.31	3.30	3.22

Source: United States Census Bureau. (2019). 2012-2018 *American Community Survey 1-year estimates*.

<sup>1</sup> 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

	2012	2013	2014	2015	2016	2017	2018
English Only	68.1%	67.7%	67.6%	68.2%	67.6%	68.0%	65.6%
Language Other Than English	31.9%	32.3%	32.4%	31.8%	32.4%	32.0%	34.4%
Asian and Pacific Islander Languages	2.9%	3.1%	2.8%	2.7%	3.1%	3.2%	2.9%
Spanish	25.5%	26.0%	26.3%	26.0%	26.5%	25.2%	28.2%
Other Indo-European Languages	2.9%	2.9%	2.9%	2.6%	2.3%	3.2%	2.6%
Other Languages	0.6%	0.3%	0.4%	0.5%	0.5%	0.5%	0.8%
<b>Total Population (Ages 5 Years and Older)</b>	<b>251,704</b>	<b>253,575</b>	<b>256,877</b>	<b>259,307</b>	<b>260,165</b>	<b>262,289</b>	<b>260,588</b>

Source: United States Census Bureau. (2019). 2012-2017 American Community Survey 1-year estimates.

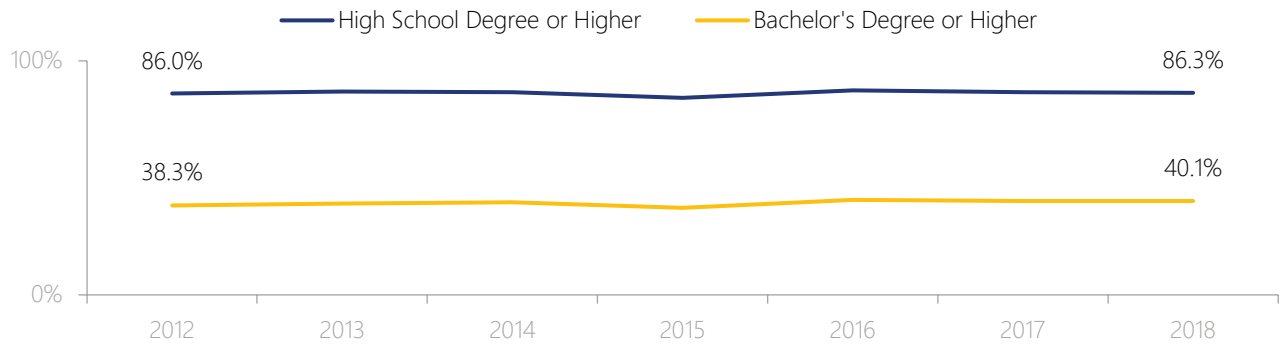
### Veteran Status, Santa Cruz County

	2012	2013	2014	2015	2016	2017	2018
Civilian Veterans (Ages 18 and Older)	6.2%	5.3%	4.9%	4.8%	4.9%	4.3%	4.8%
<b>Total Civilian Population (Ages 18 Years and Older)</b>	<b>211,393</b>	<b>213,233</b>	<b>217,577</b>	<b>219,946</b>	<b>220,049</b>	<b>222,464</b>	<b>221,442</b>

Source: United States Census Bureau. (2019). 2012-2018 American Community Survey 1-year estimates.



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



Attainment Level	2012	2013	2014	2015	2016	2017	2018
Less than 9th Grade	8.9%	8.1%	9.7%	9.5%	8.9%	8.4%	9.9%
9th to 12th Grade, No Diploma	5.1%	5.1%	3.8%	6.4%	3.8%	4.9%	3.8%
High School Graduate (Includes Equivalency)	16.1%	14.1%	16.8%	15.5%	15.7%	17.0%	15.2%
Some College, No Degree	22.7%	24.1%	21.0%	22.2%	23.0%	21.1%	22.4%
Associate's Degree	8.9%	9.8%	9.2%	9.3%	8.1%	8.4%	8.6%
Bachelor's Degree	23.1%	23.5%	24.4%	22.6%	23.1%	23.8%	23.6%
Graduate or Professional Degree	15.2%	15.4%	15.1%	14.6%	17.5%	16.4%	16.9%

Source: United States Census Bureau. (2019). 2011-2017 American Community Survey 1-year estimates.

### Adult (Ages 25 Years and Older) Educational Attainment by Jurisdiction – 2018

	High School Degree or Higher	Bachelor's Degree or Higher
Capitola	92.7%	36.8%
Santa Cruz	93.7%	52.1%
Scotts Valley	96.6%	55.5%
Watsonville	59.3%	11.4%

Source: United States Census Bureau. (2019). 2013-2017 American Community Survey 5-year estimates.



# ECONOMIC STABILITY

**Economic Stability is one of the five determinant areas in the Social Determinants of Health framework. Indicators include: poverty, employment, food insecurity, and housing instability.**

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# ECONOMIC STABILITY SNAPSHOT



NO POVERTY

## Housing Stability

Which housing status currently applies to you?

**HOMEOWNER: 47.2%**  
**RENTER: 37.0%**  
**HOMELESS: 0.6%**

**16.8%**

of CAP survey respondents reported that they were worried or concerned that in the next two months they may NOT have stable housing that they own, rent or stay in as part of a household.

## Poverty

**12.7%**

of Santa Cruz County's population were living below the poverty level.

## Child Care

**26.9%**

of CAP survey respondents reported that it was a "Very Serious" or "Somewhat Serious" problem to find quality, affordable child care in their area.

## Social Services

**25,515**

people in Santa Cruz County who on average were served monthly by CalFresh.

**92,234**

people in Santa Cruz County received aid from 1 or more public assistance programs.

ZERO HUNGER

## Basic Needs

**20.7%**

of CAP survey respondents reported that they went without 1 or more basic needs at any time in the past 12 months.

**WHITE: 17.3%**  
**LATINO: 26.2%\***

*\*Statistically significant*

## Food Security

**52.8%**

of students received Free or Reduced Cost Meals at school.

DECENT WORK AND ECON GROWTH

## Financial Wellbeing

**84.7%**

of CAP survey respondents reported that they currently have a transaction account, checking or savings, with a bank or credit union.

**10.7%**

of CAP survey respondents reported using check cashing, payday lending, or other hard money lending services at least once in the past 12 months.

**40.5%**

of CAP survey respondents reported that they feel like they are financially better off now than they were a year ago.

## Employment

**39.9%**

of CAP respondents reported that they were employed full-time.

## Median Family Income

**\$107,017**

in Santa Cruz County  
CALIFORNIA: \$86,165  
UNITED STATES: \$76,401

**41.9%**

of CAP survey respondents reported their family income was in the range of \$75,000 or more for the year.

## Tourism

**11,403**

jobs in Santa Cruz County were generated by tourism.

## Community Goals for 2020

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

## Economic Vitality

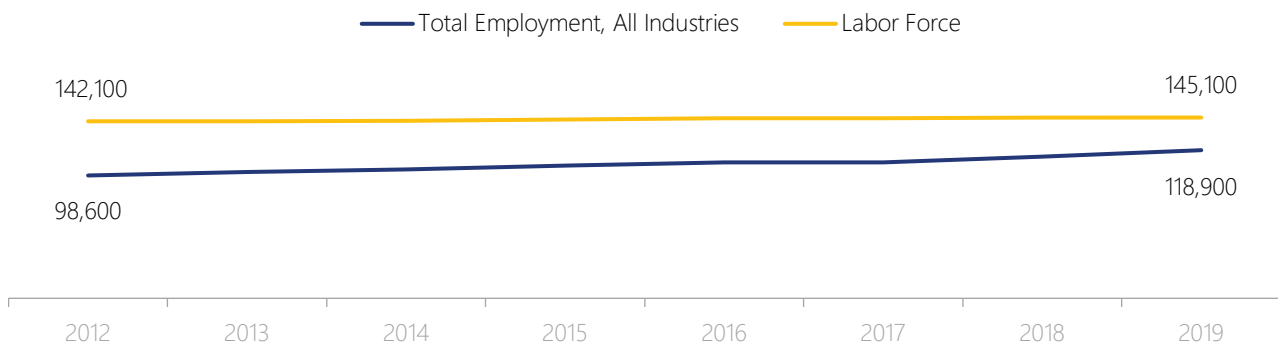
Examining employment and revenue by sector helps us understand the changing composition of jobs within the region and the strength of the economy.

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 when compared with the state (more than three times as many jobs on a proportional basis).<sup>7</sup> 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.<sup>8</sup>

Alongside agriculture, tourism ranks as one of the top employers and revenue-producing industries in Santa Cruz County, breaking the \$1 billion mark in travel-related spending for the first time in 2017, and for a second time in 2018.<sup>9</sup> Approximately three million visitor trips are taken to Santa Cruz County each year.<sup>10</sup> 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.<sup>11</sup>

## Net Job Growth

### Total Employment, All Industries, Santa Cruz County



Source: State of California Employment Development Department, Labor Market Information Division. (2019). 2012-2018 *Industry Employment & Labor Force*.

Note: Industry employment figures represent rounded numbers.

<sup>7</sup> Santa Cruz County. (2014). *Economic Vitality Study*.

<sup>8</sup> Santa Cruz County Agricultural Commissioner. (2014). 2008-2014 *Santa Cruz County Crop Report*.

<sup>9</sup> Dean Runyan Associates, Inc. (2019). *California Travel Impacts 2010-2018p*.

<sup>10</sup> Visit Santa Cruz County (VSCC). *Tourism Facts*. Accessed on July 26, 2016 from <http://www.santacruzca.org/partners/tourism-facts.php>.

<sup>11</sup> Visit Santa Cruz County (VSCC). *Tourism Facts*. Accessed on July 26, 2016 from <http://www.santacruzca.org/partners/tourism-facts.php>.

### Employment by Industry Type, Santa Cruz County

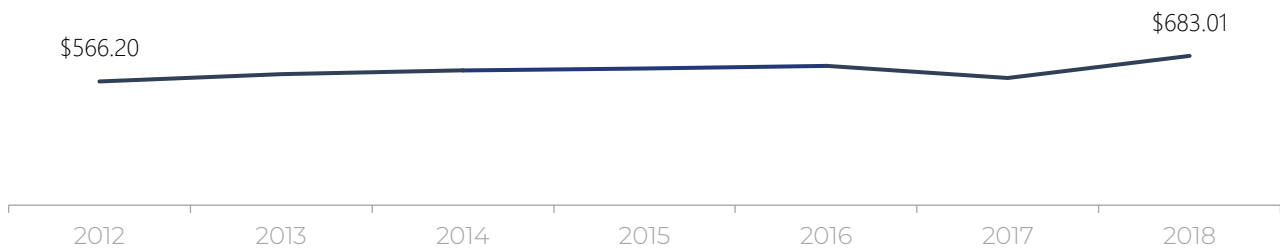
	2013	2014	2015	2016	2017	2018	2019
Government	20,600	21,100	21,400	21,800	22,200	22,200	23,400
Education & Health Services	16,500	16,900	17,300	17,500	17,500	17,800	18,100
Retail Trade	11,500	11,800	12,000	12,500	12,200	11,900	11,800
Leisure & Hospitality	12,200	12,900	13,600	13,900	13,200	14,000	16,000
Professional & Business Services	9,700	9,500	9,700	9,700	10,000	10,300	10,800
Manufacturing	6,000	6,200	6,700	7,000	7,000	7,100	7,800
Mining, Logging, & Construction	3,200	3,400	3,700	4,500	4,200	4,400	4,700
Wholesale Trade	3,500	3,500	3,500	3,500	3,200	3,300	3,500
Financial Activities	3,400	3,500	3,500	3,600	3,500	3,500	3,600
Transportation, Warehousing, & Utilities	1,400	1,300	1,500	1,500	1,500	1,500	1,700
Information	800	800	800	800	800	700	600
Other Services	4,100	4,300	4,500	4,600	4,600	5,000	5,200
<b>Total Employment, Non-farm Industries</b>	<b>92,900</b>	<b>95,200</b>	<b>98,300</b>	<b>100,900</b>	<b>99,900</b>	<b>101,700</b>	<b>107,600</b>
<b>Total Employment, Farm Industries</b>	<b>8,300</b>	<b>8,500</b>	<b>8,300</b>	<b>8,300</b>	<b>8,100</b>	<b>8,000</b>	<b>11,300</b>

Source: State of California Employment Development Department, Labor Market Information Division. (2019). 2013-2019 *Industry Employment & Labor Force*.

Note: Industry employment figures represent rounded numbers.

### Agricultural Production

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

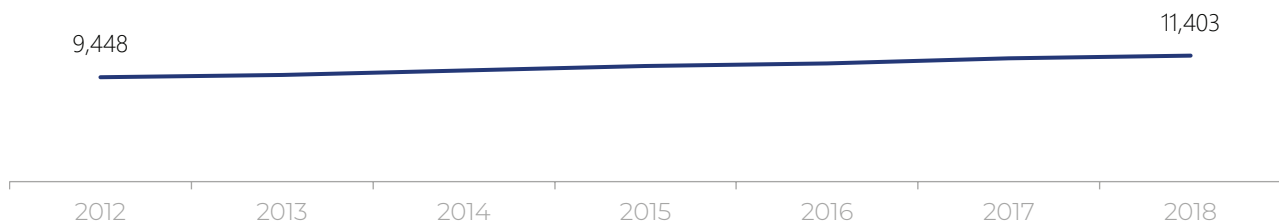


Source: Santa Cruz County Agricultural Commissioner. (2019). 2011-2017 *Santa Cruz County Crop Report*.

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

	2012	2013	2014	2015	2016	2017	2018
<b>Total Crops Value</b>	<b>\$563.9</b>	<b>\$595.9</b>	<b>\$611.2</b>	<b>\$620.5</b>	<b>\$632.8</b>	<b>\$581.2</b>	<b>683.0</b>
Berries	\$367.9	\$390.1	\$395.8	\$404.0	\$438.5	\$371	\$434.3
Nursery/ Ornamental Crops	\$113.5	\$107.9	\$119.7	\$119.1	\$93.6	\$84.4	\$109.8
Vegetables	\$57.8	\$74.2	\$72.2	\$80.4	\$75.3	\$91.5	\$92.5
Tree and Vine Products	\$18.1	\$16.8	\$16.2	\$9.7	\$18.1	\$19.1	\$28.1
Livestock and Animal Products	\$6.5	\$6.9	\$7.3	\$7.3	\$7.4	\$8.1	\$8.2
<b>Timber Farming</b>	<b>\$2.3</b>	<b>\$3.4</b>	<b>\$5.3</b>	<b>\$4.9</b>	<b>\$4.5</b>	<b>\$7.1</b>	<b>\$10.2</b>

Source: Santa Cruz County Agricultural Commissioner. (2019). 2012-2017 *Santa Cruz County Crop Report*.

**Tourism****Number of Jobs Generated by Tourism, Santa Cruz County**

Source: Dean Runyan Associates. (2019). 2010-2018 *California Travel Impacts by County*.

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

Revenue Type	2012	2013	2014	2015	2016	2017	2018
Direct Travel Spending	\$868.1	\$869.5	\$903.6	\$928.1	\$945.7	\$1023.0	\$1088.2
Industry Earnings	\$239.8	\$251.7	\$269.8	\$295.9	\$324.6	\$347.6	\$376.2
Local Tax Receipts	\$28.4	\$30.0	\$32.5	\$35.5	\$39.5	\$44.5	\$47.1
State Tax Receipts	\$40.8	\$41.8	\$43.2	\$43.2	\$42.6	\$43.8	\$49.8

Source: Dean Runyan Associates. (2019). 2010-2018p *California Travel Impacts by County*.

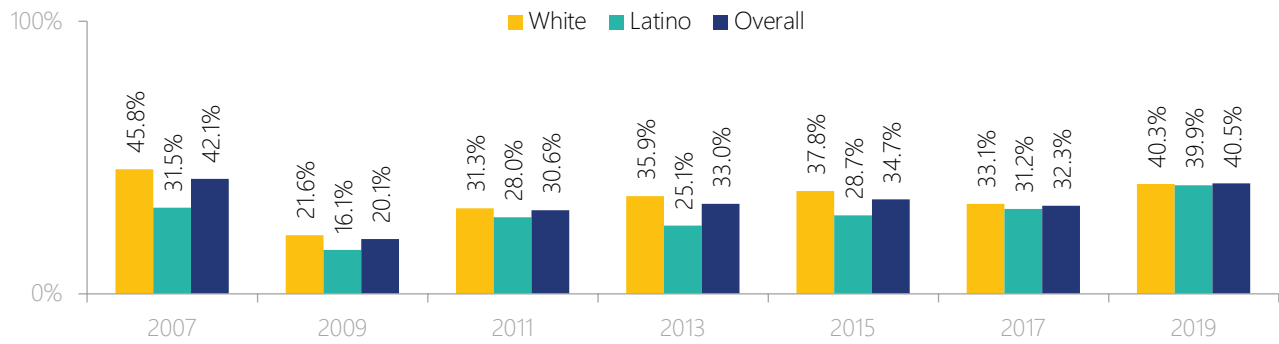
## Financial Well-being, Income & Employment

Income, employment status, and overall financial well-being affects 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. Regarding income inequality, research demonstrates that people have a shorter life expectancy in places with higher levels of income inequality.

In 2019, 40.5% of overall survey respondents answered “yes” to feeling better financially this year than last year, a decline of 1.6% over the past 12 years. While a sizable majority (84.7%) of survey respondents answered that they currently have a transaction account (checking or savings) with a bank or a credit union, a significant difference exists between White (95.7%) and Latino (67.2%) survey respondents. There has been a 27% increase between 2009 and 2017 in overall survey respondents who report annual family income of \$75,000 or more per year. During this same time period, those reporting annual family income between \$35,000 and \$74,999 has declined by 18%.

### Financial Well-being

#### 📞 Do you feel you are better off financially this year than last year? (Respondents answering “Yes”) – By Ethnicity - 2019

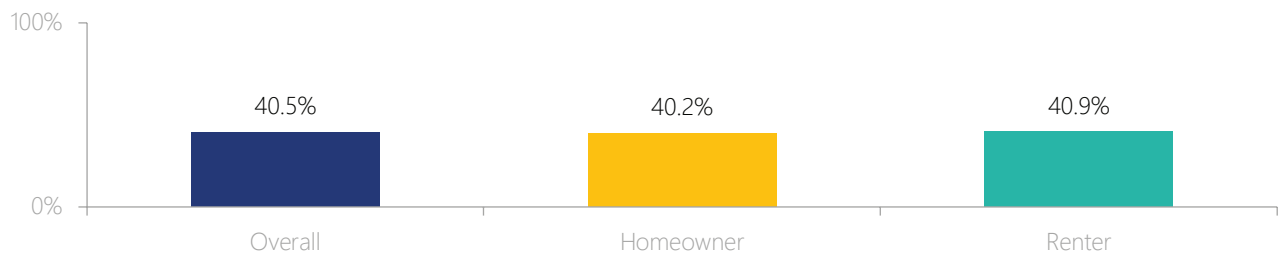


2019 - Overall n: 852; White n: 465; Latino n: 311.

Source: Applied Survey Research. (2019). 2007-2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

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

#### 📞 Do you feel you are better off financially this year than last year? (Respondents answering “Yes”) By Housing Status - 2019

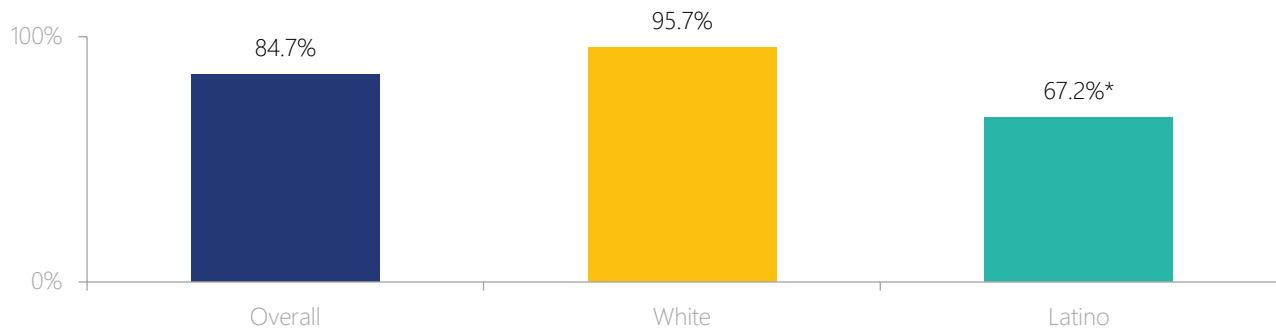


2019 - Overall n: 852; Homeowner n: 161; Renter n: 125.

Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.



**🏦 Do you currently have a transaction account, checking or savings, with a bank or credit union? (Respondents answering “Yes”) By Ethnicity – 2019**



2019 - Overall n: 855; White n: 443; Latino n: 213.

Source: Applied Survey Research. (2017). 2005-2017 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

\*Significance testing: Latino respondents were significantly more likely than White respondents to indicate that they did not have a transaction account.

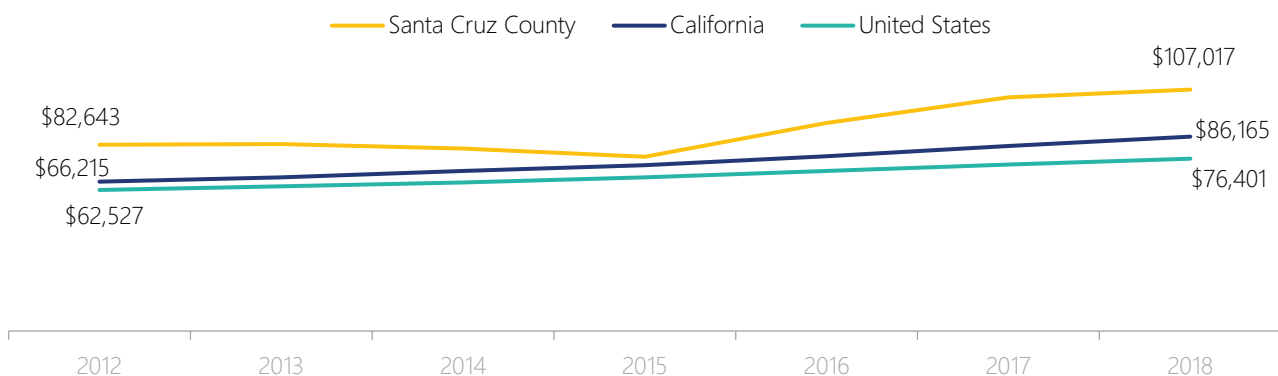
**Household Income**  
**Per Capita Personal Income**

	2013	2014	2015	2016	2017
<b>Santa Cruz County</b>	<b>\$66,519</b>	<b>\$66,923</b>	<b>\$67,256</b>	<b>\$70,088</b>	<b>\$73,663</b>
California	\$61,094	\$61,489	\$61,818	\$63,783	\$67,169
United States	\$53,046	\$53,482	\$53,889	\$55,332	\$57,652

Source: U.S. Department of Commerce, Bureau of Economic Analysis. (2019). 2013-2017 *Regional Economic Information System*.

Note: Data presented are the most recent available.

**Median Family Income<sup>1</sup>**



Source: United States Census Bureau. (2019). 2011-2017 *American Community Survey 1-year estimates*.

<sup>1</sup>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.

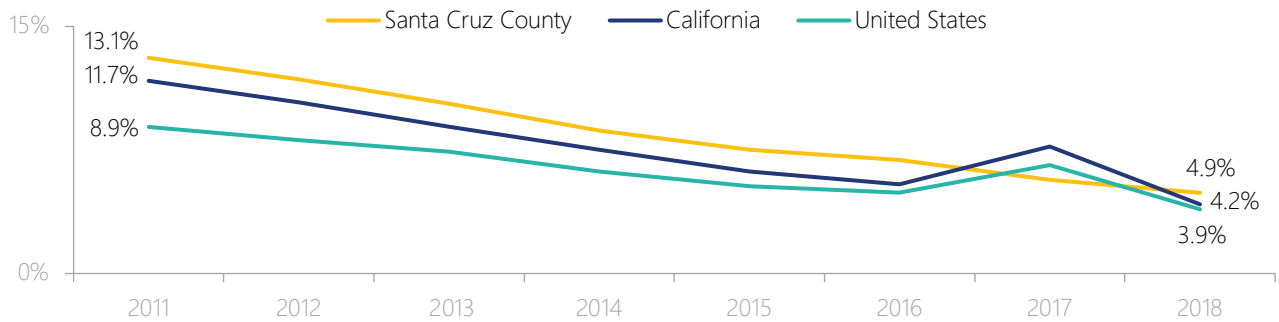
### ☎ Which income range best describes your family income for the year?

Income Category	2009	2011	2013	2015	2017	2019
\$34,999 or less	34.0%	41.9%	36.3%	37.0%	30.8%	32.7%
\$35,000 to \$74,999	32.7%	28.5%	29.1%	28.6%	26.8%	25.4%
\$75,000 or more	33.3%	29.5%	34.4%	34.4%	42.4%	42.0%
<b>Total Respondents</b>	<b>746</b>	<b>659</b>	<b>643</b>	<b>696</b>	<b>700</b>	<b>757</b>

Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

Note: 2017 Survey: "We don't need to know exactly, but could you tell me if your household's annual income from all sources before taxes falls within one of the following categories?"

## Employment Unemployment Rate



Jurisdiction	2012	2013	2014	2015	2016	2017	2018
Capitola	9.5%	8.2%	7.0%	6.0%	5.5%	3.1%	2.2%
Santa Cruz	10.6%	9.2%	7.8%	6.7%	6.1%	8.3%	3.3%
Scotts Valley	10.8%	9.4%	8.0%	6.8%	6.3%	5.2%	3.8%
Watsonville	15.0%	13.1%	11.2%	9.7%	8.9%	8.0%	10.4%

Source: U.S. Department of Labor (2019). 2012-2018 *Bureau of Labor Statistics*. State of California Employment Development Department, Labor Market Information Division. (2017). 2012-2018 *Industry Employment & Labor Force*.

Note: These data are not seasonally adjusted.

Note: Unincorporated data are unavailable.

## 📞 What is your employment status? By Ethnicity

Category	2007	2009	2011	2013	2015	2017	2019
<b>Employed full-time</b>	<b>33.5%</b>	<b>33.0%</b>	<b>32.3%</b>	<b>37.4%</b>	<b>36.8%</b>	<b>37.1%</b>	<b>39.9%</b>
White	29.6%	30.3%	27.5%	34.2%	32.2%	33.5%	35.9%
Latino	47.6%	40.9%	43.9%	47.9%	45.3%	41.0%	48.0%*
<b>Retired</b>	<b>33.9%</b>	<b>25.6%</b>	<b>29.0%</b>	<b>27.6%</b>	<b>24.9%</b>	<b>28.6%</b>	<b>22.0%</b>
White	38.5%	32.9%	35.7%	33.9%	36.9%	37.5%	31.1%
Latino	19.5%	6.7%	8.2%	8.4%	8.7%	13.1%	8.7%
<b>Self-employed</b>	<b>8.4%</b>	<b>11.7%</b>	<b>11.9%</b>	<b>9.5%</b>	<b>11.6%</b>	<b>10.7%</b>	<b>12.9%</b>
White	10.7%	13.4%	13.3%	11.3%	12.5%	13.3%	16.4%
Latino	0.8%	5.1%	8.4%	4.5%	9.0%	7.5%	7.1%
<b>Unemployed</b>	<b>5.8%</b>	<b>10.6%</b>	<b>10.5%</b>	<b>9.1%</b>	<b>7.8%</b>	<b>5.6%</b>	<b>4.7%</b>
White	4.1%	8.2%	9.5%	6.2%	6.5%	5.2%	4.2%
Latino	11.8%	16.2%	14.9%	15.7%	8.9%	7.6%	5.9%
<b>Employed part-time</b>	<b>9.9%</b>	<b>10.4%</b>	<b>10.4%</b>	<b>11.9%</b>	<b>12.1%</b>	<b>11.2%</b>	<b>11.1%</b>
White	11.0%	10.7%	8.6%	10.7%	8.9%	8.1%	7.2%
Latino	5.1%	9.1%	16.5%	16.0%	16.2%	18.2%	16.2%*
<b>Other<sup>1</sup></b>	<b>8.5%</b>	<b>8.6%</b>	<b>6.0%</b>	<b>4.5%</b>	<b>6.8%</b>	<b>6.7%</b>	<b>9.4%</b>
White	6.2%	4.5%	5.4%	3.8%	3.0%	2.4%	5.2%
Latino	15.2%	21.9%	8.2%	7.4%	11.8%	12.5%	14.1%*
<b>Total Respondents</b>	<b>702</b>	<b>846</b>	<b>713</b>	<b>706</b>	<b>779</b>	<b>770</b>	<b>844</b>
White	497	595	500	495	422	423	461
Latino	158	190	161	159	288	277	309

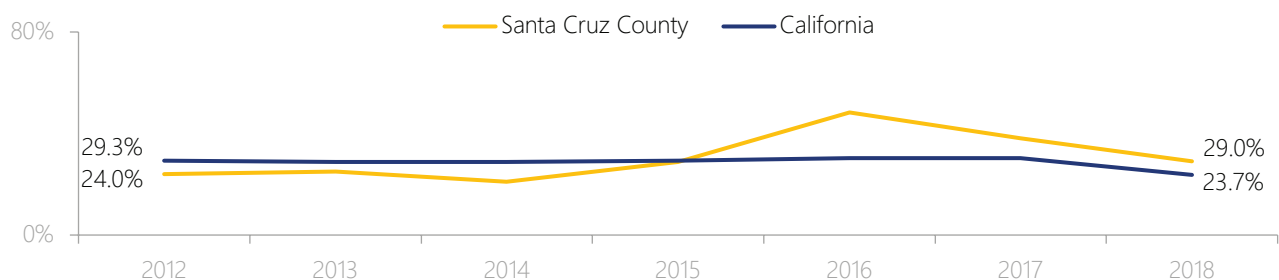
Source: Applied Survey Research. (2019). 2007-2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

<sup>1</sup>Other 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 to be employed full time, employed part-time, or Other (Homemaker, Parent, or Caregiver; Student; and Volunteer ) compared with white respondents in 2019.

## Youth Employment

### Percentage of Employed Youth (Ages 16-19)



Source: United States Census Bureau. (2019). 2012-2018 American Community Survey 1-year estimates.

## Housing

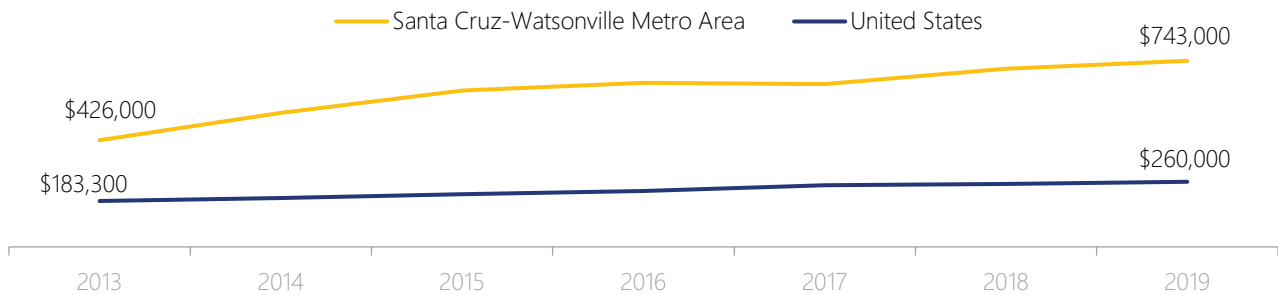


Affordable, quality, and stable housing is central to the health, diversity, and economic vitality of a community. When housing is affordable, low- and moderate-income families are able to put nutritious food on the table, receive necessary medical care, and provide reliable daycare for their children. 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.

The lack of affordable housing leads to high rent burdens, overcrowding, and substandard housing. These situations, in turn, force many community members to become homeless, and they put additional community members at risk of becoming homeless.<sup>12</sup> According to the California Housing Partnership (CHP), Santa Cruz County must create 11,873 more affordable rental homes, equivalent to 27% of the existing rental stock, to meet affordable housing needs.<sup>13</sup> The CHP also states that in 2016-17, the elimination of redevelopment and the loss of state bond funding for housing foreshadowed a 15% rise in homelessness in Santa Cruz County.<sup>14</sup>

### Affordable Housing

#### Median Sale Price (All Home Types<sup>1</sup>)



Source: National Association of Home Builders. (2019). 2011-2017 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

Note: State level data are unavailable.

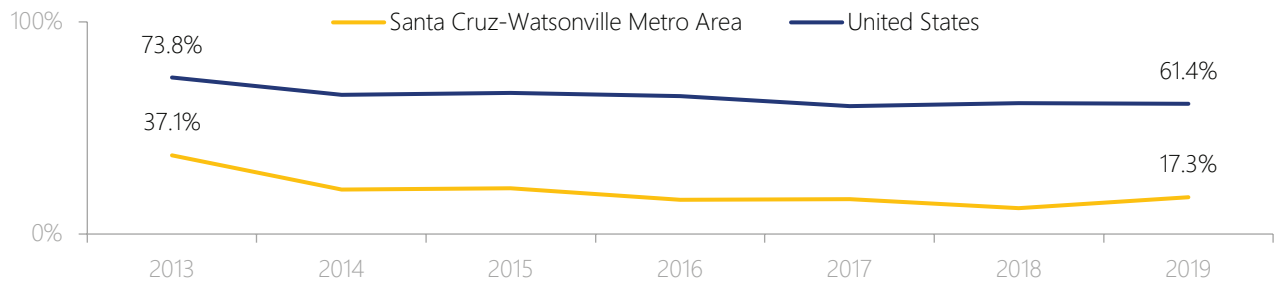
<sup>1</sup>Includes new and existing condominiums and other types of homes.

<sup>12</sup> National Coalition for the Homeless. *Why are People Homeless?* Accessed on October 4, 2019 from <https://www.nationalhomeless.org/factsheets/why.html>.

<sup>13</sup> California Housing Partnership. (2018 September). *Santa Cruz County's Housing Emergency and Proposed Solutions*.

<sup>14</sup> California Housing Partnership. (2018 September). *Santa Cruz County's Housing Emergency and Proposed Solutions*.

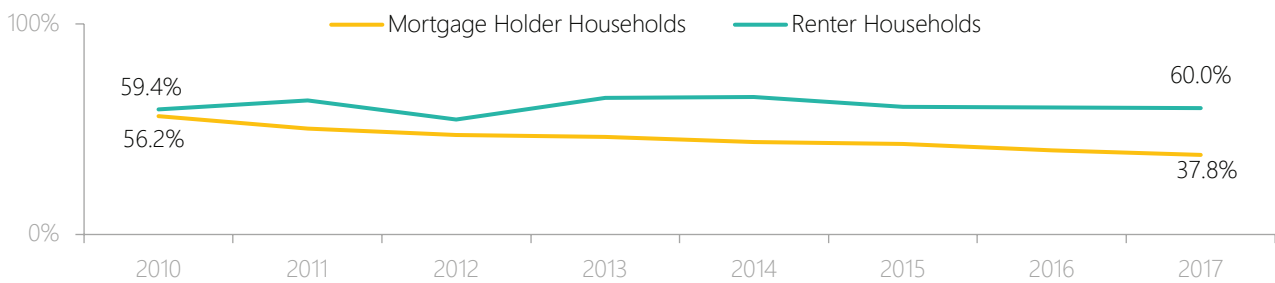
### Percentage of Homes Affordable for Median-Income Families



Source: National Association of Home Builders. (2019). 2011-2017 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

Note: State level data are unavailable.

### Housing Burden<sup>1</sup> by Housing Status, Santa Cruz County



Source: United States Census Bureau. (2019). 2011-2017 American Community Survey 1-year estimates.

<sup>1</sup> 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.

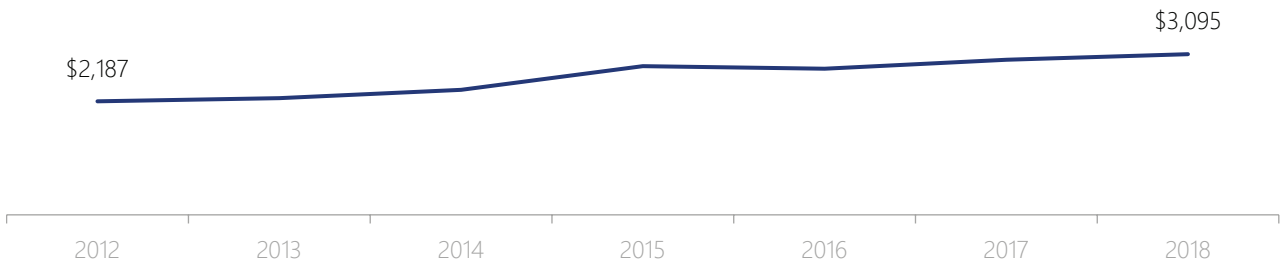
Note: The proportion of all households that spend more than 30% of income on housing and the proportion of renter households that spend more than 50% of income on housing are Social Determinant of Health indicators per Healthy People 2020. There are no associated targets with these indicators, as they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

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

Number of Bedrooms	2012	2013	2014	2015	2016	2017	2018
0 bedrooms	\$1,137	\$1,203	\$1,460	\$1,787	\$2,075	\$2,014	\$2,331
1 bedroom	\$1,547	\$1,667	\$2,074	\$2,085	\$2,374	\$2,394	\$2,471
2 bedrooms	\$2,145	\$2,138	\$2,456	\$2,615	\$2,732	\$2,774	\$2,877
3 bedrooms	\$2,576	\$2,490	\$2,828	\$3,130	\$3,109	\$3,218	\$3,283
4 bedrooms	\$2,945	\$2,678	\$3,136	\$3,389	\$3,345	\$3,539	\$3,497

Source: Zillow. (2019). 2012-2018 Zillow Rent Index

## Median Single Family Residence<sup>1</sup> Rental Price, Santa Cruz County



Source: Zillow. (2017). 2012-2018 *Zillow Home Value Index Comparisons*.

<sup>1</sup>Residence includes single family homes, condominiums, and co-ops.

## Social Characteristics

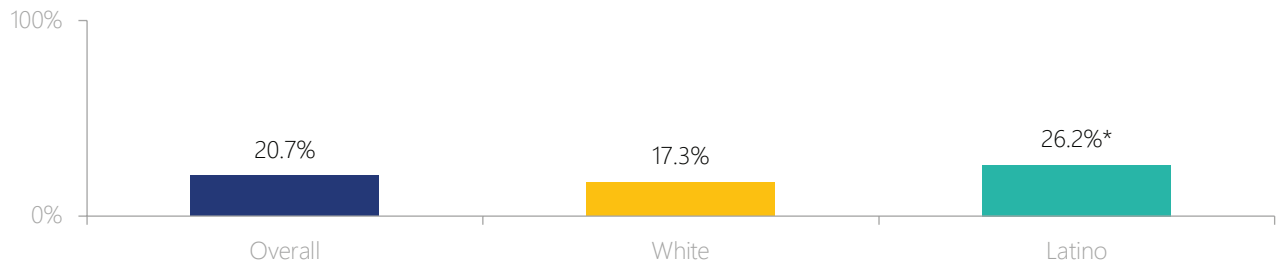


Social indicators, such as poverty and self-sufficiency, provide quantitative evidence of social well-being and illuminate social challenges, trends, and conditions useful for policy making, social spending, and monitoring and evaluating programs and policies. Too many individuals continue to experience hardship and difficulty making ends meet, as evidenced by the data presented in this section. Moreover, specific populations bear a heavier burden.

In 2019, just over one-fifth (20.7%) of overall survey respondents went without one or more basic needs in the past 12 months (e.g., food, childcare, housing); Latino respondents (26.2%) were significantly more likely than White respondents (17.3%) to indicate they had gone without one or more basic needs. Renters (28.7%) were almost three times as likely as homeowners (10.4%) to indicate they had gone without one or more basic needs, a statically significant difference.

### Basic Needs

#### 📞 Respondents who found themselves having to go without one or more basic needs at any time in the past 12 months. By Ethnicity – 2019



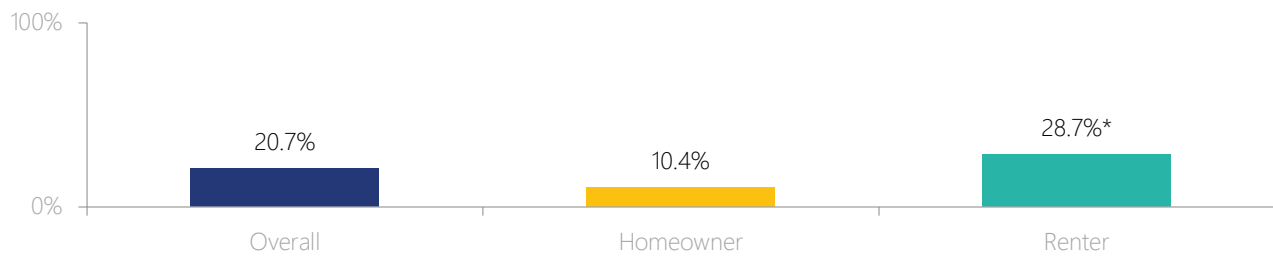
2019 - Overall n: 837; White n: 453; Latino n: 310.

Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

\*Significance testing: Latino respondents were significantly more likely than White respondents to indicate that they went without basic needs in 2019.

Note: Original survey question reads: "At any time in the past 12 months, did you find yourself having to go without any of the following: ..." Chart reflects survey respondents who went without one or more basic needs. Basic needs include food, childcare, health care, utilities, housing, and transportation.

## 🏠 Respondents who found themselves having to go without one or more basic needs at any time in the past 12 months. By Housing Status – 2019



2019 - Overall n: 837; Homeowner n: 385; Renter n: 2306

Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

\*Significance testing: Renter respondents were significantly more likely to “had gone without one or more basic needs” compared with Homeowners in 2019.

## Poverty Level

### 📊 Percentage of Population Living Below the Poverty Level by Age

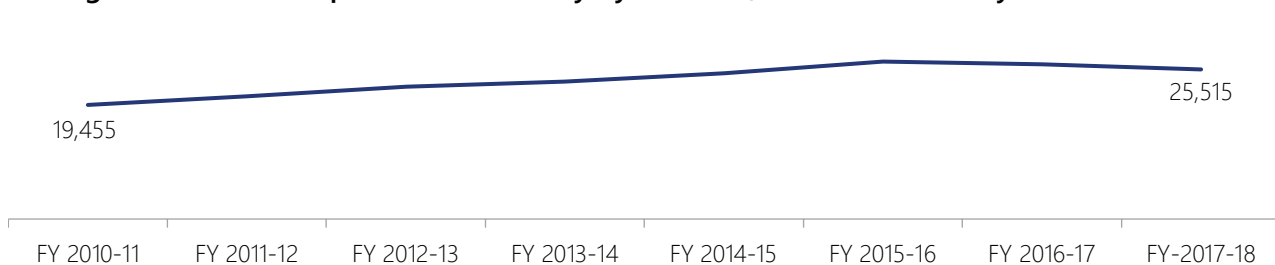
	2011	2012	2013	2014	2015	2016	2017
<b>Santa Cruz County</b>	14.8%	13.4%	14.9%	16.8%	16.1%	13.7%	12.7%
0-5 Years Old	15.0%	13.7%	18.6%	19.0%	22.5%	18.5%	14.2%
6-17 Years Old	13.9%	11.9%	18.3%	22.1%	18.4%	13.3%	12.0%
18-64 Years Old	17.4%	15.8%	15.4%	17.4%	16.9%	14.8%	13.2%
65+ Years Old	9.5%	8.0%	6.6%	7.4%	8.0%	7.8%	7.2%
<b>California</b>	16.6%	17.0%	16.8%	16.4%	15.3%	16.8%	13.3%
0-5 Years Old	24.3%	25.3%	24.8%	23.4%	22.3%	20.7%	22.0%
6-17 Years Old	22.1%	23.1%	22.8%	22.4%	20.6%	19.5%	16.3%
18-64 Years Old	15.3%	15.6%	15.6%	15.3%	14.3%	13.2%	12.0%
65+ Years Old	10.0%	10.4%	10.4%	10.6%	9.9%	10.3%	10.0%

Source: United States Census Bureau. (2019). 2011-2017 *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, as it is deemed informational.

## Social Services

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



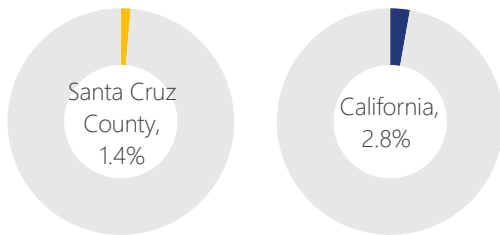
Source: County of Santa Cruz Human Services Department. (2019). *Personal Correspondence with program representative*.

### Average Monthly CalFresh Caseload, Santa Cruz County

	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17
CalFresh Caseload	12,075	13,054	14,530	14,569
CalFresh Applications	1,161	1,042	1,062	974

Source: County of Santa Cruz Human Services Department. (2017). *Personal Correspondence with program representative.*

### Percent of Population Receiving CalWORKs, January 2017



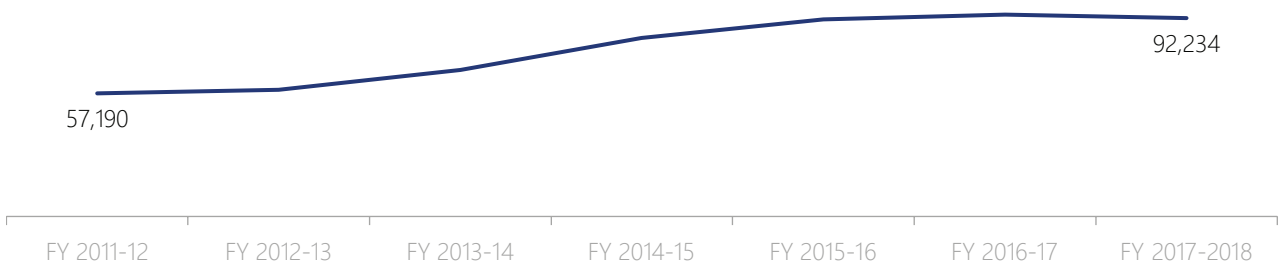
Source: CalWORKs. (2017). *2017 Monthly Statistical Report.*

### Average Monthly CalWORKs Caseload, Santa Cruz County

	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18
General Assistance	196	174	171	171	212	241	240
CalWORKs	2,226	2,059	1,974	1,884	1,722	1,599	1,463

Source: County of Santa Cruz Human Services Department. (2019). *Personal Correspondence with program representative.*

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



Source: County of Santa Cruz Human Services Department. (2019). *Personal Correspondence with program representative.*



## Food Security

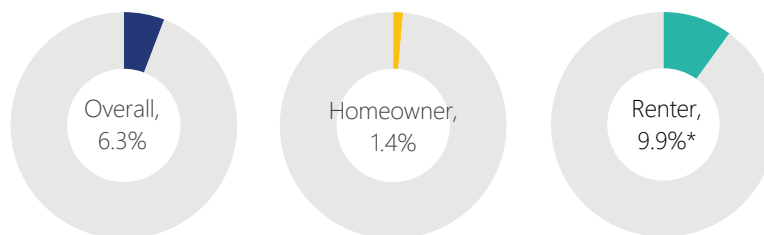


Access to affordable, healthful food is a critical component for health and well-being.

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.<sup>15</sup>

Research suggests that food insecurity increases the likelihood of hospitalizations, developmental and mental health problems, and poor disease management, and it 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.<sup>16,17</sup>

### At any time in the past 12 months, did you find yourself having to go without food? By Housing Status – 2019



2019 - Overall n: 837; Homeowner n: 385; Renter n: 306.

Source: Applied Survey Research. (2019). Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

\*Significance testing: Renter respondents were significantly more likely to go without food in the past 12 months compared with Homeowners in 2019.

<sup>15</sup> Drewnowski A, Darmon N. The economics of obesity: dietary energy density and energy cost. *Am J Clin Nutr* July 2005;82(suppl):265S–73S.

<sup>16</sup> 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.

<sup>17</sup> Bruening M, Maclehose 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.

## Food Insecurity

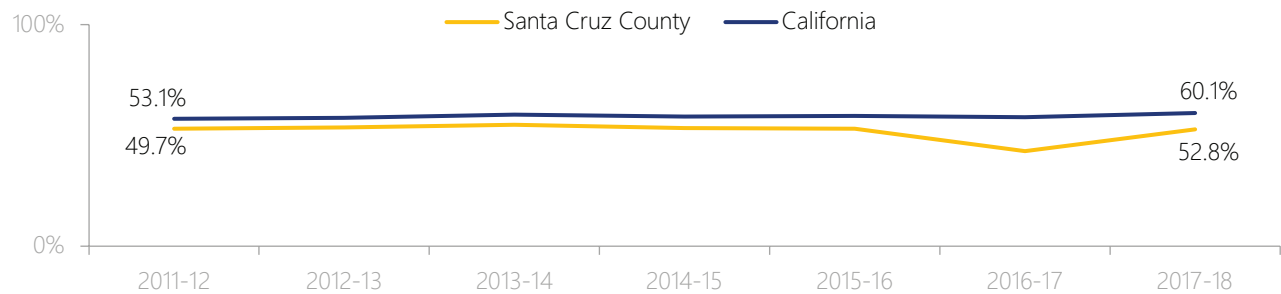
	2016	2017
<b>Food Insecure Individuals</b>		
<b>Santa Cruz County</b>	<b>32,500</b>	<b>30,300</b>
California	4,574,710	4,354,400
<b>Food insecurity rate<sup>1</sup></b>		
<b>Santa Cruz County</b>	<b>12.0%</b>	<b>11.1%</b>
California	11.7%	11.0%

Source: Gundersen, C., et al. *Map the Meal Gap 2011-2016: Food Insecurity and Child Food Insecurity Estimates at the County Level*. Feeding America, 2017.

Note: Rates are determined using data from the 2001-2014 Current Population Survey on individuals in food insecure households. Data shown are most recent. Caution should be used when comparing rates year-to-year, as methodology has changed.

<sup>1</sup>Food Insecurity Rate refers to the percentage of the population that experienced food insecurity at some point during that year. Food insecurity refers to the USDA’s measure of lack of access, at times, to enough food for an active, healthy life for all household members and limited or uncertain availability of nutritionally adequate food.

## Percentage of Students Receiving Free or Reduced-Cost Meals



School District	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Bonny Doon Elementary	10.4%	9.8%	15.7%	15.1%	20.6%	25.8%	23.2%
Happy Valley Elementary	12.9%	8.7%	11.6%	12.7%	9.1%	8.0%	11.7%
Live Oak Elementary	62.8%	58.5%	59.8%	60.4%	54.3%	76.4%	82.5%
Mountain Elementary	3.3%	4.5%	5.3%	4.2%	14.5%	10.2%	10.2%
Pacific Elementary	45.0%	21.2%	38.7%	29.6%	26.1%	33.0%	45.0%
Pajaro Valley Unified	72.9%	75.5%	76.6%	75.1%	75.3%	56.4%	72.9%
San Lorenzo Valley Unified	23.3%	24.9%	23.3%	16.6%	17.4%	16.7%	22.2%
Santa Cruz City Elementary	44.6%	44.2%	42.4%	42.8%	43.9%	42.7%	35.0%
Santa Cruz City High	33.5%	32.5%	36.5%	40.3%	39.0%	29.8%	31.0%

School District	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Santa Cruz County Office of Education	25.3%	22.7%	28.3%	21.5%	21.0%	28.6%	31.0%
Scotts Valley Unified	14.0%	14.6%	11.4%	10.0%	11.3%	9.7%	10.8%
Soquel Union Elementary	37.6%	36.9%	36.1%	32.9%	33.6%	46.7%	45.1%
<b>Santa Cruz County</b>	<b>53.1%</b>	<b>53.7%</b>	<b>54.8%</b>	<b>53.2%</b>	<b>53.0%</b>	<b>42.9 %</b>	<b>52.8%</b>
California	57.5%	58.0%	59.4%	58.6%	58.9%	58.1%	60.1%

Source: California Department of Education. (2019). 2012-2018 *Educational Demographics Unit*.



# EDUCATION

Education is one of the five determinant areas in the Social Determinants of Health framework. Indicators include: high school graduation, enrollment in higher education, and early childhood education.

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# EDUCATION SNAPSHOT



QUALITY EDUCATION

## Child Care

**29% shortfall**

in child care capacity for working families (children under age 6) in Santa Cruz County. This percentage of children represents a shortfall of 2,986 child care spaces (full- or part-time).

## Language and Literacy

**40%**

of Santa Cruz County 3<sup>rd</sup> graders met or exceeded grade standards in English language arts/literacy and are ready for future coursework.

**43%**

of Santa Cruz County 3<sup>rd</sup> graders met or exceeded grade standards in mathematics and are ready for future coursework.

## High School Graduation

**81.7%**

Santa Cruz County cohort outcome graduation rate  
CALIFORNIA: 83.0%

**WHITE:**  
86.0%  
**LATINO:**  
78.7%  
**HP 2020:**  
87%

## College-Going Rate

**66.6%**

of Santa Cruz County students who completed high school in a given year and subsequently enrolled in a post secondary institution  
CALIFORNIA: 65.8%

## Enrollment in Higher Education

**CABRILLO COLLEGE:**  
11,648

**UC SANTA CRUZ:**  
19,700

## Community Goals for 2020

- Goal 1: By 2020, all students will be fully connected and engaged with their school communities and will see their schools as welcoming, essential, and safe places.
  - » Community Hero: Jamie Cutter
- Goal 2: By 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: Michelle Rodriguez, PhD
- Goal 3: By 2020, all students will be provided sufficient behavior, health, and counseling services to succeed in their chosen educational and career pathways.
  - » Community Hero: Ama Delevett

## 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.<sup>18</sup> 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 such as: reduced need for remedial and special education, reduced incarceration rates, and lower rates of teen pregnancy. Analyses of the costs and benefits of ECE have found impressive returns on investment to the public, delivering a 13% per year return on investment. Additionally, research has found that high-quality and reliable childcare increases worker productivity and improves businesses' bottom lines.<sup>19,20</sup>

### Number of Licensed Child Care Center Slots

	2014	2017
0-1 Years Old	309	373
2-5 Years Old	3,486	3,784
6 Years and Older	863	867
<b>Total</b>	<b>4,658</b>	<b>5,024</b>

### Number of Licensed Family Child Care Homes

	2014	2017
<b>Total</b>	<b>3,842</b>	<b>3,418</b>

Source: California Child Care Resource & Referral Network, California Child Care Portfolio (2019).

Note: The Portfolio Report provided family childcare paces 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 FCCHs for the current year.

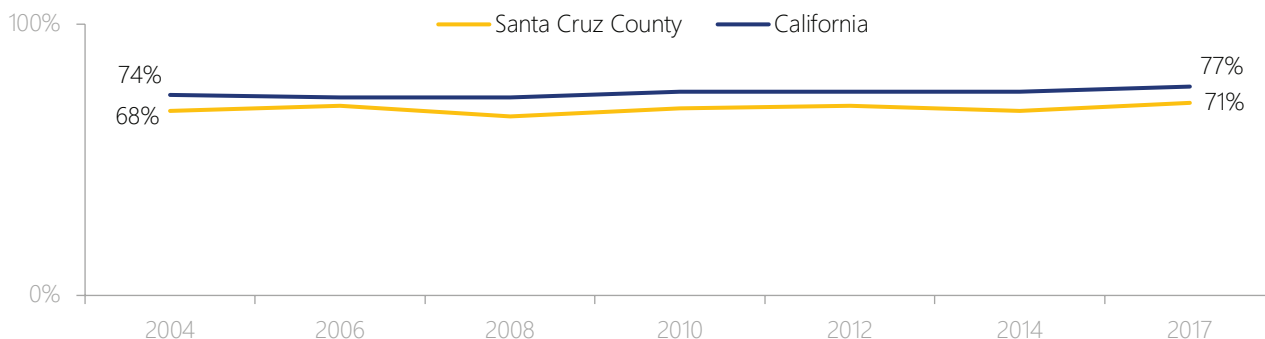
Note: Based on Section 13 of the LPC template. This table does not include the number of spaces in licensed and unlicensed centers and after-school programs for school-aged children ages 6-12. There are different sources for these data that cannot be reconciled into an unduplicated total count.

<sup>18</sup> NAEYC. A Call for Excellence in Early Childhood Education. Accessed on October 2, 2019 from <https://www.naeyc.org/policy/excellence>.

<sup>19</sup> University of California, Berkeley, Center for Labor Research and Education. *Economic Impacts of Early Care and Education in California*.

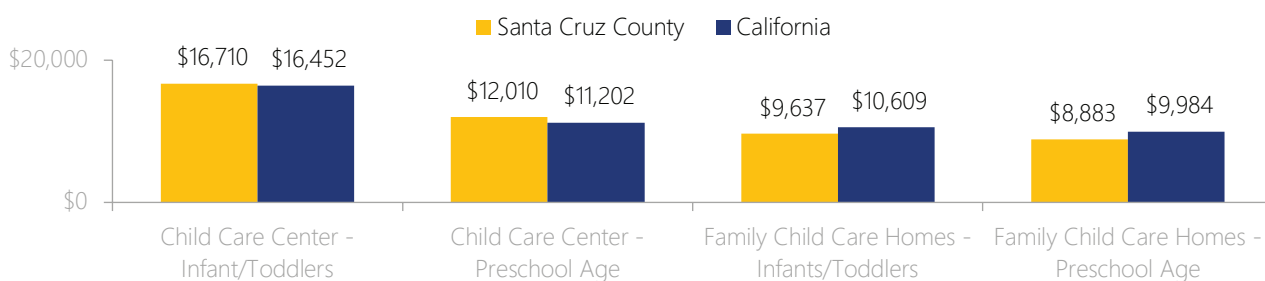
<sup>20</sup> Heckman, James, The Life-cycle Benefits of an Influential Early Childhood Program. Accessed on October 17, 2017 from <https://heckmanequation.org/the-heckman-equation/>

### Percentage of Children in Working Families that Do Not Have Licensed Child Care Slots Available



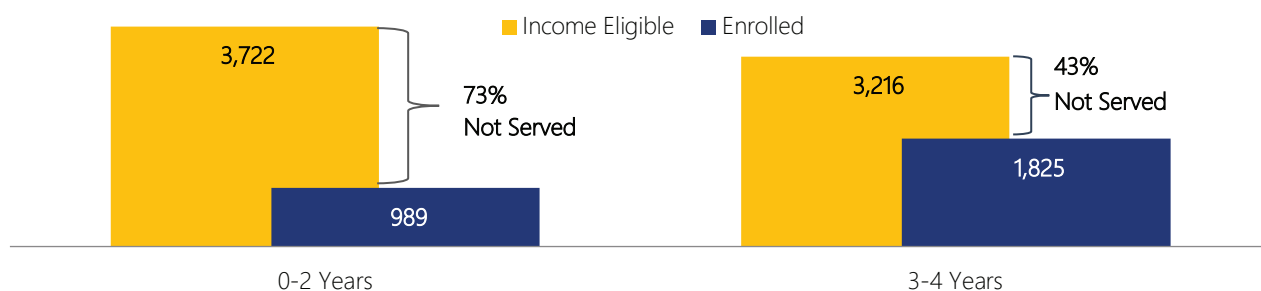
Source: California Child Care Resource & Referral Network, California Child Care Portfolio (2019).

### Average Annual Cost of Child Care – 2016



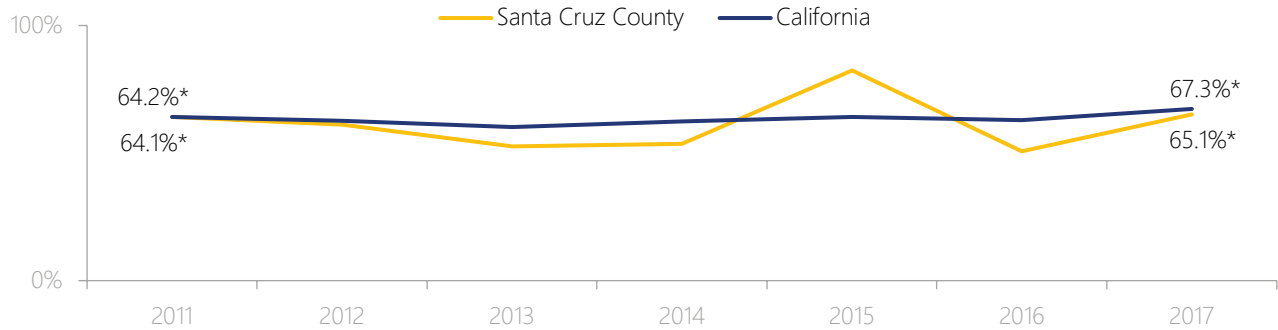
Source: California Child Care Resource & Referral Network, California Child Care Portfolio (2019); Cost data are from the Child Care Regional Market Rate Survey, 2014. Retrieved from <http://www.kidsdata.org/topic/1849/child-care-cost-agefacility/table#fmt=2358&loc=370&tf=79&ch=984,985,222,223&sortColumnId=0&sortType=asc>.

### 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.

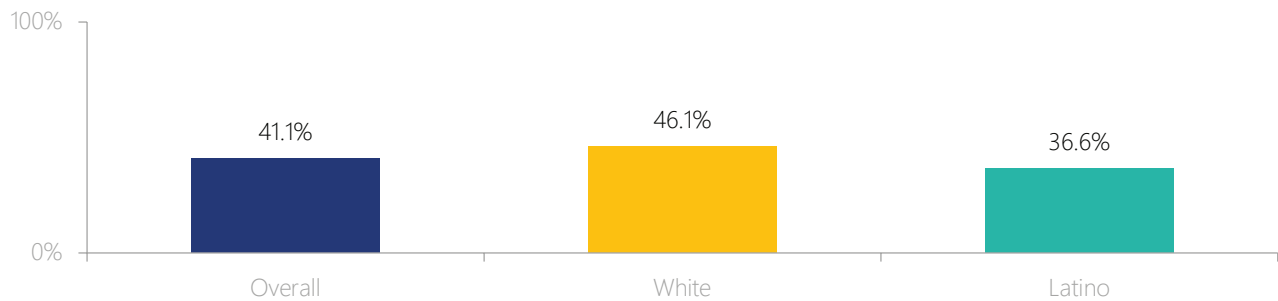
### Children Ages Birth-Five Read to Every Day by an Adult



Source: UCLA Center for Health Policy Research. (2017). *California Health Interview Survey, 2011-15*.

Data statistically unstable.

### ☎ How serious of a problem is finding quality, affordable child care in your area? (Respondents answering “Very Serious” or “Somewhat Serious”) By Ethnicity – 2019



2019 - Overall n: 865; White n: 281; Latino n: 237.

Source: Applied Survey Research. (2019). Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

### 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.<sup>21</sup> 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.<sup>22</sup> Examples of developmental assets include service to others, self-esteem, sense of purpose, and having adult role models.<sup>23</sup>

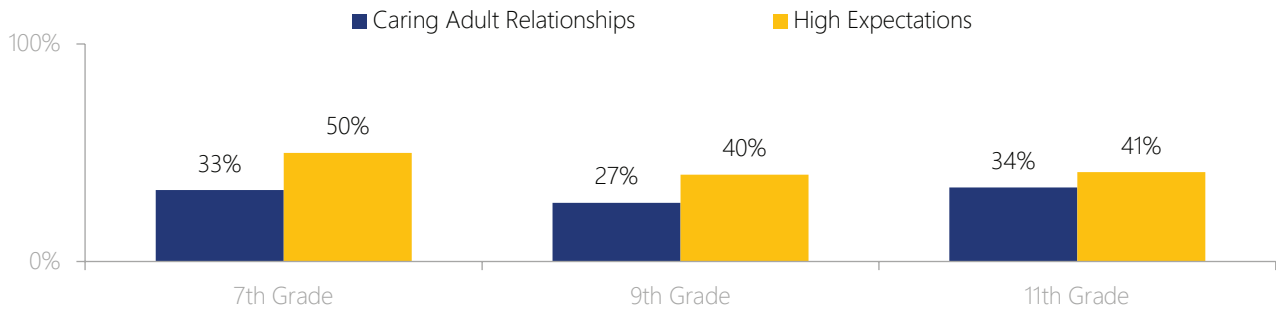
<sup>21</sup> Search Institute. Accessed on August 2, 2016 from <http://www.search-institute.org/research/developmental-assets>

<sup>22</sup> Search Institute. Accessed on August 2, 2016 from <http://www.search-institute.org/research/developmental-assets>

<sup>23</sup> Project Cornerstone. Accessed on August 2, 2016 from <http://www.projectcornerstone.org/html/developmentalassets.html>



### Percentage of Students with a High Level of Developmental Assets – By Relationship Type<sup>1,2</sup> and Grade Level, Santa Cruz County – 2015-17

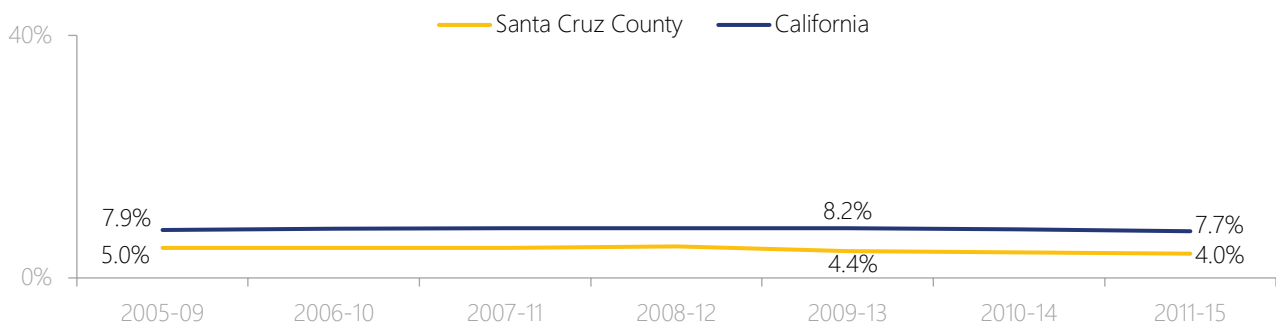


Source: West Ed for California Department of Education. (2015). *California Healthy Kids Survey, Santa Cruz County*.

<sup>1</sup> Caring Adult Relationships: At my school, there is a teacher or some other adult... who really cares about me... who notices when I am not there... who listens to me when I have something to say.

<sup>2</sup> High Expectations: At my school, there is a teacher or some other adult... who tells me when I do a good job... who always wants me to do my best... who believes that I will be a success.

### Percentage of Teens (16-19) Not in School and Not Working<sup>1</sup>



Source: Kidsdata.org, Disconnected Youth (2019).

Note: Data shown are most recent available.

<sup>1</sup> Data are statistically unstable.

## Student Enrollment

Student enrollment provides insight regarding the shifting demographic compositions. Nationally, an estimated 50.7 million students were enrolled in public elementary and secondary schools in 2018.<sup>24</sup> Total public elementary and secondary enrollment is projected to rise to 51.4 million in 2028.<sup>25</sup> The number of White students enrolled in public elementary and secondary schools is decreasing while, in contrast, the

<sup>24</sup> National Center for Education Statistics. *Back to School Statistics: Enrollment*. Accessed on October 7, 2019 from [https://nces.ed.gov/fastFacts/display.asp?id=372#PK12\\_enrollment](https://nces.ed.gov/fastFacts/display.asp?id=372#PK12_enrollment)

<sup>25</sup> National Center for Education Statistics. *Back to School Statistics: Enrollment*. Accessed on October 7, 2019 from [https://nces.ed.gov/fastFacts/display.asp?id=372#PK12\\_enrollment](https://nces.ed.gov/fastFacts/display.asp?id=372#PK12_enrollment)

number who are Hispanic is increasing, reflecting demographic shifts in the population<sup>26</sup>; data suggest that Santa Cruz County is mirroring this national shift.

### Student Enrollment, Santa Cruz County

39,960

40,240

	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
School District	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
County Office of Education	1,393	1,349	1,289	1,352	1,286	1,378	1,468
Bonny Doon Union Elementary	132	127	146	165	163	168	165
Happy Valley Elementary	127	129	134	132	125	120	108
Live Oak Elementary	2,118	2,081	2,108	2,106	2,069	2,036	1,968
Mountain Elementary	132	131	120	124	118	127	143
Pacific Elementary	104	106	108	115	106	120	117
Pajaro Valley Unified	20,001	20,362	20,438	20,354	20,400	20,279	20,106
San Lorenzo Valley Unified	4,444	4,514	4,613	4,644	4,921	4,998	5,251
Santa Cruz City Elementary	2,360	2,351	2,361	2,294	2,206	2,096	1,982
Santa Cruz City High	4,716	4,666	4,731	4,643	4,582	4,637	4,617
Scotts Valley Unified	2,479	2,474	2,482	2,545	2,505	2,470	2,421
Soquel Union Elementary	1,954	2,005	2,054	1,979	1,981	1,964	1,894
California	6,214,199	6,236,672	6,235,520	6,226,737	6,228,235	6,220,413	6,186,278

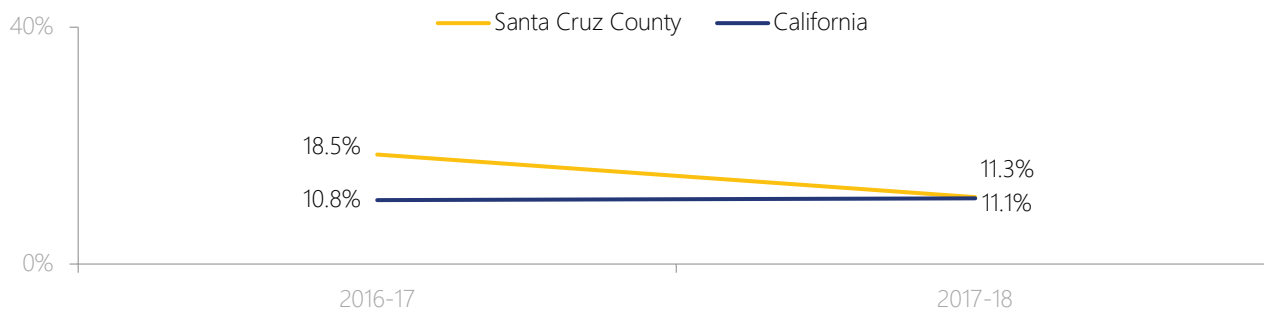
Source: California Department of Education. (2019). 2013-2019 *Educational Demographics Office*.

<sup>26</sup> National Center for Education Statistics. Accessed on September 9, 2019 from [http://nces.ed.gov/programs/coe/indicator\\_cge.asp](http://nces.ed.gov/programs/coe/indicator_cge.asp)

## Absenteeism and Student Misconduct

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% of a school year for any reason. Students who are chronically absent are more likely to fall behind in reading and math, and they are less likely to graduate from high school.<sup>27</sup> 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.<sup>28</sup>

### Chronic Absenteeism



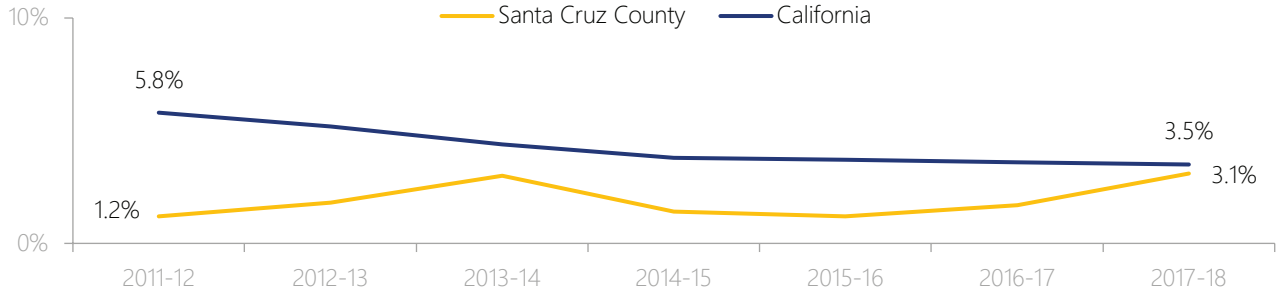
School District	2016-17	2017-18
County Office of Education	16.1%	18.5%
Bonny Doon Union Elementary	13.3%	15.1%
Happy Valley Elementary	2.4%	5.8%
Live Oak Elementary	10.6%	8.6%
Mountain Elementary	7.5%	7.6%
Pacific Elementary	11.5%	12.2%
Pajaro Valley Unified	25.9%	11.7%
San Lorenzo Valley Unified	6.9%	7.2%
Santa Cruz City Elementary	15.4%	13.8%
Santa Cruz City High	15.0%	16.0%
Scotts Valley Unified	8.0%	7.5%
Soquel Union Elementary	12.6%	9.9%

Source: California Department of Education. (2019). 2016-2019 *Educational Demographics Office*.

<sup>27</sup> 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*.

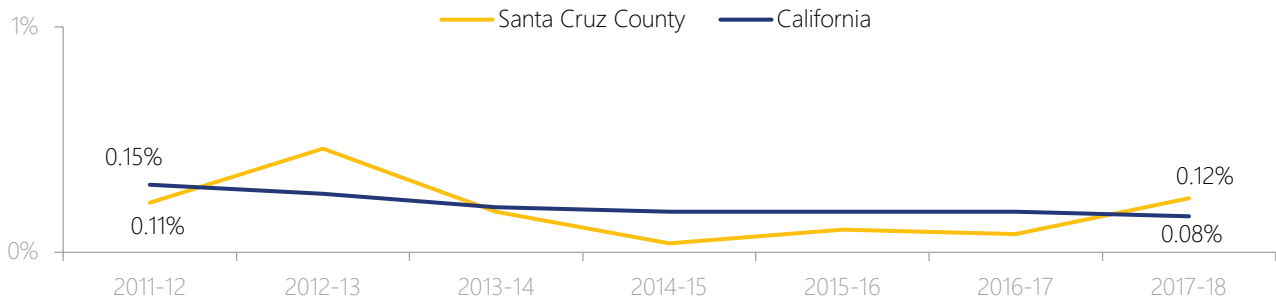
<sup>28</sup> Johns Hopkins University, School of Education, Center for Social Organization of Schools. 2012. *The Importance of Being in School: A Report on Absenteeism in the Nation's Public Schools*.

### Suspension Rate



Source: California Department of Education. (2019). 2013-2019 *Educational Demographics Office*.

### Expulsion Rate



Source: California Department of Education. (2019). 2013-2019 *Educational Demographics Office*.

### Test Scores

Standardized tests assess 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 they set a course to ensure that all California students are well prepared to enter college and careers in today’s competitive global economy.<sup>29</sup>

In 2014, the California Assessment of Student Performance and Progress (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.

<sup>29</sup>California Department of Education. Assessment Information. Accessed on August 2, 2016 from <http://www.cde.ca.gov/ta/tg/ai/>

## California Assessment of Student Performance and Progress (CAASPP)

### Achievement Level Distribution (Students who met or exceeded standards), Santa Cruz County

	2014-15	2015-16	2016-17	2017-18
<b>English Language Arts/Literacy</b>	<b>43%</b>	<b>45%</b>	<b>45%</b>	<b>46%</b>
11 <sup>th</sup> Grade	57%	58%	60%	58%
8 <sup>th</sup> Grade	47%	46%	45%	46%
7 <sup>th</sup> Grade	46%	48%	47%	51%
6 <sup>th</sup> Grade	39%	42%	46%	43%
5 <sup>th</sup> Grade	44%	48%	44%	44%
4 <sup>th</sup> Grade	38%	39%	38%	40%
3 <sup>rd</sup> Grade	33%	34%	36%	40%
<b>Mathematics</b>	<b>32%</b>	<b>33%</b>	<b>33%</b>	<b>34%</b>
11 <sup>th</sup> Grade	30%	30%	29%	29%
8 <sup>th</sup> Grade	36%	35%	30%	33%
7 <sup>th</sup> Grade	35%	35%	35%	36%
6 <sup>th</sup> Grade	29%	29%	31%	31%
5 <sup>th</sup> Grade	29%	33%	31%	32%
4 <sup>th</sup> Grade	31%	33%	34%	36%
3 <sup>rd</sup> Grade	34%	38%	40%	43%

Source: California Assessment of Student Performance and Progress. (2019). 2016-2018 Test Results for English Language Arts/Literacy and Mathematics.

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

## Diverse Learners

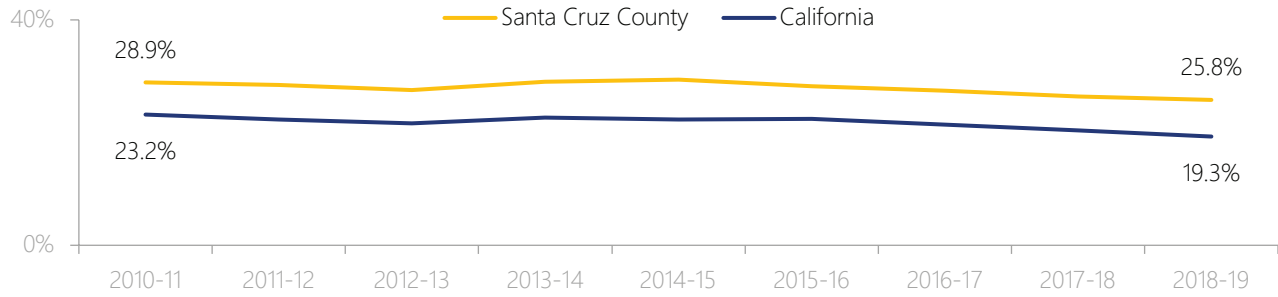
America's schools are responsible for meeting the educational needs of an increasingly diverse student population. Diverse student learners include children working to learn the English language, students with disabilities, Native American students, homeless students, the children of migrant workers, and neglected or delinquent students.<sup>30</sup> 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.<sup>31</sup> 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.

<sup>30</sup> U.S. Department of Education. 2010. *Diverse Learners*.

<sup>31</sup> U.S. Department of Education. 2010. *Diverse Learners*.

## English Language Learners

### Percentage of English Learner Students



Source: California Department of Education. (2019). 2013-2019 *Educational Demographics Office*.

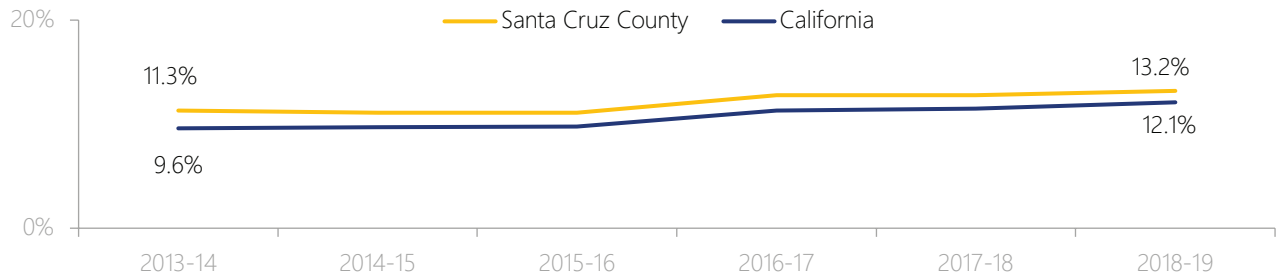
### Percentage of English Learner Students by School District

	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
County Office of Education	18.4%	17.4%	13.8%	13.9%	14.1%	14.5%	14.3%
Bonny Doon Union Elementary	0.8%	0.0%	1.4%	1.2%	2.5%	2.4%	1.8%
Happy Valley Elementary	1.6%	1.6%	1.5%	3.0%	4.0%	4.2%	4.6%
Live Oak Elementary	32.6%	32.7%	33.5%	34.5%	31.4%	30.7%	28.5%
Mountain Elementary	0.8%	0.0%	0.0%	0.8%	1.7%	3.1%	3.5%
Pacific Elementary	10.6%	12.3%	13.0%	13.0%	16.0%	14.2%	15.4%
Pajaro Valley Unified	44.0%	46.5%	47.3%	44.7%	43.4%	42.1%	41.9%
San Lorenzo Valley Unified	1.8%	1.7%	2.0%	2.3%	2.7%	2.8%	2.5%
Santa Cruz City Elementary	24.4%	25.7%	25.0%	26.0%	25.7%	23.0%	22.1%
Santa Cruz City High	6.7%	7.2%	7.6%	8.7%	8.9%	7.7%	7.3%
Scotts Valley Unified	1.7%	2.3%	3.0%	2.0%	2.2%	1.9%	1.9%
Soquel Union Elementary	13.2%	11.8%	12.4%	10.0%	11.1%	11.4%	10.5%

Source: California Department of Education. (2019). 2010-2017 *Educational Demographics Office*.

## Special Education

### Special Education Enrollment



Source: California Department of Education. (2017). 2010-2017 *Educational Demographics Office*.

**Special Education Enrollment by Disability Type<sup>1</sup>**

	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
<b>Autism</b>						
Santa Cruz County	6.4%	6.8%	7.1%	7.8%	8.3%	8.2%
California	10.4%	12.0%	12.6%	13.9%	14.5%	15.1%
<b>Deaf</b>						
Santa Cruz County	0.4%	0.5%	0.6%	0.3%	0.3%	0.3%
California	0.5%	0.5%	0.5%	0.4%	0.4%	0.4%
<b>Emotional Disturbance</b>						
Santa Cruz County	2.9%	2.7%	2.7%	3.0%	2.5%	2.7%
California	4.1%	3.5%	3.4%	3.3%	3.2%	3.2%
<b>Hard of Hearing</b>						
Santa Cruz County	2.3%	3.0%	2.8%	2.3%	2.4%	2.4%
California	1.2%	1.5%	1.4%	1.4%	1.4%	1.3%
<b>Intellectual Disability</b>						
Santa Cruz County	4.3%	3.9%	4.1%	3.9%	3.8%	3.8%
California	6.3%	6.2%	6.1%	5.8%	5.7%	5.5%
<b>Learning Disability</b>						
Santa Cruz County	50.0%	43.4%	43.0%	42.9%	43.3%	42.8%
California	45.5%	40.0%	39.6%	38.9%	38.4%	37.8%
<b>Multiple Disability</b>						
Santa Cruz County	1.1%	1.1%	0.9%	0.8%	0.7%	0.7%
California	0.8%	0.9%	0.9%	0.9%	0.9%	0.9%
<b>Orthopedic Impairment</b>						
Santa Cruz County	1.8%	1.6%	1.6%	1.4%	1.3%	1.0%
California	1.8%	1.8%	1.7%	1.5%	1.3%	1.2%
<b>Other Health Impairment</b>						
Santa Cruz County	6.1%	7.4%	8.6%	11.0%	10.6%	10.7%
California	10.2%	10.0%	10.6%	12.0%	12.6%	13.2%
<b>Speech or Language Impairment</b>						
Santa Cruz County	23.9%	28.7%	27.7%	26.3%	24.6%	25.2%
California	18.4%	22.8%	22.3%	21.2%	20.8%	20.7%
<b>Traumatic Brain Injury</b>						
Santa Cruz County	NA	0.1%	0.2%	0.0%	0.0%	0.0%
California	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%

	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
<b>Visual Impairment</b>						
Santa Cruz County	0.6%	0.6%	0.5%	0.3%	0.3%	0.2%
California	0.6%	0.6%	0.5%	0.5%	0.5%	0.4%
<b>Santa Cruz County Total Special Education Enrollment</b>	<b>4,449</b>	<b>5,165</b>	<b>5,193</b>	<b>5,336</b>	<b>5,461</b>	<b>5,496</b>
California Total Special Education Enrollment	613,061	705,279	717,961	754,337	774,665	795,047

Source: California Department of Education. (2019). 2013-2019 *Educational Demographics Office*.

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



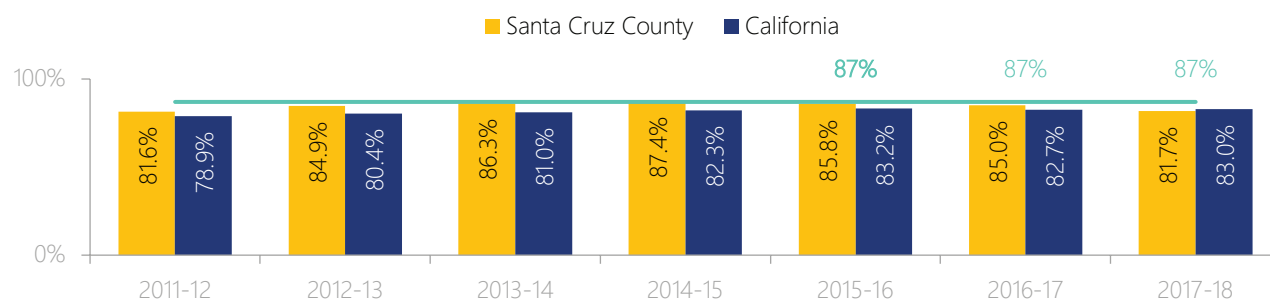
## High School Graduation & College Readiness



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, and they have better self-esteem, more personal life satisfaction, fewer health problems, and less involvement in criminal activity when compared with high school dropouts.<sup>32</sup> High school graduation can be measured by the cohort graduation rate at which students enter 9<sup>th</sup> 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.



### Cohort<sup>1</sup> Outcome Graduation Rates



School District	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
<b>District</b>							
Pajaro Valley Unified	85.9%	88.6%	89.7%	93.6%	88.3%	86.5%	89.0%
San Lorenzo Valley Unified	96.3%	94.4%	96.8%	96.8%	95.7%	98.9%	94.0%
Santa Cruz City High	90.5%	89.8%	91.9%	89.7%	92.5%	89.7%	90.1%
Scotts Valley Unified	96.7%	97.9%	97.7%	98.8%	96.9%	96.3%	95.2%
<b>Ethnicity</b>							
Hispanic/Latino	74.7%	80.4%	82.6%	83.9%	82.3%	82.4%	78.7%
White	88.7%	90.6%	90.8%	92.3%	90.8%	88.7%	86.0%

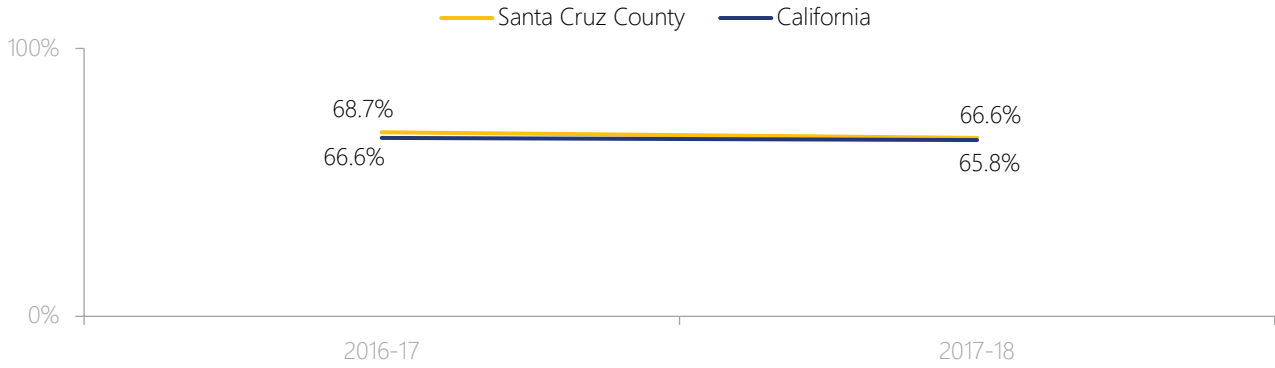
Source: California Department of Education. (2019). 2012-2018 *Educational Demographics Office*.

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

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

<sup>32</sup> Math and Reading Help. (n.d.). The importance of a high school diploma. Retrieved May 9, 2013 from [http://mathandreadinghelp.org/articles/The\\_Importance\\_of\\_a\\_High\\_School\\_Diploma.html](http://mathandreadinghelp.org/articles/The_Importance_of_a_High_School_Diploma.html)

### College-Going Rate for High School Students<sup>1</sup>



District	2016-17	2017-18
Pajaro Valley Unified	70.0%	69.9%
San Lorenzo Valley Unified	75.3%	74.1%
Santa Cruz City High	74.8%	68.9%
Scotts Valley Unified	81.5%	85.0%

Source: California Department of Education. (2019). 2016-2018 *Educational Demographics Office*.

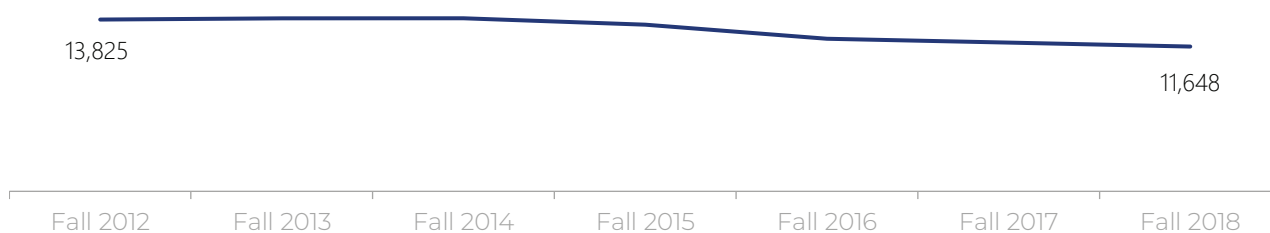
<sup>1</sup>College-going rate refers to the percentage of students who completed high school in a given year and subsequently enrolled in a postsecondary institution.

## 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% chance of remaining there as adults. With a degree, they have less than a 20% 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.<sup>33</sup> 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 Enrollment

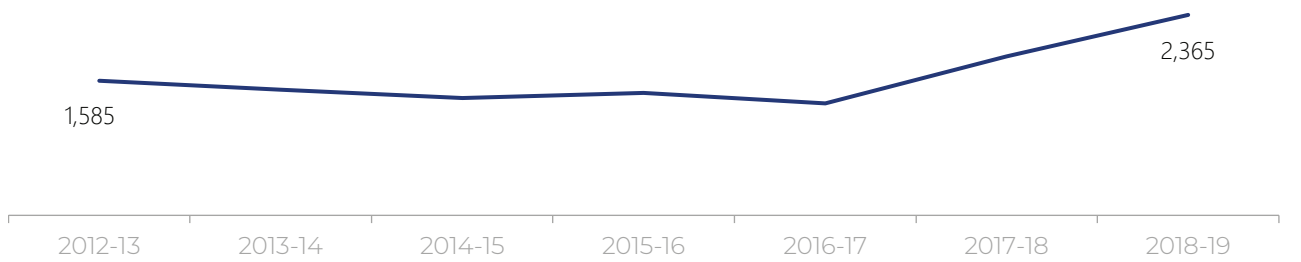


Age Group	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Under 18 Years	3.6%	3.7%	4.3%	5.6%	5.9%	6.6%	6.7%
Age 18-20 Years	31.8%	30.7%	29.0%	29.9%	33.6%	33.4%	33.5%
Age 21-24 Years	22.0%	22.2%	22.0%	21.4%	22.1%	21.1%	20.9%
Age 25-30 Years	14.5%	14.8%	14.8%	14.6%	14.1%	14.3%	14.0%
Age 31-40 Years	10.6%	11.1%	11.8%	11.5%	9.7%	10.0%	9.9%
Age 41-50 Years	7.7%	7.3%	7.3%	6.9%	5.1%	4.9%	4.9%
Age 51-60 Years	5.9%	6.2%	6.1%	5.5%	4.7%	4.5%	4.1%
Age 61 Years & Older	3.9%	4.0%	4.6%	4.5%	4.6%	5.0%	5.6%

Source: Cabrillo College. (2019). 2012-2018 Planning & Research Office. *Personal correspondence with program representative.*

<sup>33</sup> 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

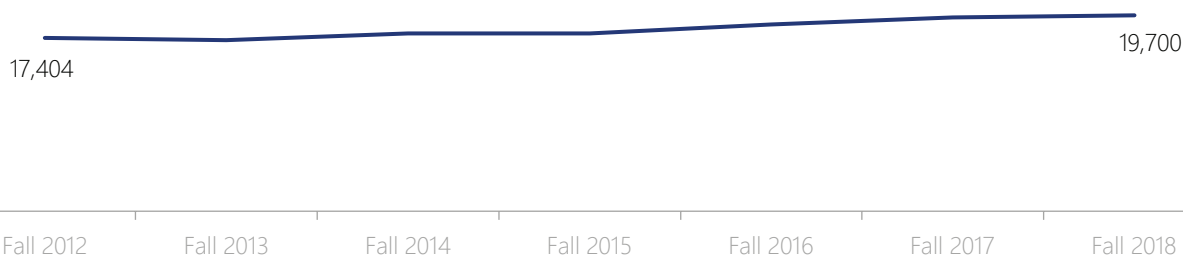


	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
<b>Degree Type</b>							
Associate of Arts	50.1%	33.8%	36.3%	36.4%	36.3%	46.8%	51.5%
Associate of Science	25.2%	31.1%	32.9%	32.5%	36.6%	33.1%	29.0%
Certificates of Achievement (18+ Units)	10.6%	17.7%	13.8%	15.2%	13.4%	9.6%	9.5%
Skills Certificate (<18 Units)	14.1%	17.5%	16.9%	15.9%	13.8%	10.6%	10.1%
<b>Ethnicity</b>							
African American	1.0%	1.1%	0.9%	0.6%	1.6%	1.1%	0.6%
Asian	1.7%	1.0%	3.0%	1.9%	2.8%	2.1%	2.5%
Filipino	1.1%	1.0%	1.1%	1.1%	1.1%	1.1%	1.0%
Hispanic/Latino	34.7%	37.4%	37.6%	42.2%	42.9%	49.8%	49.3%
Native American	0.4%	1.0%	1.2%	0.4%	0.6%	0.4%	0.1%
Pacific Islander	0.8%	0.3%	0.3%	0.1%	0.4%	0.2%	0.0%
White	52.8%	50.1%	50.6%	47.7%	44.2%	39.8%	40.5%
Multiple/Other	2.3%	5.0%	2.4%	4.5%	5.1%	5.1%	5.2%
Unknown	5.1%	3.2%	2.9%	1.5%	1.3%	0.4%	0.8%

Source: Cabrillo College. (2019). 2010-2017 Planning & Research Office. *Personal Correspondence with program representative.*

## UC Santa Cruz

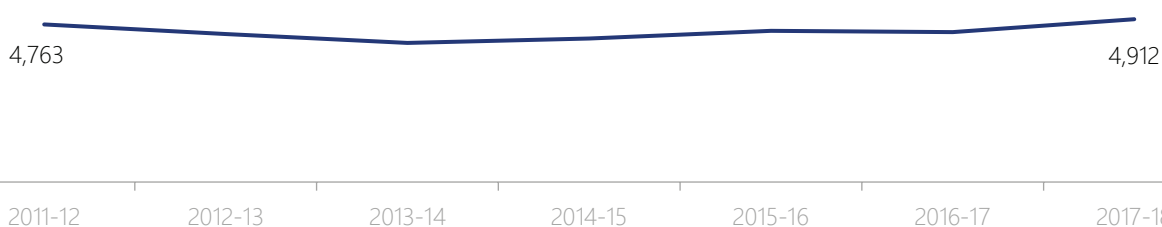
### UC Santa Cruz Total Enrollment



Race/Ethnicity	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
African American	3.2%	3.6%	3.9%	3.8%	4.0%	4.0%	4.2%
American Indian	1.2%	1.2%	1.1%	0.9%	0.9%	0.9%	0.9%
Hispanic/Latino(a)	25.7%	27.9%	29.0%	28.6%	27.3%	26.0%	25.1%
Asian/Pacific Islander	23.9%	24.4%	24.4%	25.0%	25.8%	26.4%	26.7%
White	40.5%	38.1%	35.8%	34.3%	33.1%	32.4%	31.4%
International	1.4%	2.3%	3.6%	5.3%	6.7%	8.3%	9.7%
Did Not Identify/Unknown	4.1%	2.5%	2.1%	2.1%	2.1%	2.0%	2.1%

Source: University of California - Santa Cruz. (2019). 2012-2018 *Office of Institutional Research and Policy Studies*.

### UC Santa Cruz Degrees Awarded



Degree Type	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Bachelors Awarded	4,301	4,038	3,766	3,896	4,016	3,982	4,270
Masters Awarded	290	271	252	288	378	366	483
Doctorates Awarded	172	160	179	151	175	167	159

Source: University of California - Santa Cruz. (2019). 2011-2018 *Office of Institutional Research and Policy Studies*.



# HEALTH & HEALTH CARE

Health and Health Care is one of the five determinant areas in the Social Determinants of Health framework. Indicators include: access to health care and access to primary care.

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# HEALTH & HEALTH CARE SNAPSHOT



GOOD HEALTH AND WELL-BEING

## Access to Health Care

**88.2%**

of CAP survey respondents reported they were able to receive the health care they needed.

**WHITE: 90.0%**  
**LATINO: 86.7%**

## Oral Health

**67.2%**

of CAP survey respondents reported they had dental care in the past 12 months.

## Mental Health

**87.9%**

of CAP survey respondents reported their mental health as "excellent", "very good", or "good".

## Mental Health

Adult Respondents (18+) who indicated that in the past 12 months they had needed to see a mental health provider, health care provider, or taken a RX to address their mental health.

**PROFESSIONAL 34.1%**  
**HEALTH CARE PROVIDER 21.0%**  
**PERScription MEDICATION 12.6%**

**5.7%**

of CAP survey respondents reported feeling so sad or hopeless every day for two weeks or more in a row that they stopped doing some usual activities.

**14.5%**

of CAP survey respondents reported experiencing excessive, unreasonable worry about events or activities, such as work, school, health, or politics.

## Overall Health

**83.7%**

of CAP survey respondents described their overall health as "excellent, very good, or good"

**HP 2020: 79.8%**  
**WHITE: 85.7%**  
**LATINO: 80.7%**

## Prescription Drug Disposal

In the last 12 months, CAP survey respondents reported the following methods to dispose of unused or expired prescription medications:

**4.5%** FLUSH DOWN TOILET  
**16.3%** HAZARDOUS WASTE COLLECTION FACILITY  
**2.2%** GIVE AWAY TO SOMEONE ELSE TO USE  
**25.4%** RETURN TO PHARMACY  
**6.3%** RETURN TO PHYSICIAN OR MEDICAL OFFICE  
**48.5%** NEVER DISPOSE OF UNUSED OR EXPIRED PRESCRIPTIONS  
**0.4%** OTHER

## Obesity

**61.7%**

of CAP survey respondents were overweight or obese (based on BMI)

## Substance Use (Alcohol, Tobacco, and Other Drugs)

**21.2%**

of CAP survey respondents reported binge drinking in the past 30 days.

**30.1%**

Of CAP survey respondents reported they felt it was "very acceptable" or "somewhat acceptable" for an adult to provide alcohol to persons under 21 in their home.

**21.9%**

Of CAP survey respondents reported they felt it was "very acceptable" or "somewhat acceptable" for an adult to provide marijuana to persons under 21 in their home.

## Health Insurance

**89.7%**

Currently insured adults (ages 18-64) in Santa Cruz County

**HP 2020: 100%**  
**CALIFORNIA: 89.1%**

## Prenatal Care

**87.0%**

Santa Cruz County residents with 1<sup>st</sup> trimester prenatal care

**HP 2020: 77.9%**

Less than adequate prenatal care

**WHITE: 12.0%**  
**LATINA: 12.1%**

## Infant Mortality

**4.2**

infant deaths per 1,000 live births in Santa Cruz County

**HP 2020: 6.0** | **WHITE: 3.9**  
**CALIFORNIA: 4.6** | **LATINO: 3.7**

## Pre-term<sup>1</sup> Births

**6.7%**

Santa Cruz County

**7.9%**

County females ages ≤ 19

**HP 2020: 11.4%**  
**WHITE: 6.4%**  
**LATINA: 8.1%**

## Low Birth-Weight<sup>2</sup> Babies

**6.1%**

Santa Cruz County

**7.9%**

County females ages ≤ 19

**HP 2020: 7.8%**  
**WHITE: 4.6%**  
**LATINA: 5.6%**

<sup>1</sup> Pre-term births are all births before 37 weeks gestation.

<sup>2</sup> Low birth-weight are all babies born weighing less than 2,500 grams.

## Community Goals for 2020

- Goal 1: By 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
    - » Community Hero: Xaloc Cabanes
  - Decreasing reliance on emergency rooms as a regular source of health care
    - » Community Hero: Santa Cruz County Health Centers – Rosio Sanchez and Areli Monroy
  - Increasing access to mental health and substance use disorder treatment.
    - » Community Hero: Jen Hastings, MD
- Goal 2: By 2020, obesity in Santa Cruz County will be reduced by 10%.
  - » Community Hero: Gabriela Sanchez Ramirez

## 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 when compared with those who have a dependable source of health care.<sup>34, 35</sup> Children’s access to primary health care is especially important to monitor healthy growth and development<sup>36</sup> 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.<sup>37</sup>

Survey respondents in 2019 (88%) reported at similar percentages to previous years that in the past 12 months they were able to receive the health care that they needed.

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<sup>34</sup> U.S. Department of Health and Human Services, Agency for Healthcare Research and Quality. (2011). National Healthcare Disparities and Quality Report. Washington, D.C.

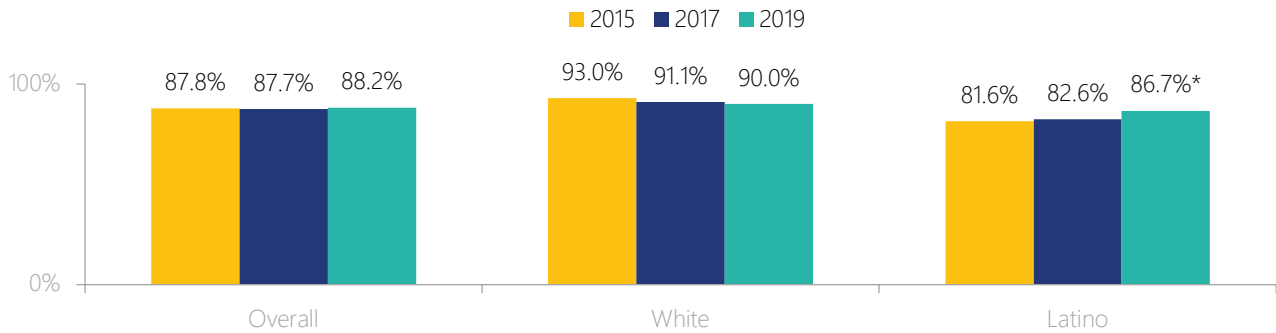
<sup>35</sup> Billings, J., Bidman, A.B., Grumbach, K., et al. (1995). Preventable hospitalizations and access to health care. *Journal of American Medical Association*, 274(4): 305-311.

<sup>36</sup> 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.

<sup>37</sup> 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.



**📞 In the past 12 months, were you able to receive the health care you needed? (Respondents answering “Yes”) By Ethnicity**



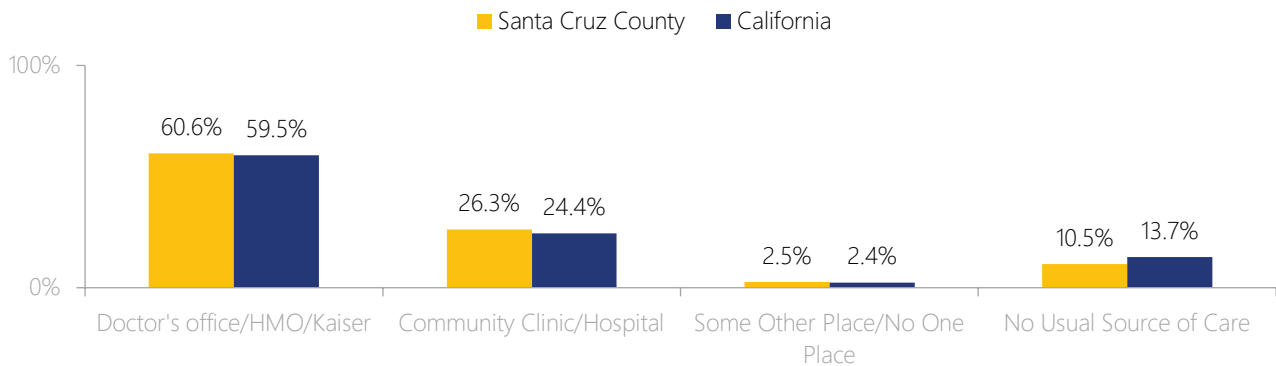
2017 - Overall n: 792; White n: 428; Latino n: 292.

Source: Applied Survey Research. (2017). 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 less likely than White respondents to respond “Yes” to being able to receive the health care they needed in 2019.

**Usual Source of Care, 2013-2017**



Source: UCLA Center for Health Policy Research. (2017). *California Health Interview Survey, 2013-17*.

**Health Insurance**



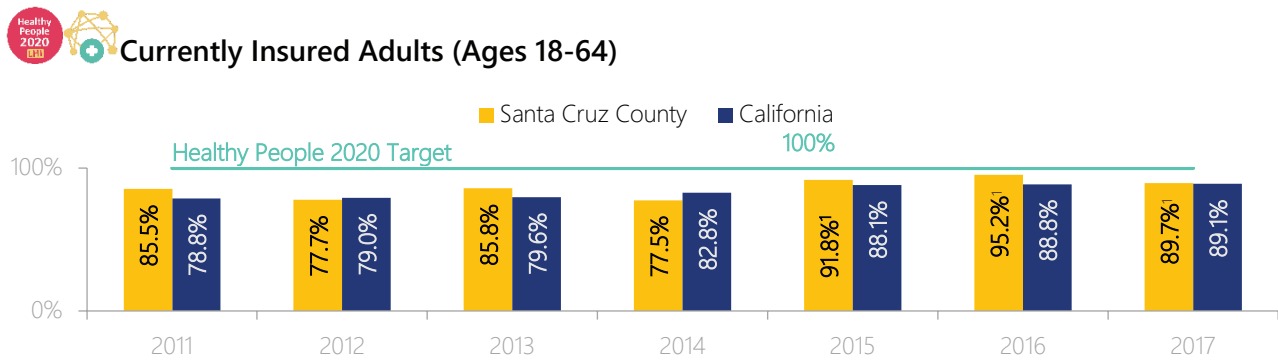
A lack of health insurance coverage is a significant barrier to accessing health services. Families and individuals without health insurance coverage often have unmet health needs, receive fewer preventive services, suffer delays in receiving appropriate care and experience more hospitalizations.<sup>38</sup>

<sup>38</sup> U.S. Department of Health and Human Services. (2011). Healthy People 2020 objectives. Retrieved from <http://healthypeople.gov/2020/topics/objectives/2020/overview.aspx?topicid=1>

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.<sup>39</sup>

The Patient Protection and Affordable Care Act (ACA) is national health reform policy that was passed in 2010 and went into effect in 2014. California fully implemented the legislation by expanding Medi-Cal to low-income single adults without dependent children and creating a state-based insurance marketplace, Covered California, to help provide coverage for uninsured Californians.<sup>40</sup> Since the ACA started, more than 35,000 Santa Cruz County residents gained health insurance through its programs, Covered California marketplace, and Medi-Cal expansion.<sup>41</sup>

## Health Insurance



Source: UCLA Center for Health Policy Research. (2017). *California Health Interview Survey, 2011-15*.

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 years) with a desired increase associated with the indicator.

Note: Data shown are most recent available.

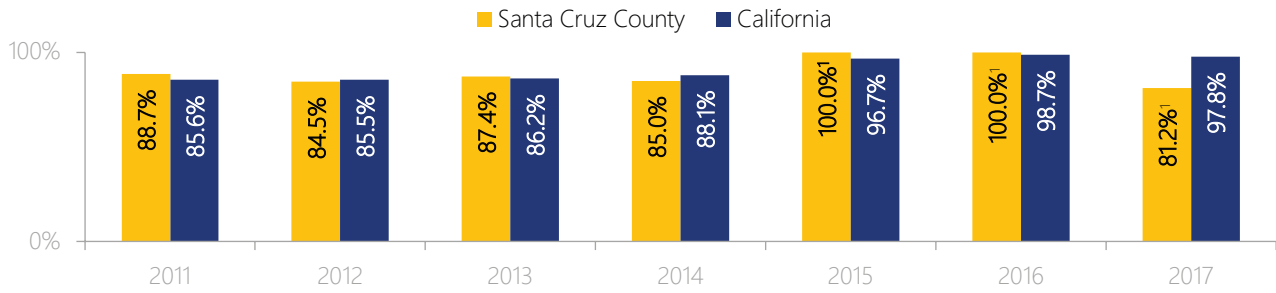
<sup>1</sup> Data statistically unstable.

<sup>39</sup> 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](http://www.mathematica-mpr.com/~media/publications/pdfs/health/reformhealthcare_ib1.pdf). Accessed October 21, 2015.

<sup>40</sup> Public Policy Institute of California. *The Affordable Care Act in California*. Accessed on October 7, 2019 from [www.ppic.org/publication/the-affordable-care-act-in-california](http://www.ppic.org/publication/the-affordable-care-act-in-california)

<sup>41</sup> Santa Cruz County. *Vision Santa Cruz County, Community Profile: Health*. Accessed on October 2, 2019 from <https://www.santacruzcounty.us/VisionSantaCruz/CommunityProfile/Health.aspx>

### Children Currently Insured (Ages Birth through 17)

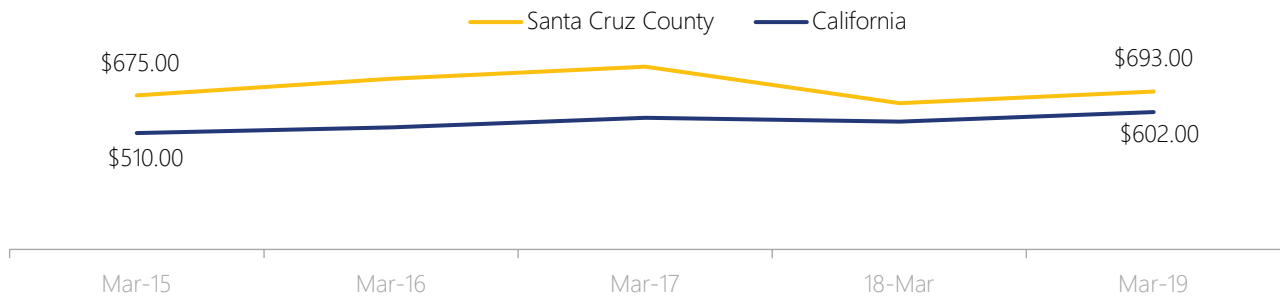


Source: UCLA Center for Health Policy Research. (2017). *California Health Interview Survey, 2011-15*.

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 years) with a desired increase associated with the indicator.

Note: Data shown are most recent available.

### Average Gross Premium<sup>1</sup>, Covered California Enrollees



Source: Covered California. (2019). *March 2015-2019 Enrollment Data*. Sacramento, CA.

<sup>1</sup>Data represent unsubsidized premiums. Premium data is at the policy level, which is not necessarily the member level because many policies include more than one member.

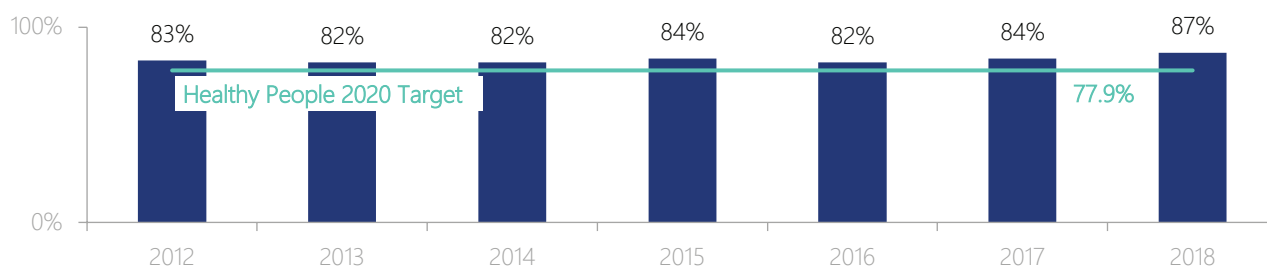
## Prenatal Care



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 pregnancy-related complications and maternal and infant mortality can be reduced by increasing access to quality care.<sup>42</sup> Regular prenatal care lowers the risk of adverse birth outcomes, including preterm and low-birth-weight babies.<sup>43</sup> Prenatal care is comprehensive medical care for pregnant women, including screening and management for risk factors and health conditions, along with education to promote a healthy pregnancy.<sup>44</sup> Women are advised to seek prenatal care in the first trimester of pregnancy and to have quality prenatal care visits throughout their pregnancy.<sup>45</sup>



### 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, Calif.

Note: Increase in the proportion of pregnant women who receive prenatal care beginning in the 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.

Note: Data shown are most recent available. Due to Santa Cruz County Hepatitis A outbreak, 2016 data are unavailable at time of publication.

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

	2012	2013	2014	2015	2016	2017	2018
White	12.3%	9.6%	8.8%	7.6%	7.3%	9.0%	12.0%
Latina	20.6%	18.9%	16.8%	18.7%	17.6%	15.4%	12.1%
Other	19.5%	8.2%	13.1%	13.9%	11.0%	15.4%	14.5%

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

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

Note: Data shown are most recent available. Due to Santa Cruz County Hepatitis A outbreak, 2016 data are unavailable at time of publication.

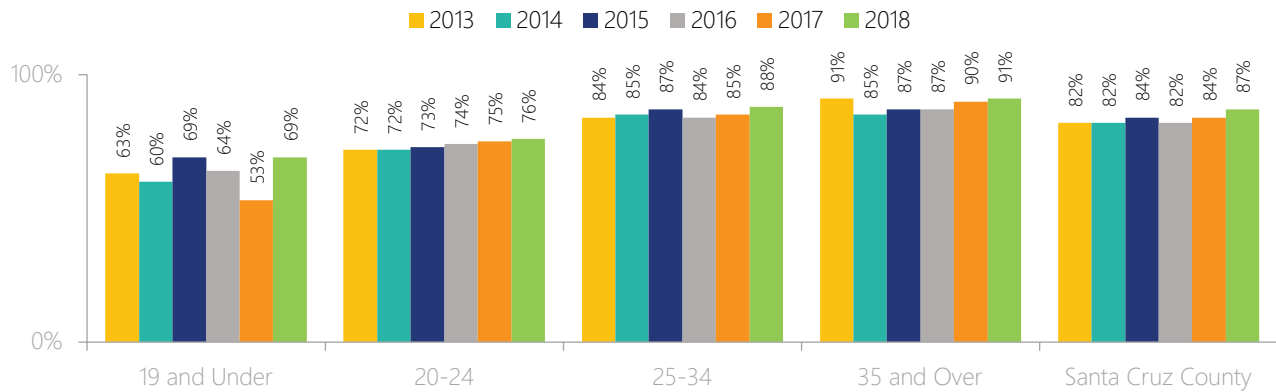
<sup>42</sup> U.S. Department of Health and Human Services, Healthy People 2020. Healthy People 2020. Accessed on August 9, 2016 from <https://www.healthypeople.gov/2020/topics-objectives/topic/maternal-infant-and-child-health>

<sup>43</sup> What is PedNSS/PNSS? *Centers for Disease Control and Prevention* 2011. Available at: [http://www.cdc.gov/pedness/what\\_is/pnss\\_health\\_indicators.htm](http://www.cdc.gov/pedness/what_is/pnss_health_indicators.htm). Accessed October 2015.

<sup>44</sup> 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.

<sup>45</sup> 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.

## Births with First 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.

Note: Data shown are most recent available. Due to Santa Cruz County Hepatitis A outbreak, 2016 data unavailable at time of publication.

## Birth Outcomes



The total number of births in a community is important for anticipating the needs of the population when planning for services.<sup>46</sup> 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.<sup>47</sup>

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.<sup>48</sup> Infant mortality, much like low birth-weight, is an indicator of maternal health, reflecting access to health care and socioeconomic conditions.<sup>49</sup>

Teen parents and their children are often at greater risk for experiencing negative short- and long-term consequences in health, school, and economic success when compared with parents who wait to have children.<sup>50</sup> Research from the National Campaign to Prevent Teen and Unplanned Pregnancy links teen

<sup>46</sup> Fertility and Birth Rates. *Child Trends* 2015. Available at: <http://www.childtrends.org/?indicators=fertility-and-birth-rates>. Accessed October 28, 2015.

<sup>47</sup> Community Health Network. (2011). *High-Risk Newborn— Low Birth-Weight*. Retrieved January 4, 2011 from <http://www.ecommunity.com/health/index.aspx?pageid=P02382>

<sup>48</sup> 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.

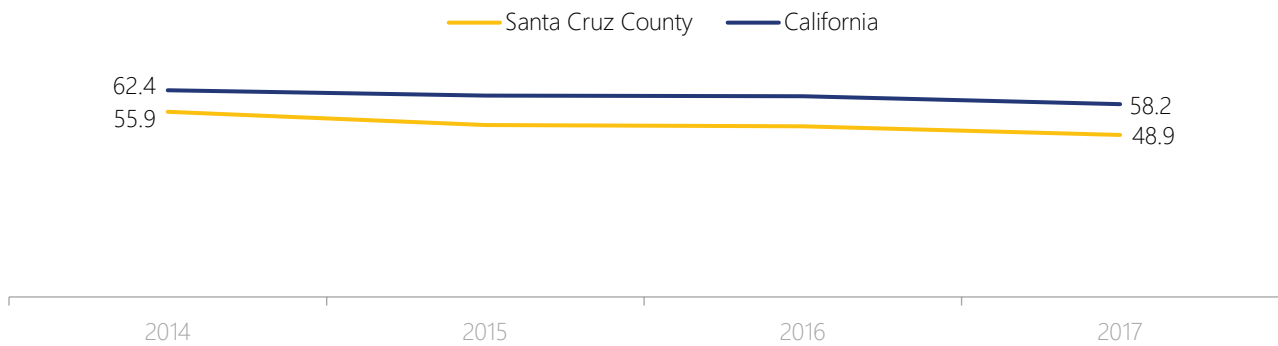
<sup>49</sup> Infant Mortality Summary - Kidsdata.org. *Kidsdata.org*. Available at: <http://www.kidsdata.org/topic/54/infant-mortality/summary#jump=why-important>. Accessed October 28, 2015.

<sup>50</sup> Kaye K, Stewart Ng A. TEEN CHILDBEARING, EDUCATION, AND ECONOMIC WELL-BEING. *Why It Matters: Teen Childbearing, Education, and Economic Well-being* 2012. Available at: <https://thenationalcampaign.org/sites/default/files/resource-primary-download/childbearing-education-economicwell-being.pdf>. Accessed October 2015

pregnancy to preterm births, low birth-weight, and a host of social issues, including poverty, responsible fatherhood, and overall well-being.<sup>51</sup>

## Total Births

### Birth Rate per 1,000 Women<sup>1</sup>



Source: County of Santa Cruz, Public Health Department. (2019). *Births, Santa Cruz County, 2014-2018*. Santa Cruz County, Calif.

<sup>1</sup>Women with births in the past 12 months ages 15 to 44 years.

## All Births (All Ages), Santa Cruz County Residents

	2012	2013	2014	2015	2016	2017	2018
<b>Race/Ethnicity</b>							
Asian & Pacific Islander	3%	4%	3%	3%	3%	3%	4%
Black	1%	1%	0%	1%	1%	<1%	1%
Latina	55%	54%	56%	56%	54%	55%	54%
White	40%	40%	38%	40%	41%	40%	38%
Other <sup>1</sup>	1%	2%	3%	1%	2%	2%	3%
<b>Deliveries by Payment Method</b>							
Medi-Cal	52%	52%	53%	50%	50%	51%	47%
Private Insurance	45%	46%	45%	47%	48%	46%	49%
Other	<1%	<1%	<1%	<1%	<1%	<1%	1%
No Insurance	2%	3%	2%	2%	2%	2%	3%
<b>Santa Cruz County Total All Births</b>	<b>3,075</b>	<b>2,866</b>	<b>3,069</b>	<b>2,833</b>	<b>2,800</b>	<b>2,655</b>	<b>2,442</b>

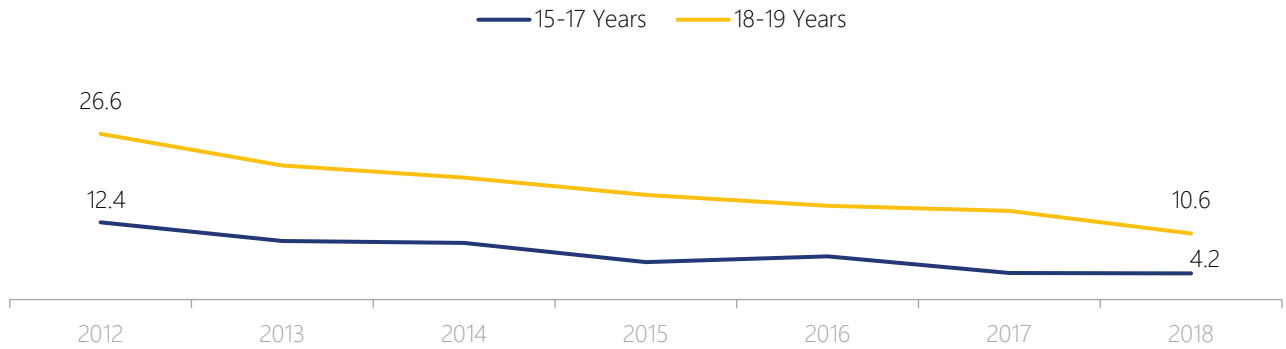
Source: County of Santa Cruz, Public Health Department. (2019). *Births, Santa Cruz County, 2012-2018*. Santa Cruz County, Calif.

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

Note: Data shown are most recent available. Due to Santa Cruz County Hepatitis A outbreak, 2016 data are unavailable at time of publication.

<sup>51</sup> 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](http://www.thenationalcampaign.org/why-it-matters/wim_teens.aspx)

### Age-specific Teen Birth Rate per 1,000 Females, Santa Cruz County (Ages 19 and Under)



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

### Births to Adolescents (19 and Under) among Santa Cruz Residents

	2012	2013	2014	2015	2016	2017	2018
<b>All Births</b>							
African American	1.2%	0.0%	0.4% <sup>1</sup>	0.7%	<1%	0%	1%
Asian and Pacific Islander	0.0%	0.4%	0.0% <sup>1</sup>	0.0%	1%	1%	1%
White	7.4%	5.1%	7.6% <sup>1</sup>	5.8%	12%	14%	6%
Latina	75.6%	64.1%	67.0% <sup>1</sup>	92.8%	85%	84%	90%
Other/Unknown	2.7%	0.4%	1.3% <sup>1</sup>	0.0%	2%	0%	2%
<b>Santa Cruz County Total Adolescent Births</b>	<b>258</b>	<b>256</b>	<b>224<sup>1</sup></b>	<b>138</b>	<b>132</b>	<b>93</b>	<b>89</b>

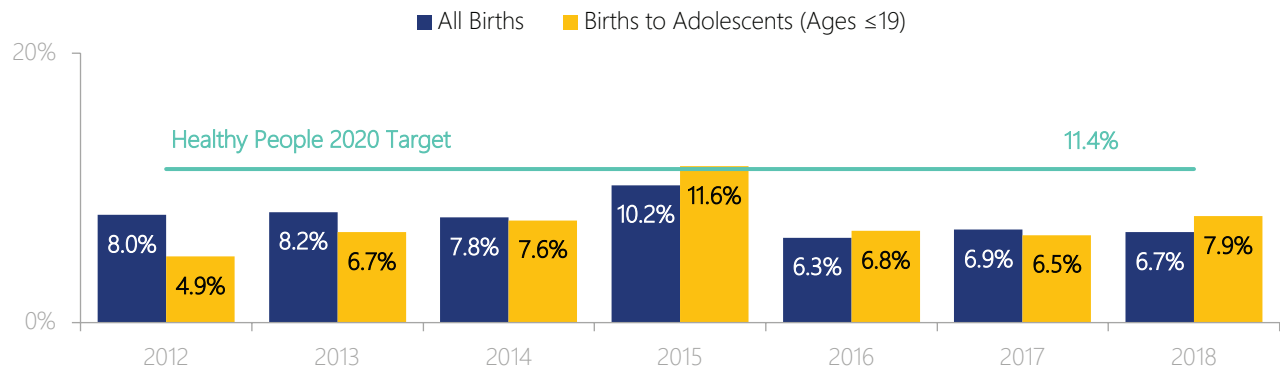
Source: County of Santa Cruz, Public Health Department. (2016). *Births, Santa Cruz County, 2015* Santa Cruz County, Calif.

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

## Pre-Term and Low-Birth-Weight Births



### Births with Babies Born Pre-Term<sup>1</sup>, Santa Cruz County Residents



Ethnicity	2012	2013	2014	2015	2016	2017	2018
White	6.9%	6.3%	6.2%	7.1%	5.8%	6.8%	6.4%
Latina	6.4%	6.8%	6.5%	9.1%	8.4%	9.6%	8.1%
Other	5.2%	7.8%	7.5%	8.9%	6.2%	5.9%	5.7%
<b>Santa Cruz County Total</b>	<b>247</b>	<b>235</b>	<b>239</b>	<b>288</b>	<b>175</b>	<b>184</b>	<b>164</b>
<b>Pre-Term Births</b>							

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

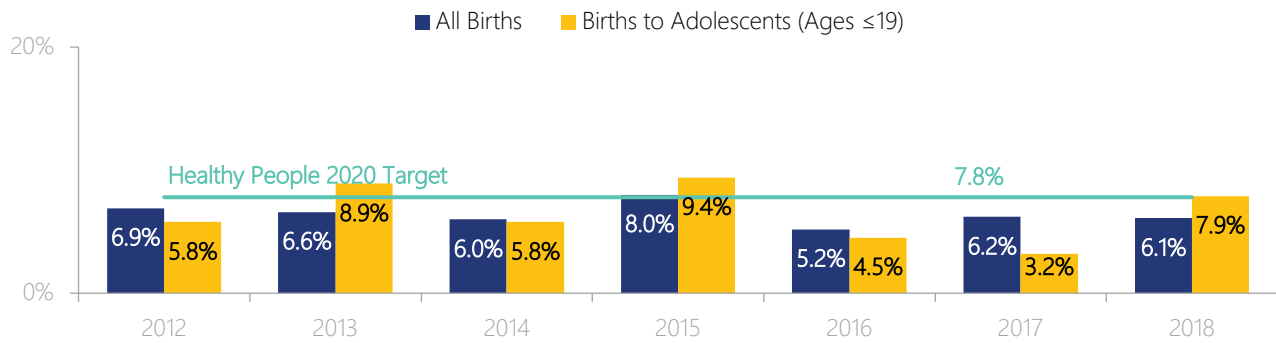
Note: Reduce total preterm births is a Leading Health Indicator per Healthy People 2020. Indicator has a target of 11.4% of total preterm live births (<37 weeks gestation) with a desired decrease associated with the indicator.

<sup>1</sup>Includes preterm and very pre-term. All births before 37 weeks.





## Births with Babies Born at Low birth-Weight<sup>1</sup>, Santa Cruz County Residents



Ethnicity	2012	2013	2014	2015	2016	2017	2018
White	6.9%	5.0%	4.7%	5.7%	4.5%	5.2%	4.6%
Latina	4.8%	5.5%	5.3%	7.3%	4.4%	6.9%	5.6%
Other	4.6%	7.8%	3.0%	6.5%	7.7%	4.4%	3.5%
<b>Santa Cruz County Total Low Birth-Weight Births</b>	<b>212</b>	<b>191</b>	<b>184</b>	<b>227</b>	<b>147</b>	<b>165</b>	<b>148</b>

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, Calif.

Note: 2018 ethnicity data reflects singleton births only.

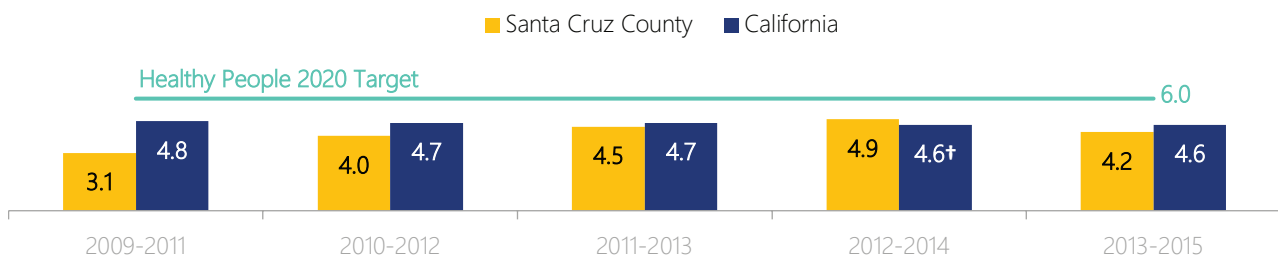
Note: Reduce low birth-weight (LBW) is an indicator per Healthy People 2020. Indicator has a target of 7.8% low-birth-weight infants (<2,500) with a desired decrease associated with the indicator.

<sup>1</sup>Babies born weighing less than 2,500 grams.

## Infant Mortality



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



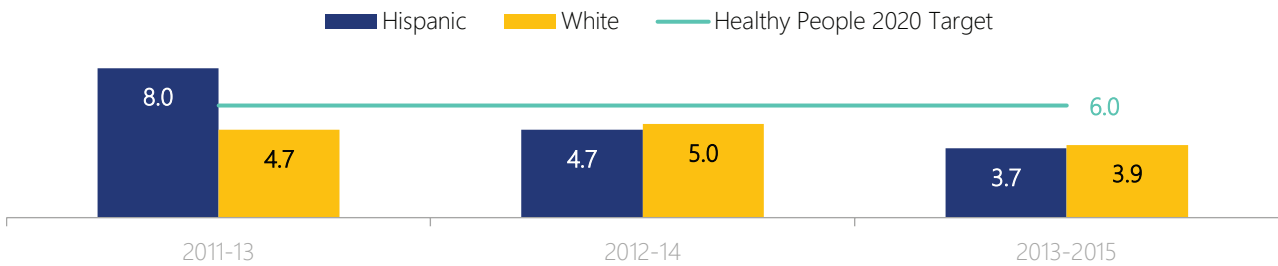
Source: California Dept. of Public Health, Death Statistical Master Files; CDC, Linked Birth / Infant Death Records. (Oct. 2016)

Note: Figures are presented as rates over three-year periods.

†Data that are unreliable based on fewer than 20 infant deaths.

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 Rate<sup>1</sup> per 1,000 Live Births by Ethnicity



Source: California Department of Public Health, County Health Status Profiles, 2016-17.

<sup>1</sup>Three-Year Average Birth Cohort Infant Death Rate

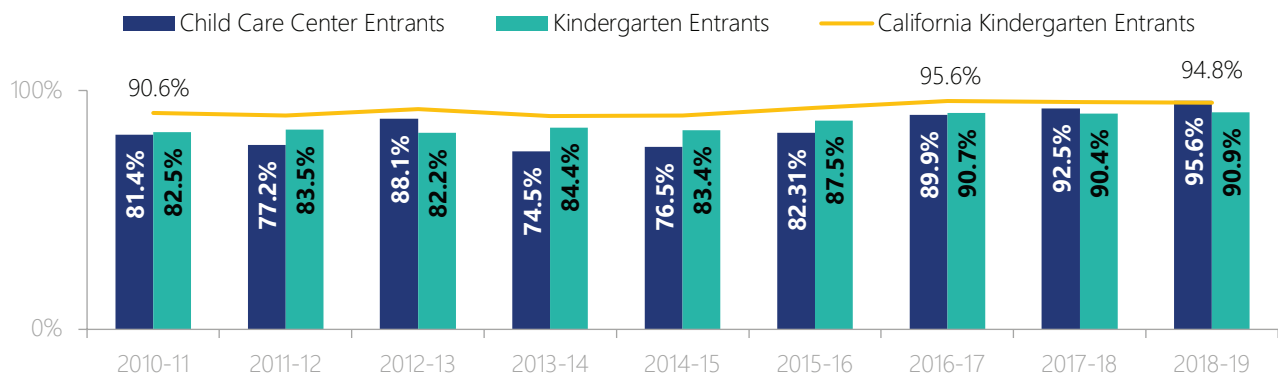
### Immunizations



Immunizations protect people from many infectious diseases and prevent the spread of diseases to others. They are a cost-effective and successful health care intervention and an important component of well-child visits. When a child is immunized, that one child is helping to protect the health of the whole community. When enough people are immunized, it becomes more difficult for infections to spread. This is called “herd immunity” or “population protection” and it is critical, as some children with severe medical conditions and allergies are not able to receive certain vaccines.<sup>52 53 54</sup>



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



<sup>52</sup> Andre, FE; Booy, R.; Bock, HL; et.al. (2008). *Vaccination greatly reduces disease disability, death and inequity worldwide*. Bulletin of the World Health Organization. Vol. 86. No. 2. Pp. 81-160.

<sup>53</sup> National Institutes of Health: Eunice Kennedy Shriver National Institute of Child Health and Human Development. *Infant Care and Infant Health*. Accessed on October 4, 2019 from <https://www.nichd.nih.gov/health/topics/infantcare/conditioninfo/immunization>

<sup>54</sup> American Academy of Pediatrics (AAP). (2019). *Recommendations for Preventive Pediatric Health Care*.

## Oral Health

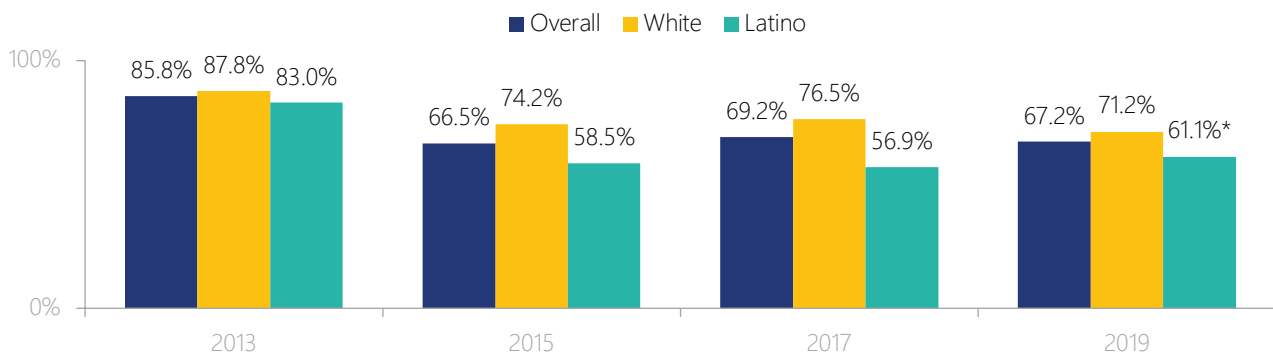


Oral health is essential to overall health. Good oral health improves a person’s ability to speak, smile, smell, taste, touch, chew, swallow, and make facial expressions to show feelings and emotions.<sup>55</sup> However, oral diseases, from cavities to oral cancer, cause pain and disability. Good self-care, 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.<sup>56</sup> 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.<sup>57</sup> 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.<sup>58</sup>

Between 2013 and 2019, there has been steady decline among survey respondents who have reported that they had dental care in the past 12 months; a similar decline exists between ethnicities over this same time period. In 2019, Latino survey respondents (61.1%) were significantly less likely than White survey respondents (71.2%) to report that they had received dental care in the past 12 months.



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



2017 - Overall n: 791; White n: 427; Latino n: 292.

Source: Applied Survey Research. (2017). 2013-2017 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

<sup>55</sup> 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>

<sup>56</sup> 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>

<sup>57</sup> 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>

<sup>58</sup> 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>

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: Latino respondents were significantly less likely to report they had dental care in the past 12 months compared with white respondents in 2019.

## 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.<sup>59</sup>

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.<sup>60</sup>

National trends show that the prevalence of depression and mental health distress among young people has risen over the past 10 years at a rate greater than adults. Research by the American Psychological Association found that the percentage of young adults reporting symptoms of major depression increased by 63%, and the percentage of young adults experiencing serious psychological distress increased by 71% between 2008-2017.<sup>61</sup> There was no significant increase in the percentage of older adults with major depression or psychological distress in the same time periods.<sup>62</sup>

When asked about their mental health, the percentage of CAP overall survey respondents that reported they had felt so sad or hopeless almost every day for two weeks or more in a row that they stopped doing some usual activities increased from 6.0% in 2017 to 8.0% in 2019. In 2019, Latino survey respondents were slightly more likely than White respondents to report this feeling—8.0% and 4.2%, respectively. In 2019, survey respondents were also asked about whether they experience excessive, unreasonable worry as part of the same "check all that apply" question; this additional response option could account for the large decrease between 2015 and 2017 survey results.

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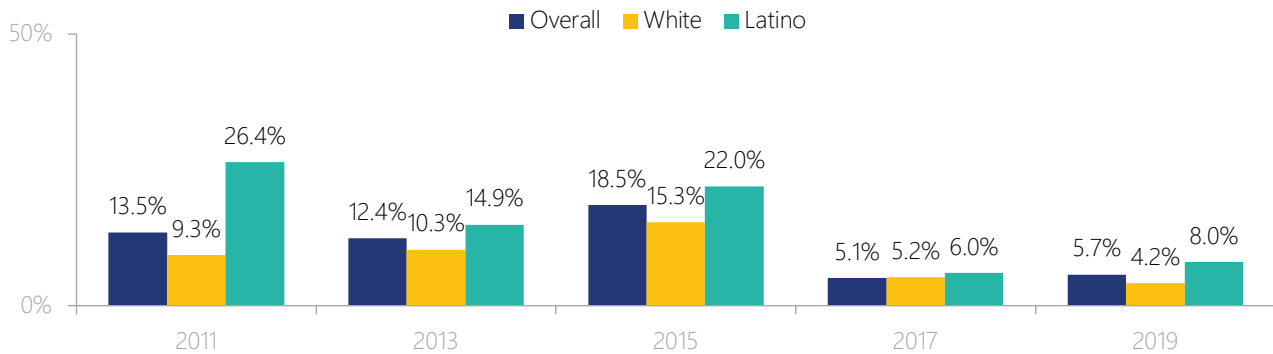
<sup>59</sup> U.S. Department of Health and Human Services, Healthy People 2020. Healthy People 2020. Accessed December 2015 from <https://www.healthypeople.gov/2020/topics-objectives/topic/mental-health-and-mental-disorders>

<sup>60</sup> 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>

<sup>61</sup> Twenge, J.; Cooper, A.; Joiner, T., et.al. (2019) *Age, Period, and Cohort Trends in Mood Disorder and Suicide-Related Outcomes in a Nationally Representative Dataset, 2005-2017*. J Abnorm Psychol.

<sup>62</sup> American Psychological Association. (2019, March 14). *Mental Health Issues Increased Significantly in Young Adults Over Last Decade*.

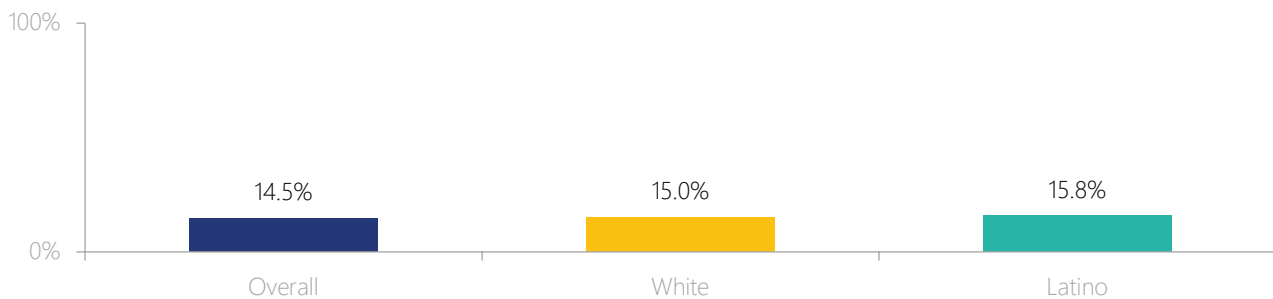
**📞 During the past 12 months, did you ever feel so sad or hopeless almost every day for two weeks or more in a row that you stopped doing some usual activities? (Respondents answering “Yes”) By Ethnicity**



2019 - Overall n: 845; White n: 451; Latino n: 317.

Source: Applied Survey Research. (2017). 2011-2017 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

**📞 During the past 12 months, did you experience excessive, unreasonable worry about events or activities, such as work, school, your health, the environment, or politics? (Respondents answering “Yes”) By Ethnicity – 2019**



2019 - Overall n: 845; White n: 451; Latino n: 317.

Source: Applied Survey Research. (2017). Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

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

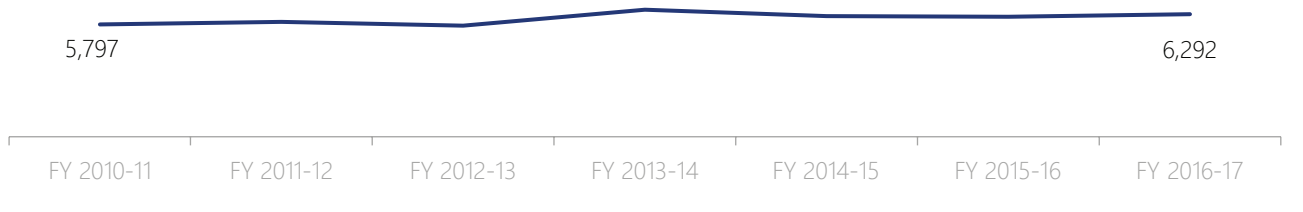
	2011	2012	2013	2014	2015	2016	2017
<b>Needed to See a Professional for Problems with Their Emotional/Mental Health or Alcohol/Drug Use</b>							
Santa Cruz County	20.2%	28.8%	21.7%	26.7%	28.5%	27.4%	34.1% <sup>1</sup>
California	16.3%	15.2%	17.3%	15.9%	17.6%	16.4%	18.5%
<b>Had Seen a Health Care Provider for Problems with Their Emotional or Mental Health or Alcohol/Drug Use</b>							
Santa Cruz County	14.6%	21.8%	19.5%	20.7%	30.8%	19.4%	21.0% <sup>1</sup>
California	12.5%	11.8%	12.8%	12.0%	14.1%	13.4%	15.2%

	2011	2012	2013	2014	2015	2016	2017
<b>Had taken Prescription Medication for Their Mental Health or Emotional Problems Almost Daily for Two Weeks or More</b>							
Santa Cruz County	13.9%	16.5%	17.5%	13.1%	18.3% <sup>1</sup>	17.1% <sup>1</sup>	12.6% <sup>1</sup>
California	10.6%	9.6%	10.9%	10.1%	12.0%	11.1%	10.4%

Source: UCLA Center for Health Policy Research. (2017). California Health Interview Survey, 2011-17.

<sup>1</sup>Data are statistically unstable.

### 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	FY 2015-16	FY 2016-17
Adjustment and Anxiety Disorders <sup>1</sup>	712	802	1,087	1,092	964	718	680
Anxiety Disorders	662	662	394	477	539	437	422
Childhood & Adolescent	701	762	704	719	628	495	448
Cognitive Disorders <sup>2</sup>	93	82	72	NA	69	27	18
Depression & Mood Disorders	1,680	1,663	1,627	1,961	2,287	1,706	1,997
Dissociative Disorders	1	0	0	0	0	0	0
Eating Disorders	5	6	0	0	0	0	12
Impulse Control Disorders	18	9	0	0	0	0	0
Personality Disorder	20	18	24	18	7	16	27
Psychosis	999	990	1,004	1,045	1,064	992	1,032
Sexual & Gender Disorders	4	4	5	5	4	2	2
Sleep Disorders	0	0	0	0	0	0	0
Somatic Disorders <sup>3</sup>	2	4	0	2	3	2	2
Substance-Related Disorders <sup>4</sup>	94	132	144	158	179	189	221
Other Disorders	806	793	657	972	451	1,580	1,431

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.

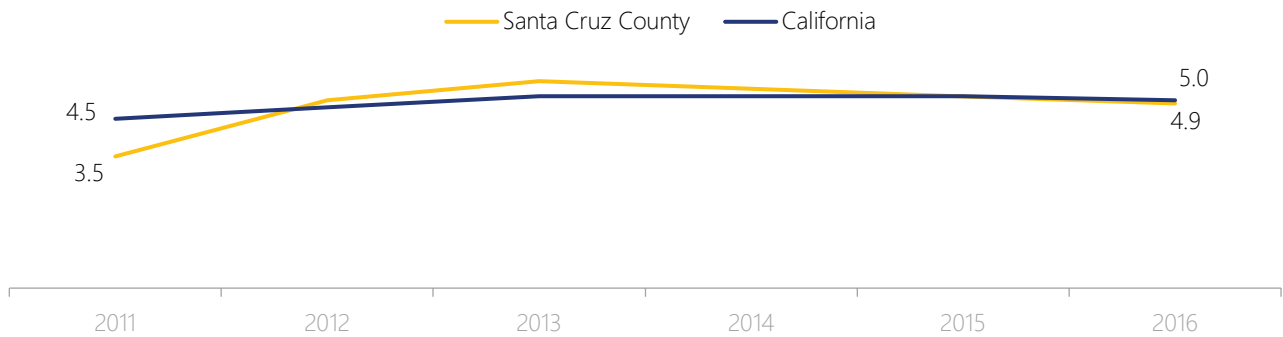
<sup>1</sup> Category renamed in 2015-16.

<sup>2</sup> Delirium and Dementia are now classified under Cognitive or Neurocognitive disorders.<sup>63</sup>

<sup>3</sup> Somatic symptom and related disorders were previously classified as Somatoform disorders.<sup>64</sup>

<sup>4</sup> Category specifically includes "Drug and Alcohol" in 2015-16.

### Adolescent Hospitalizations Rate per 1,000 for Mental Health Issues, among Ages 5-19 Years Santa Cruz County and California



### Adolescent Hospitalizations Rate per 1,000 for Mental Health Issues, Santa Cruz County

Age Group	2011	2012	2013	2014	2015	2016
5-14 years	1.5	2.9	3.1	2.5	2.4	2.2
15-19 years	6.2	8.5	9.4	9.9	9.5	9.4

Source: KidsData.org. (2019). California Healthy Kids Survey Hospitalizations for Mental Health Issues, by Age Group, 2011-2016.

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

<sup>63</sup> American Psychiatric Association. (2013). *Diagnostic and statistical manual of mental disorders: DSM-5*. Washington, D.C: American Psychiatric Association.

<sup>64</sup> American Psychiatric Association. (2013). *Diagnostic and statistical manual of mental disorders: DSM-5*. Washington, D.C: American Psychiatric Association.

## Physical Health and Activity



Healthful diets and the achievement and maintenance of healthy body weights reduce the risk of chronic diseases and promote health.<sup>65</sup> 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 healthful food available and affordable in food retail and food service settings allows people to make more healthful food choices. When healthful foods are not available, people may settle for foods that are higher in calories and lower in nutritional value.<sup>66</sup>

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.<sup>67</sup> Among children and adolescents, physical activity can improve bone health and muscle fitness, decrease levels of body fat, and reduce symptoms of depression.<sup>68</sup> 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.<sup>69</sup>

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.<sup>70</sup> Children and adolescents 6 to 17 years should have 60 minutes (1 hour) or more of physical activity each day.<sup>71</sup>

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<sup>65</sup> 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>

<sup>66</sup> 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>

<sup>67</sup> 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>

<sup>68</sup> 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>

<sup>69</sup> 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.

<sup>70</sup> Centers for Disease Control and Prevention. (2011). *Physical activity guidelines*. Retrieved 2014 from <http://www.cdc.gov/physicalactivity/everyone/guidelines/>

<sup>71</sup> 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/>

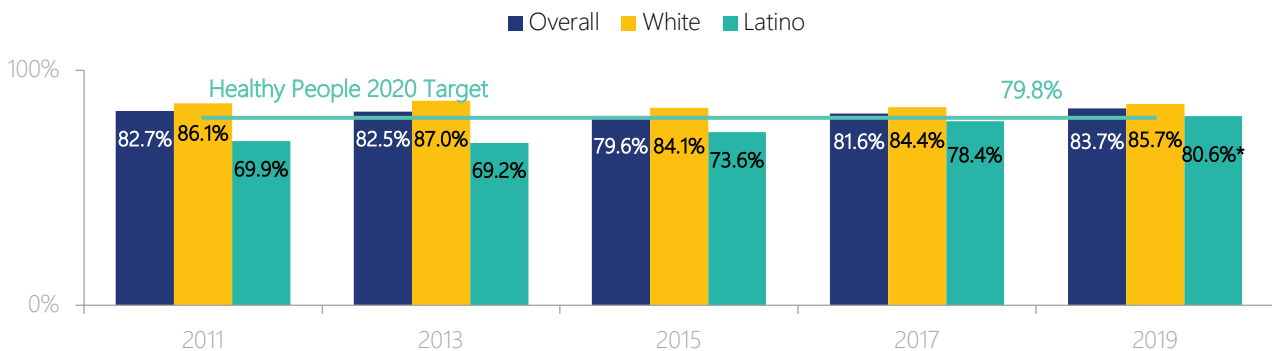


## Physical Activity and Health

Since 2011, survey respondents overall have consistently described their general health as “Excellent, Very Good, or Good” (83.7% in 2019) at percentages exceeding the Healthy People 2020 target of 79.8%. In 2019, Latino survey respondents (80.6%) were significantly less likely than White survey respondents (85.7%) to describe their health as “Very Good” or “Excellent”. Over the past ten years, there has been a steady increase year-over-year in the number of overall survey respondents who were obese and overweight based on BMI calculation (61.7% in 2019). Latino survey respondents (76.3%) were more likely than White survey respondents (53.7%) to be obese or overweight in 2019.



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



2019 - Overall n: 861; White n: 466; Latino n: 317.

Source: Applied Survey Research. (2019). 2011-2017 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

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.

\*Significance testing: Latino respondents were significantly less likely than White respondents to report excellent or very good health in 2019.

## Students Achieving Physical Fitness Goals (in at Least 5 out of 6 Fitness Areas) by Grade Level

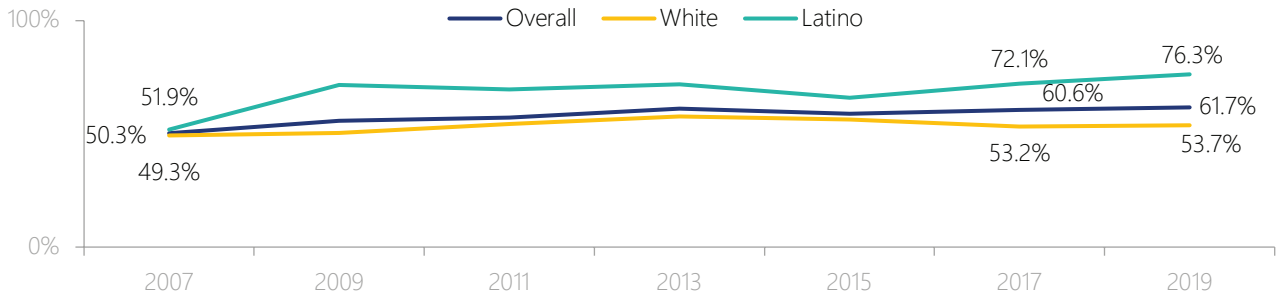
	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
<b>Santa Cruz County</b>						
5 <sup>th</sup> Grade	50.1%	50.4%	49.3%	50.2%	48.6%	47.1%
7 <sup>th</sup> Grade	57.1%	53.3%	57.3%	53.0%	55.7%	55.1%
9 <sup>th</sup> Grade	57.1%	59.1%	63.4%	62.5%	57.5%	58.1%
<b>California</b>						
5 <sup>th</sup> Grade	48.6%	49.9%	49.5%	49.0%	47.6%	46.9%
7 <sup>th</sup> Grade	55.3%	56.5%	56.0%	55.5%	54.9%	53.3%
9 <sup>th</sup> Grade	59.5%	61.6%	61.1%	60.1%	58.2%	57.9%

Source: California Department of Education. (2019). *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	2017	2019
<b>Obese</b>	<b>Healthy People 2020 Target: 30.5%</b>				
Obese	21.3%	23.9%	22.7%	21.0%	25.0%
White	18.1%	22.1%	19.8%	16.0%	20.2%
Latino	34.8%	29.9%	29.2%	29.2%	33.5%*
Other	15.6%	24.0%	17.1%	17.7%	22.5%
<b>Overweight</b>	<b>35.8%</b>	<b>37.2%</b>	<b>36.3%</b>	<b>39.7%</b>	<b>36.7%</b>
White	36.2%	35.6%	36.5%	37.2%	33.5%
Latino	34.9%	42.1%	36.8%	42.8%	42.8%*
Other	35.0%	39.1%	33.0%	41.9%	33.4%

2019 - Overall n: 782; White n: 449; Latino n: 267; Other n: 66.

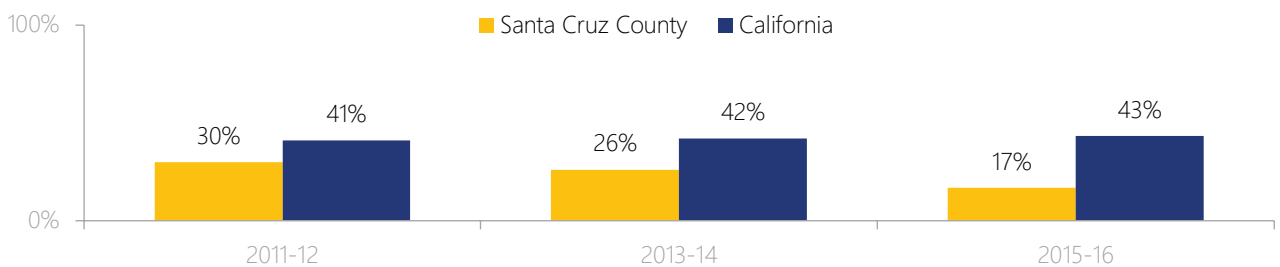
Source: Applied Survey Research. (2019). 2007-2017 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

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.

\*Significance testing: Latino respondents were significantly more likely to report being Obese and Overweight compared with White and Other respondents in 2019.

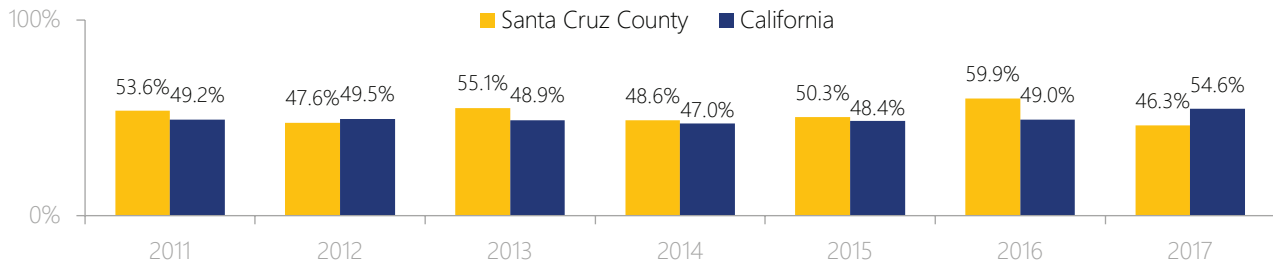
## Nutrition

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



Source: Kidsdata.org. (2019). Children Drinking One or More Sugar-Sweetened Beverages Per Day, 2011-2014.

### Adult Respondents (Ages 18 and Older) Who Always Have Access to Affordable Fresh Fruits and Vegetables in Their Neighborhoods



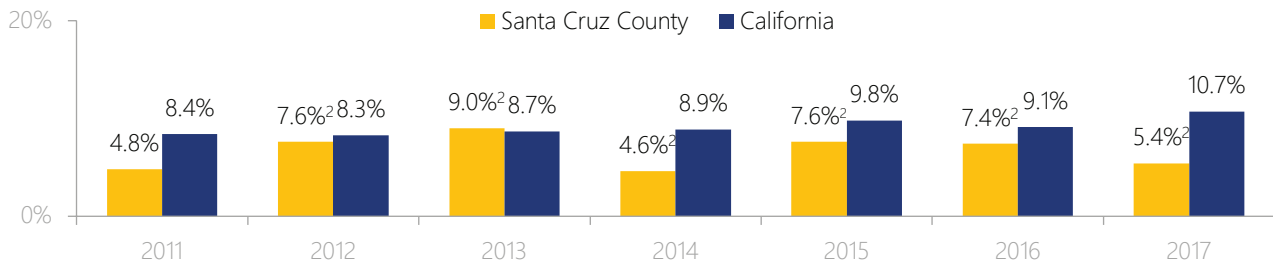
Source: UCLA Center for Health Policy Research. (2019). *California Health Interview Survey, 2011-2017*.

Note: Data shown are most recent available.

### Diabetes

Diabetes is a disease in which blood glucose levels are above normal.<sup>72</sup> More than 30 million Americans are living with diabetes, and 84 million are living with prediabetes, a serious health condition that increases a person’s risk of type 2 diabetes and other chronic diseases.<sup>73</sup> Diabetes can cause serious health complications including heart disease, blindness, kidney failure, and lower-extremity amputations.<sup>74</sup> In 2013, diabetes was the seventh leading cause of death in the United States (and may be underreported).<sup>75</sup>

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



Source: UCLA Center for Health Policy Research. (2019). *California Health Interview Survey, 2011-2017*.

Note: 2001 to 2009 CHIS data were collected over a nine-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.

<sup>72</sup> Centers for Disease Control and Prevention. *Basics about Diabetes*. Accessed on August 9, 2016 from <http://www.cdc.gov/diabetes/basics/diabetes.html>

<sup>73</sup> Centers for Disease Control and Prevention. *Diabetes Basics*. Accessed on October 8, 2019 from <https://www.cdc.gov/diabetes/basics/prediabetes.html>

<sup>74</sup> Centers for Disease Control and Prevention. *Basics about Diabetes*. Accessed on August 9, 2016 from <http://www.cdc.gov/diabetes/basics/diabetes.html>

<sup>75</sup> 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>

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

<sup>2</sup>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.<sup>76</sup> 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.<sup>77</sup> 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.<sup>78</sup>

Among youth, nicotine use increases health risk factors, including alcohol and illicit drug use, and anti-social behaviors.<sup>79</sup> 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 five 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).<sup>80</sup>

Greater access to retail alcohol outlets, such as liquor stores and bars, is correlated with higher levels of alcohol consumption.<sup>81</sup> High outlet density is also associated with higher levels of violent crime, assault, child maltreatment and abuse, and homicide.<sup>82</sup>

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<sup>76</sup> 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>

<sup>77</sup> 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>

<sup>78</sup> 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>

<sup>79</sup> 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/](http://www.who.int/tobacco/research/youth/health_effects/en/). Accessed November 10, 2015.

<sup>80</sup> 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.

<sup>81</sup> 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.

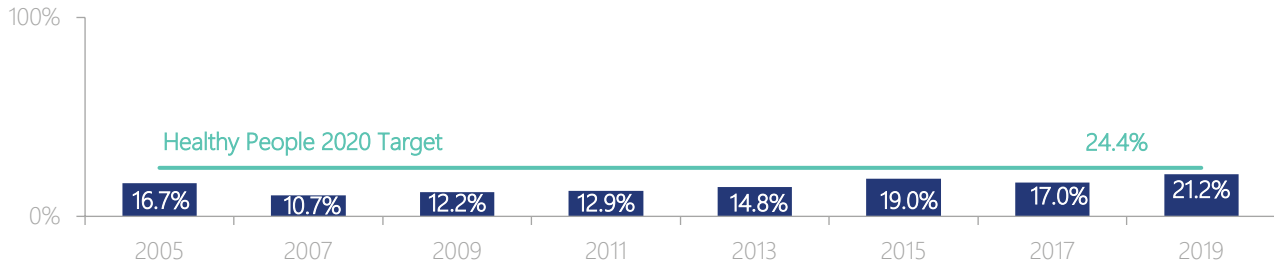
<sup>82</sup> Pereira, G., Wood, L., Foster, S., & Haggart, F. (2013). Access to alcohol outlets, alcohol consumption, and mental health. *PLoS ONE* 8(1): e53461. doi:10.1371/journal.pone.0053461; and Gruenewald et al. (1995). Ecological models of alcohol outlets and violent assaults: crime potentials and geospatial analysis. *Society for the Study of Addiction*, 2006.

## Alcohol Use and Availability

In 2019, 21.2% of survey respondents reported that they binge drank alcoholic beverages (five or more drinks on an occasion) “one or more times” in the past 30 days, similar to previous years.



**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”)**

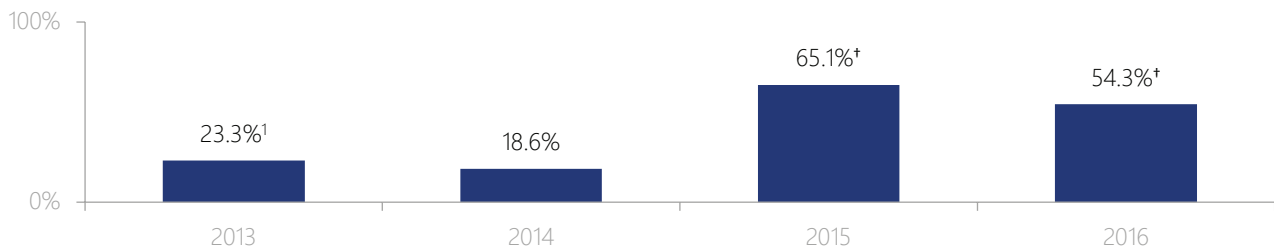


2019 - Overall n: 834.

Source: Applied Survey Research. (2019). 2005-2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

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 have ever had an alcoholic drink, Santa Cruz County<sup>1</sup>

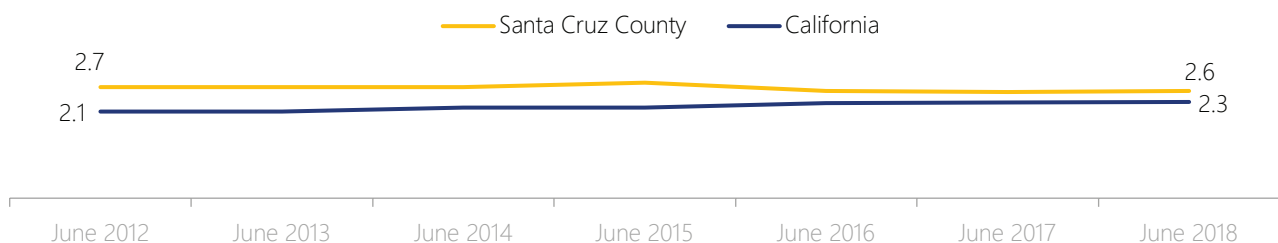


Source: UCLA Center for Health Policy Research. (2019). *California Health Interview Survey, 2013-2016*.

<sup>1</sup> Data for 2017 was suppressed due to a small sample size by data provider, UCLA Center for Health Policy Research CHIS report.

<sup>†</sup> Data are statistically unstable.

## Retail Alcohol Outlets<sup>1</sup> per 1,000 People



	June 2012	June 2013	June 2014	June 2015	June 2016	June 2017	June 2018
<b>Santa Cruz County</b>	<b>717</b>	<b>730</b>	<b>739</b>	<b>755</b>	<b>707</b>	<b>708</b>	<b>713</b>
California	80,450	81,590	82,738	83,891	89,980	91,188	92,277

Source: State of California, Department of Alcoholic Beverage Control. (2019). 2012-2018 *Alcoholic beverage licenses report*.

California Department of Finance (2019). E-1: City/county population estimates with annual percent change.

<sup>1</sup>Includes both on-sale and off-sale outlets.

## Number of Retail Alcohol Outlets by Jurisdiction

	June 2012	June 2013	June 2014	June 2015	June 2016	June 2017	June 2018
<b>Capitola</b>							
Number of Retail Outlets	64	66	67	71	70	69	70
Outlets per 1,000 People	6.4	6.6	6.6	7.1	6.9	6.8	6.8
Percentage of County Retail Outlets	8.9%	9.0%	9.1%	9.4%	9.9%	9.7%	9.8%
<b>Santa Cruz</b>							
Number of Retail Outlets	259	271	274	274	249	252	256
Outlets per 1,000 People	4.2	4.3	4.3	4.3	3.9	3.9	3.9
Percentage of County Retail Outlets	36.1%	37.1%	37.1%	36.3%	35.2%	35.6%	35.9%
<b>Scotts Valley</b>							
Number of Retail Outlets	43	48	48	50	48	47	46
Outlets per 1,000 People	3.7	4.1	4.0	4.2	4.0	4.0	3.8
Percentage of County Retail Outlets	6.0%	6.6%	6.5%	6.6%	6.8%	6.6%	6.5%
<b>Watsonville</b>							
Number of Retail Outlets	107	102	104	105	102	101	99
Outlets per 1,000 People	2.1	2.0	2.0	2.0	1.9	1.9	1.9
Percentage of County Retail Outlets	14.9%	14.0%	14.1%	13.9%	14.4%	14.3%	13.9%
<b>Unincorporated</b>							
Number of Retail Outlets	238	243	246	255	238	239	242
Outlets per 1,000 People	1.8	1.9	1.8	1.9	1.8	1.8	1.8
Percentage of County Retail Outlets	33.2%	33.3%	33.3%	33.8%	33.7%	33.8%	33.9%

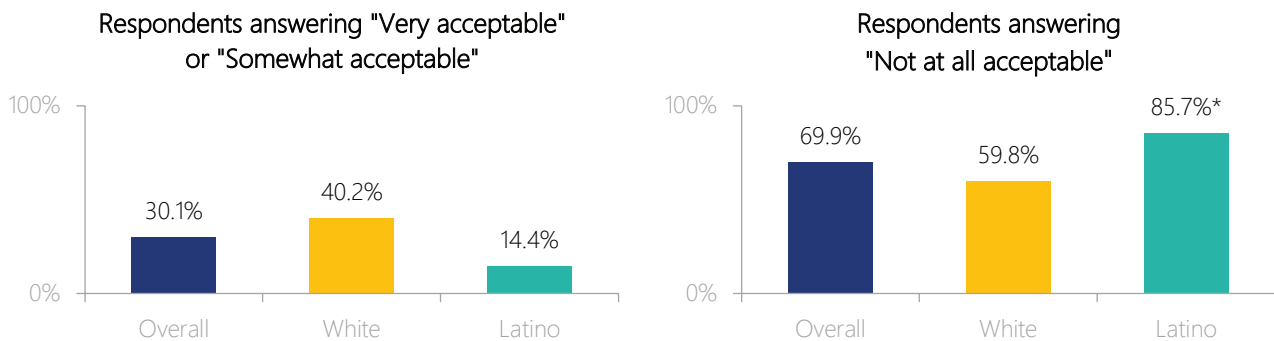
Source: California Department of Alcoholic Beverage Control. (2019). 2012-2018 *Alcoholic beverage licenses report*. <http://www.abc.ca.gov/>

California Department of Finance. (2019). E-1: City/County population estimates with annual percent change.

## Acceptance of Adult Alcohol Provision

In 2019, nearly one-third (30.1%) of overall survey respondents responded that they think it is “very acceptable” or “somewhat acceptable” for adults to provide alcohol to persons under 21 in their home. Latino survey respondents (85.7%) were significantly more likely than White survey respondents (59.8%) to answer “not at all acceptable” to this question.

### ▶ 📞 How acceptable do you think it is for adults to provide alcohol to persons under 21 in their home? By Ethnicity – 2019



2019 - Overall n: 834; White n: 451; Latino n: 310.

Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

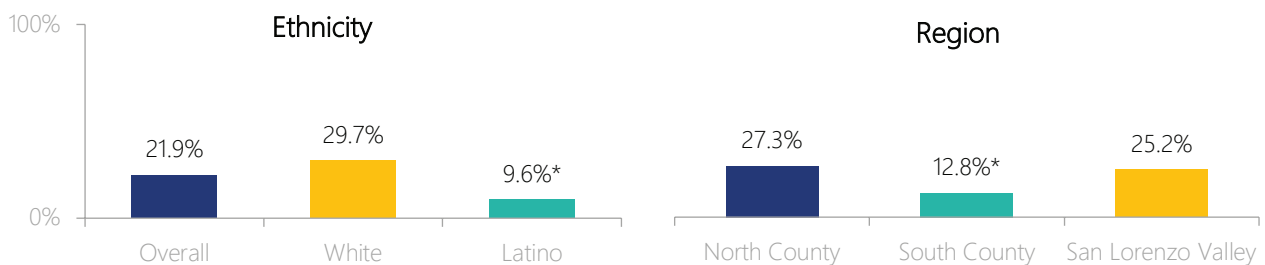
Note: Survey question from 2015 not comparable.

\*Significance testing: Latino respondents were significantly more likely than White respondents to answer “not at all acceptable” in 2019.

## Community Acceptance of Marijuana Use

In 2019, more than one-fifth (21.9%) of overall survey respondents responded that they think it is “very acceptable” or “somewhat acceptable” for adults to provide marijuana to persons under 21 in their home; regionally, North County (27.3%) survey respondents reported higher percentages than San Lorenzo Valley survey respondents (25.2%) and South County (12.8%) survey respondents.

### ▶ 📞 How acceptable do you think it is for adults to provide marijuana to persons under 21 in their home? (Respondents answering “Very acceptable” or “Somewhat acceptable”) – 2019



2019 - Overall n: 836; White n: 452; Latino n: 311. Regions: North County n: 328; South County n: 301; San Lorenzo Valley n: 207.

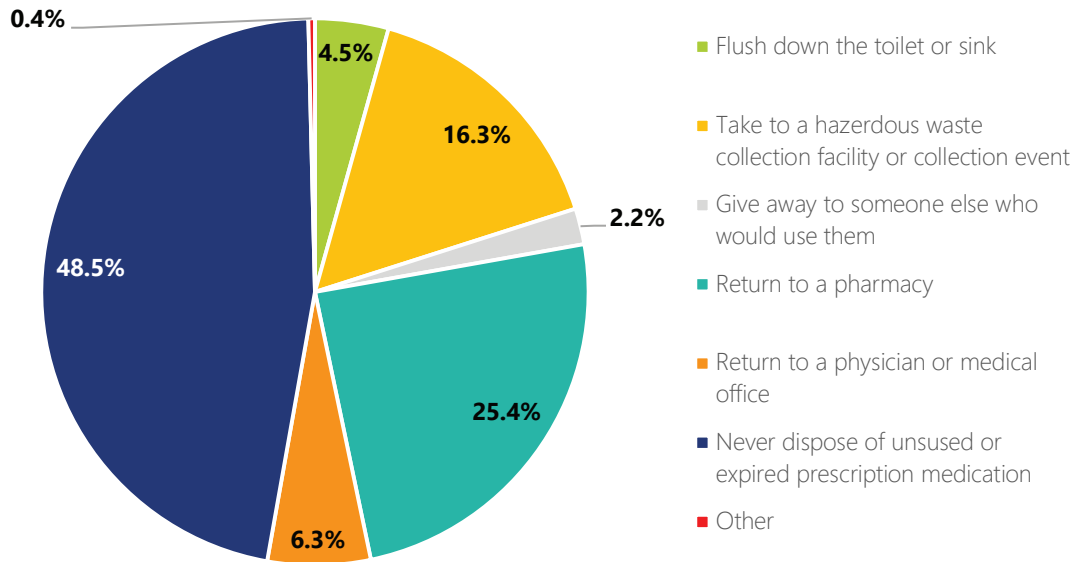
Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

\*Significance testing: Latino respondents were significantly less likely than White respondents to respond, “Very acceptable” and “Somewhat acceptable” for adults to provide marijuana to persons under 21 in their home. Additionally, South County respondents were significantly less likely than North County or San Lorenzo Valley respondents to respond, “Very Acceptable” and “Somewhat acceptable” for adults to provide marijuana to person under 21 in their home.

## Prescription Drug Use

Almost half (48.5%) of survey respondents in 2019 reported never disposing unused or expired prescription medication. Twenty-five percent of survey participants reported returning the medication to a pharmacy, while 16.3% reported taking the medication to a hazardous waste collection facility or collection event. This question was changed in 2019 and is thus not comparable to previous year data.

### ▶▶ 📞 In the last 12 months, which of the following methods have you used to dispose of unused or expired prescription medications? – 2019



2019 - Overall n: 830.

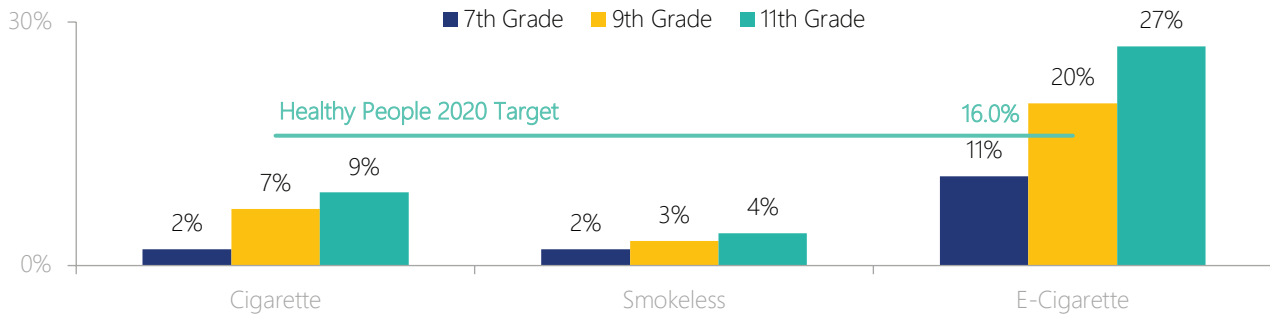
Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

Note: Not comparable to previous years' data. Survey question changed in 2019. Previous version asked, "During the past 30 days, on how many days have you taken a prescription drug that was not prescribed to you?"





### Students Who Reported Using Tobacco in the Last 30 Days by Grade, 2015-17



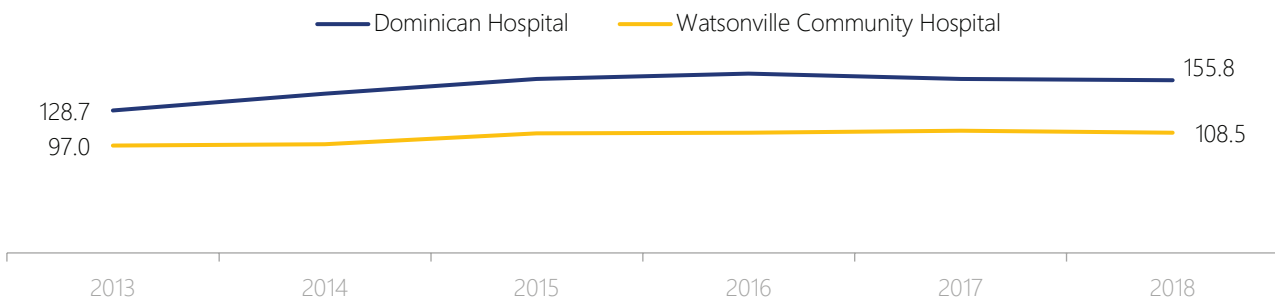
Source: West Ed for the California Department of Education. (2019). 2015-2017 *California Healthy Kids Survey (CHKS)*, Santa Cruz County and California. San Francisco, Calif.

Note: Reduced 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.<sup>83</sup>

### Rate per 1,000 People and Number of Emergency Department Visits by Hospital



	2013	2014	2015	2016	2017	2018
Dominican Hospital	34,673	39,100	43,090	44,494	43,243	42,733
Watsonville Community Hospital	26,142	26,633	29,590	29,835	30,375	29,743

<sup>83</sup> United States Department of Health and Human Services (2019). 2018 *National Healthcare Disparities and Quality Report*. Agency for Healthcare Research and Quality.

Source: California Office of Statewide Health Planning & Development. (2019). *Hospital inpatient discharge summary report*. Sacramento, Calif. United States Census Bureau. (2019). *2013-2018 American Community Survey 1-year estimates*.

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

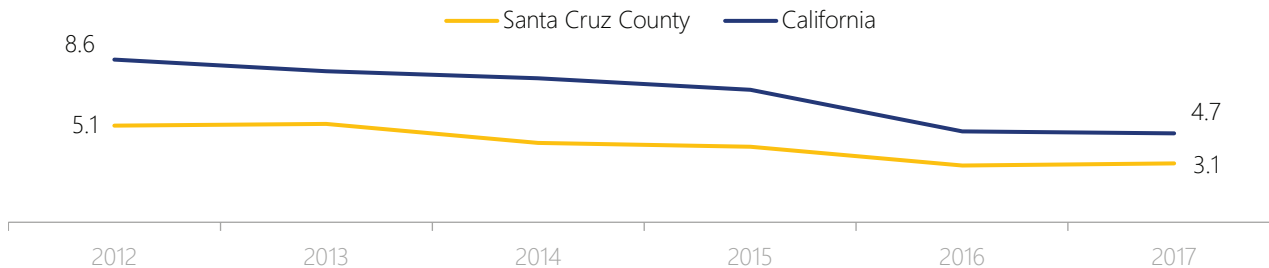
## Asthma



Asthma is a chronic respiratory disease characterized by episodes of reversible breathing problems due to inflammation and airway narrowing and obstruction.<sup>84</sup> 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 being overweight.<sup>85</sup> Asthma is considered a significant public health burden, and its prevalence has been rising since 1980. Asthma affects people of every race, gender, and age. However, significant disparities in asthma morbidity and mortality exist, in particular for low-income and minority populations.<sup>86</sup>



### Age-Adjusted<sup>1</sup> Asthma Hospitalizations per 10,000 Residents



Source: California Department of Public Health. (2019). *California Breathing, Santa Cruz County Asthma Profile 2012-2017*.

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 the dataset shown is not directly comparable with the Healthy People 2020 goal as written.

<sup>1</sup>Age-adjusted rate calculations are a summary measure allowing unbiased comparisons between groups with different age distributions in the population over time, or among diverse populations. However, unless noted as age-adjusted, rates shown are age-specific rates that are also used for unbiased evaluation among groups of the same age or age range. Age-adjusted rates and age-specific rates are not comparable.

### Ever Diagnosed with Asthma by Ethnicity, Santa Cruz County

	2013	2014	2015	2016	2017
Latino	16.4% <sup>1</sup>	8.1% <sup>1</sup>	19.2% <sup>1</sup>	15.4%	18.2%
White	25.2%	16.5% <sup>1</sup>	27.8% <sup>1</sup>	16.6%	21.0%
<b>Santa Cruz County Total</b>	<b>20.2%</b>	<b>11.7%</b>	<b>24.1%<sup>1</sup></b>	<b>15.5%</b>	<b>16.4%</b>

<sup>84</sup> U.S. Department of Health and Human Services, Healthy People 2020. Healthy People 2020. Accessed September 2019 from <https://www.healthypeople.gov/2020/topics-objectives/topic/respiratory-diseases>

<sup>85</sup> U.S. Department of Health and Human Services, Healthy People 2020. Healthy People 2020. Accessed September 2019 from <https://www.healthypeople.gov/2020/topics-objectives/topic/respiratory-diseases>

<sup>86</sup> U.S. Department of Health and Human Services, Healthy People 2020. Healthy People 2020. Accessed September 2019 from <https://www.healthypeople.gov/2020/topics-objectives/topic/respiratory-diseases>

Source: UCLA Center for Health Policy Research. (2019). *California Health Interview Survey, 2011-19*.

<sup>1</sup>Data are statistically unstable.

Note: Data shown are most recent available.

## Unintentional and Intentional Injury

More than 210,000 people die from injury each year—one person every three minutes. Each year, millions of people are injured and survive, and they are faced with life-long mental, physical, and financial problems.<sup>87</sup> In 2015, 2.8 million people were hospitalized due to injuries, and 27.6 million people were treated in an emergency department for injuries.<sup>88</sup>

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.<sup>89</sup>

### Unintentional Injuries

#### Unintentional Non-Fatal Injuries<sup>1</sup> 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
<b>Santa Cruz County Total</b>	<b>13,689</b>	<b>13,853</b>	<b>14,553</b>	<b>14,390</b>	<b>15,018</b>
<b>Santa Cruz County Rate per 1,000</b>	<b>52.0</b>	<b>52.4</b>	<b>54.6</b>	<b>53.4</b>	<b>55.3</b>
California Rate per 1,000	54.9	56.0	58.2	57.9	60.6

Source: California Department of Public Health. (2019). 2010-2014 EpiCenter: *Overall injury surveillance*. Sacramento, CA. United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

<sup>1</sup>Data represent non-fatal emergency department visits resulting in treat-and-release or transfer to another facility.

Note: Most recent data available are shown. Data beyond 2014 are unavailable at time of report deadline.

<sup>87</sup> Centers for Disease Control and Prevention. Key Injury and Violence Data. Accessed October 8, 2019 from [https://www.cdc.gov/injury/wisqars/overview/key\\_data.html](https://www.cdc.gov/injury/wisqars/overview/key_data.html)

<sup>88</sup> Centers for Disease Control and Prevention. Key Injury and Violence Data. Accessed October 8, 2019 from [https://www.cdc.gov/injury/wisqars/overview/key\\_data.html](https://www.cdc.gov/injury/wisqars/overview/key_data.html)

<sup>89</sup> Child Injury. *Centers for Disease Control and Prevention* 2012. Available at: [http://www.cdc.gov/vitalsigns/childinjury/?s\\_cid=bb-vitalsigns-120](http://www.cdc.gov/vitalsigns/childinjury/?s_cid=bb-vitalsigns-120). Accessed November 24, 2015.

### Unintentional Non-Fatal Injuries<sup>1</sup> by Selected Cause and Age Group, Santa Cruz County

	2010	2011	2012	2013	2014
<b>Falls</b>					
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
<b>Motor Vehicle Traffic, Occupant</b>					
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
<b>Poisoning</b>					
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
<b>Struck by Object</b>					
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
<b>Firearms</b>					
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

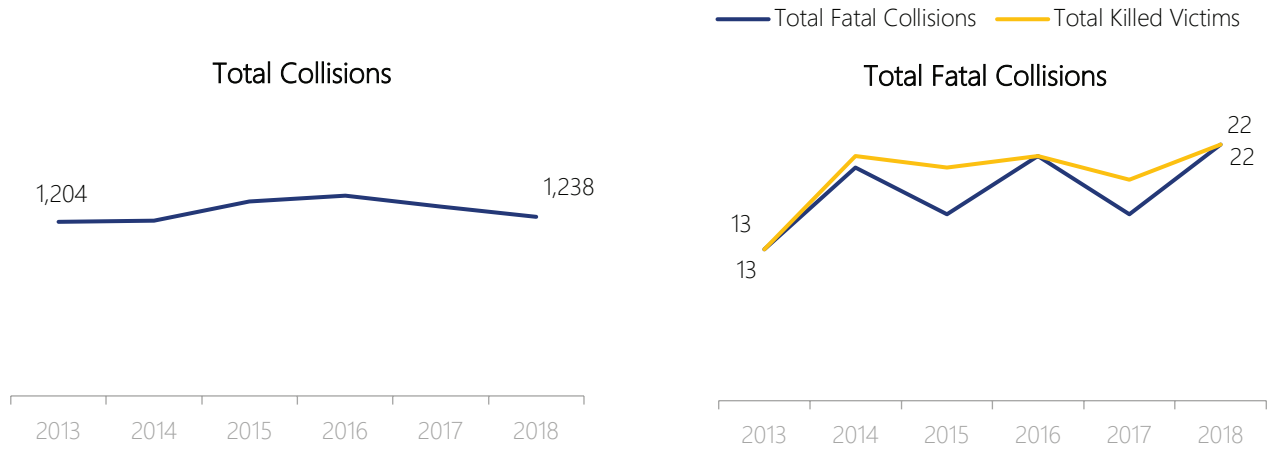
Source: California Department of Public Health. (2019). 2010-2014 *EpiCenter: Overall injury surveillance*. Sacramento, Calif.

<sup>1</sup>Data represent non-fatal emergency department visits resulting in treat-and-release or transfer to another facility.

Note: Most recent data available are shown. Data beyond 2014 are unavailable at time of report deadline.

## Motor Vehicle Collisions

### Motor Vehicle Collisions – Santa Cruz County<sup>1</sup>



<sup>1</sup> Includes state highway cases.

Source: State of California, Department of California Highway Patrol. (2019). 2013-2018 *Collisions and Victims by Motor Vehicle Involved*.

## 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
<b>Santa Cruz County Total</b>	<b>267</b>	<b>250</b>	<b>268</b>	<b>287</b>	<b>284</b>
<b>Rate per 1,000 – Santa Cruz County</b>	<b>1.0</b>	<b>0.9</b>	<b>1.0</b>	<b>1.1</b>	<b>1.0</b>
Rate per 1,000 – California	0.8	0.8	0.8	0.8	0.9

Source: California Department of Public Health. (2019). EpiCenter: Overall injury surveillance. Sacramento, Calif. United States Census Bureau. (2016). 2010-2015 *American Community Survey 1-year estimates*.

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

Note: Most recent data available are shown. Data beyond 2014 are unavailable at time of report deadline.

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

	2010	2011	2012	2013	2014
<b>Self-Inflicted</b>	21	16	19	30	34
Cut/Pierce	4	2	7	11	13
Poisoning	11	8	9	14	18
Other <sup>1</sup>	1	5	3	4	3
Hanging/Suffocation	0	1	0	1	0
<b>Assault</b>	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 <sup>2</sup>	2	2	5	1	1
<b>Total</b>	<b>44</b>	<b>33</b>	<b>33</b>	<b>40</b>	<b>41</b>

Source: California Department of Public Health. (2019). *EpiCenter: Overall injury surveillance*. Sacramento, Calif.

<sup>1</sup>Other types of Non-fatal Self-Inflicted Injuries includes Suicide Attempt by Jumping.

<sup>2</sup>Other types of Non-fatal Assault Injuries includes Abuse and Neglect.

Note: Most recent data available are shown. Data beyond 2014 are unavailable at time of report deadline.

## 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.<sup>90</sup> 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.<sup>91</sup> The risk increases among teens who engage in certain behaviors, such as not utilizing condoms or other contraceptives, or having multiple sexual partners.<sup>92</sup>

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.

<sup>90</sup> Centers for Disease Control and Prevention. (2014). *Pertussis outbreak trends*. Atlanta, GA. Retrieved from <http://www.cdc.gov/pertussis/outbreaks/trends.html>

<sup>91</sup> 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>

<sup>92</sup> Sexually Active Teens. *Child Trends 2014*. Available at: <http://www.childtrends.org/?indicators=sexually-active-teens>. Accessed November 18, 2015.

## Reported Communicable Diseases

### Reported Cases of Selected Communicable Diseases, Santa Cruz County

	2014	2015	2016	2017	2018	2019
Chlamydia	912	976	992	1,113	1,251	651
Gonorrhea	176	179	254	318	306	111
Hepatitis A <sup>1</sup>	3	0	1	77	0	0
Hepatitis B (Chronic) <sup>1</sup>	55	65	49	44	33	22
Lyme Disease	6	12	4	21	10	7
Measles <sup>1</sup>	0	0	0	0	0	1
Pertussis (Whooping Cough) <sup>1</sup>	165	79	46	45	169	151
Salmonellosis	52	33	35	33	31	14
Shigellosis	8	11	20	12	27	19
Syphilis (Infectious)	45	51 <sup>2</sup>	53	74	62	24
Tuberculosis (Active)	5	2	5	6	5	5

Source: Santa Cruz County Health Services Agency. (2019). Provisional counts of selected reportable conditions by quarter and year of episode date, Santa Cruz County residents. Santa Cruz, Calif.

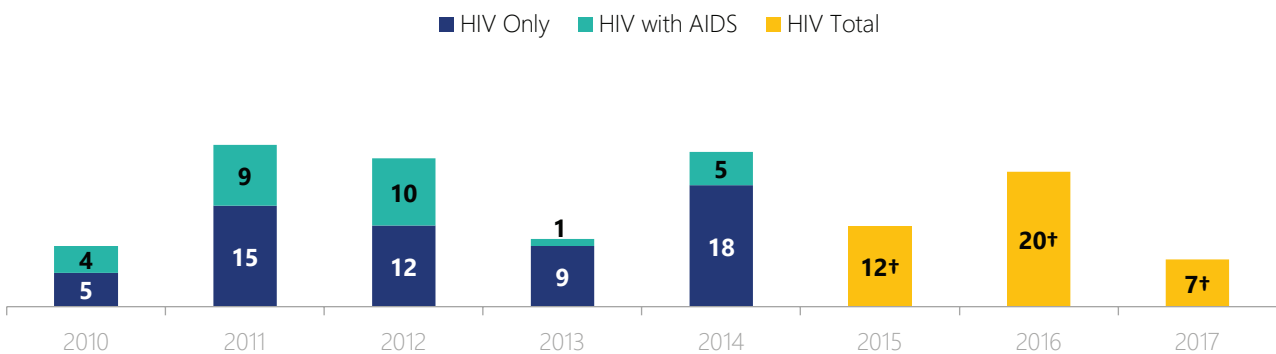
Note: Most recent data available are shown. Data beyond 2014 are unavailable at time of report deadline.

<sup>1</sup>Vaccine-preventable.

<sup>2</sup>Includes all stages except the final stage (neurosyphilis).

## 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, 2019.

† For 2015-17 data source does not distinguish new HIV cases by “HIV only” or “HIV with AIDS”. These values represent the total “New HIV diagnosis” per respective year.

## Causes of Death

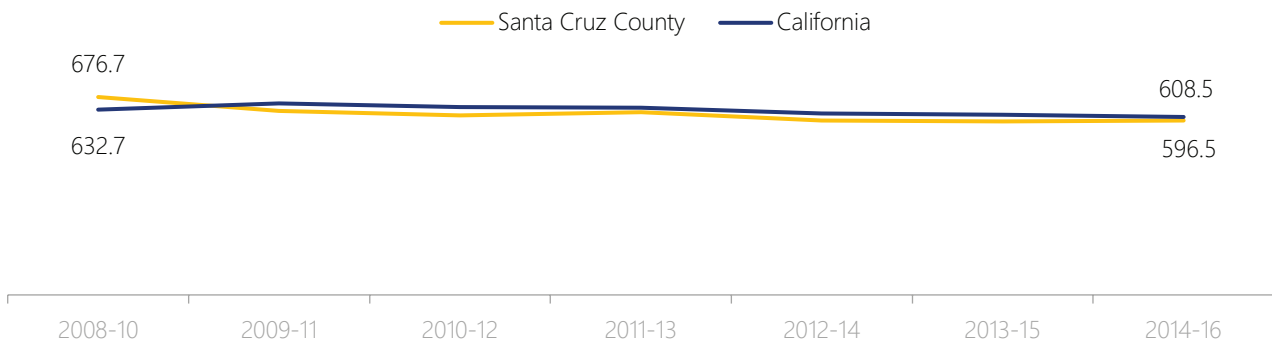


Monitoring the causes of death is important for planning prevention programs and to help inform both the public and health practitioners about health risks. In 2017, the top five leading causes of death in the US were heart disease, cancer, accidents (unintentional injuries), chronic lower respiratory diseases, and stroke.<sup>93</sup> Causes of death vary significantly between various age groups.

Suicide is the 10<sup>th</sup> leading cause of death in the US, with over 47,000 caused by suicide each year.<sup>94</sup> In 2017, White males accounted for 7 of 10 suicides.<sup>95</sup> Across youth ages 10 to 24, and young adults, 25 to 34, suicide is the second leading cause of death, following unintentional injury.<sup>96</sup> Research shows that risk factors for youth suicide include depression and other mental disorders, and substance-abuse disorders (often in combination).<sup>97</sup>



### Age-Adjusted<sup>1</sup> Death Rate per 100,000 Population (Three-Year Averages)



Source: California Department of Public Health. (2019). *2008-2016 County Health Status Profiles*.

<sup>1</sup>Age-adjusted rate calculations are a summary measure allowing unbiased comparisons between groups with different age distributions in the population over time, or among diverse populations. However, unless noted as age-adjusted, rates shown are age-specific rates, which are also used for unbiased evaluation among groups of the same age or age range. Age-adjusted rates and age-specific rates are not comparable.

<sup>93</sup> Centers for Disease Control and Prevention. *National Center for Health Statistics, Leading Causes of Death*. Accessed on October 8, 2019 from <http://www.cdc.gov/nchs/fastats/leading-causes-of-death.htm>

<sup>94</sup> American Foundation for Suicide Prevention. Accessed October 8, 2019 from <https://afsp.org/about-suicide/suicide-statistics/>

<sup>95</sup> American Foundation for Suicide Prevention. Accessed October 8, 2019 from <https://afsp.org/about-suicide/suicide-statistics/>

<sup>96</sup> Centers for Disease Control and Prevention. National Center for Health Statistics, National Vital Statistics System. Accessed October 8, 2019 from [https://www.cdc.gov/injury/images/lc-charts/leading\\_causes\\_of\\_death\\_by\\_age\\_group\\_2017\\_1100w850h.jpg](https://www.cdc.gov/injury/images/lc-charts/leading_causes_of_death_by_age_group_2017_1100w850h.jpg)

<sup>97</sup> American Psychological Association. Suicide is Preventable. Accessed September 2016 from <http://www.apa.org/research/action/suicide.aspx>



**Age-Adjusted<sup>1</sup> Death Rate per 100,000 Population (Three-Year Averages) by Cause of Death**

	2009-11	2010-12	2011-13	2012-14	2013-15	2014-16
<b>All Cancers</b>	Healthy People 2020 Target: 164.4					
Santa Cruz County	145.3	144.3	144.4	136.3	133.2	130.9
California	56.4	153.3	151.0	146.5	143.8	140.2
<b>Lung Cancer</b>	Healthy People 2020 Target: 45.5					
Santa Cruz County	28.1	26.3	26.8	25.8	25.6	24.1
California	36.5	34.8	33.6	31.7	30.6	28.9
<b>Breast Cancer (Female)</b>	Healthy People 2020 Target: 20.7					
Santa Cruz County	23.4	24.1	21.8	20.4	20.4	18.7
California	21.3	20.9	20.7	20.3	19.8	19.1
<b>Coronary Heart Disease</b>	Healthy People 2020 Target: 103.4					
Santa Cruz County	97.2	83.9	81.6	76.0	72.1	65.7
California	122.4	106.2	103.8	96.6	93.2	89.1
<b>Stroke</b>	Healthy People 2020 Target: 34.8					
Santa Cruz County	34.8	32.7	30.9	28.9	29.0	29.1
California	38.1	36.6	35.9	34.4	34.7	35.3
<b>Drug-Induced<sup>2</sup></b>	Healthy People 2020 Target: 11.3					
Santa Cruz County	15.9	18.8	18.4	18.5	18.1	19.7
California	10.9	10.8	11.1	11.3	11.8	12.2
<b>Unintentional Injuries</b>	Healthy People 2020 Target: 36.4					
Santa Cruz County	32.7	32.6	33.4	34.2	37.8	42.4
California	27.6	27.3	27.9	28.2	29.1	30.3
<b>Firearm-related</b>	Healthy People 2020 Target: 9.3					
Santa Cruz County	7.2	8.1	7.6	8.2	7.3	8.3
California	7.8	7.7	7.8	7.6	7.6	7.6
<b>Homicide</b>	Healthy People 2020 Target: 5.5					
Santa Cruz County	3.8	4.5	4.2	4.1	3.4 <sup>3</sup>	2.7
California	5.2	5.2	5.1	5.0	4.8	5.0
<b>Motor Vehicle Crashes</b>	Healthy People 2020 Target: 12.4					
Santa Cruz County	5.2	4.8	6.2	7.7	8.4	8.7
California	7.5	7.3	7.6	7.9	8.3	8.8

Source: California Department of Public Health (2019). *2008-2015 County Health Status Profile*.

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.

<sup>1</sup>Age-adjusted rate calculations are a summary measure allowing unbiased comparisons between groups with different age distributions in the population over time, or among diverse populations. However unless noted as age-adjusted, rates shown are age-specific rates which are also used for unbiased evaluation among groups of the same age or age range. Age-adjusted rates and age-specific rates are not comparable.

<sup>2</sup>Years prior to 2012-14 were listed as “Drug Related” deaths.

<sup>3</sup>Rates are deemed unreliable based on fewer than 20 data elements.

### Collisions and Fatal Collisions by Motor Vehicle Involved with Bicycle – Santa Cruz County

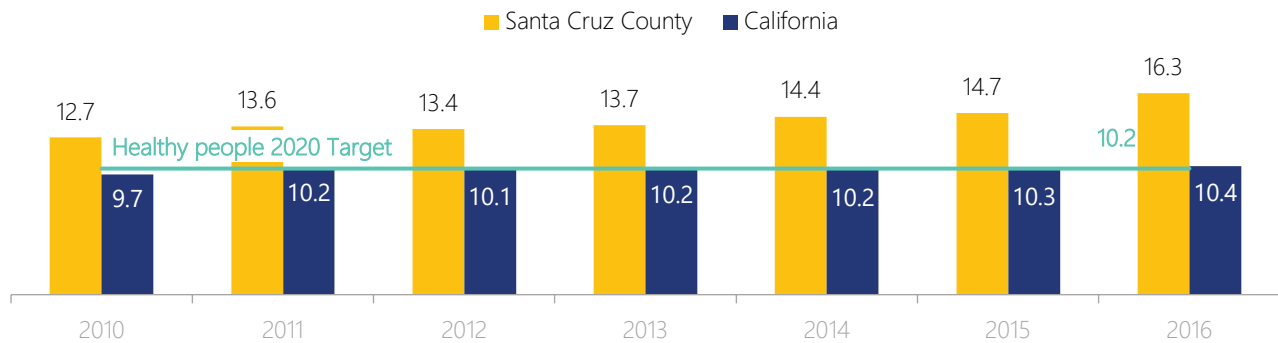
	2013	2014	2015	2016	2017	2018
Fatal Collisions	3	1	0	3	1	1
Total Collisions	162	154	150	124	113	92

Source: State of California, Department of California Highway Patrol. (2019). 2013-2018 *Collisions and Victims by Motor Vehicle Involved*.

## Suicides



### Suicide Age-Adjusted<sup>1</sup> Death Rate per 100,000 People

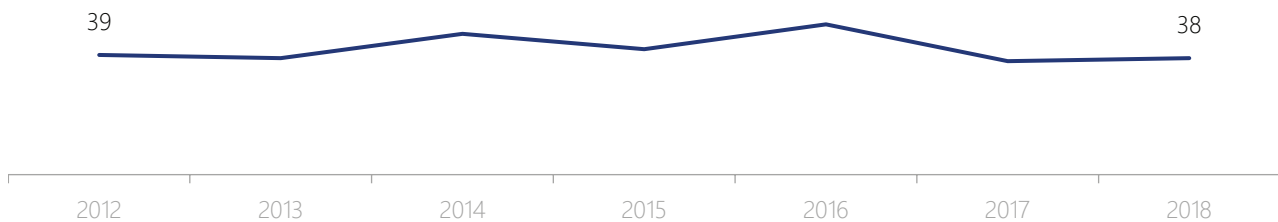


Source: California Department of Public Health (2019). *2010-2015 County Health Status Profile*.

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.

<sup>1</sup>Age-adjusted rate calculations are a summary measure allowing unbiased comparisons between groups with different age distributions in the population over time, or among diverse populations. However, unless noted as age-adjusted, rates shown are age-specific rates which are also used for unbiased evaluation among groups of the same age or age range. Age-adjusted rates and age-specific rates are not comparable.

### Number of Suicides, Santa Cruz County†



Age Group	2010	2011	2012	2013	2014	2015	2016
Under 18 Years	1	0	0	1	3	0	0
18-29 Years	7	7	5	4	4	4	8
30-39 Years	3	7	6	5	7	8	7
40-49 Years	4	5	8	7	10	6	6
50-59 Years	9	8	8	11	6	9	13
60 Years & Older	16	9	12	10	16	14	15
<b>Santa Cruz County Total</b>	<b>40</b>	<b>36</b>	<b>39</b>	<b>38</b>	<b>46</b>	<b>41</b>	<b>49</b>

Source: Santa Cruz County Sheriff's Office. (2019). *Personal Correspondence with program representative*. October 2019.

† Data source does not distinguish suicides by age group for years 2017-18, only total yearly count is available.



# SOCIAL & COMMUNITY CONTEXT

Social and Community Context is one of the five determinant areas in the Social Determinants of Health framework. Indicators include: social cohesion and civic participation. Components of the previous Public Safety and Social Environment sections have been combined into this section.

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# SOCIAL AND COMMUNITY CONTEXT SNAPSHOT



REDUCING INEQUALITY

## Discrimination

**16.4%** of CAP survey respondents felt discriminated against in Santa Cruz County in the last 12 months.

Reasons for feeling discriminated against or treated unfairly:

- 13.9%** SOCIO-ECONOMIC STATUS
- 17.6%** APPEARANCE
- 16.1%** AGE
- 46.2%** ETHNICITY/RACE
- 3.9%** SEXUAL ORIENTATION
- 6.2%** LANGUAGE

SUSTAINABLE CITIES AND COMMUNITIES

## Civic Participation

**78.2%** of CAP survey respondents have voted in the last 12 months.

**20.2%** of CAP survey respondents who joined a protest or demonstration in the last 12 months.

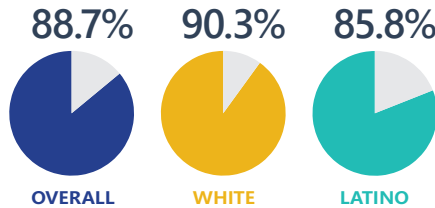
**WHITE: 24.2%**  
**LATINO: 9.7%\***  
\*Statistically significant

## Homelessness

**2,167** people were identified as homeless in Santa Cruz County during the 2019 Point-in-Time Count.

## Social Cohesion

CAP survey respondents who strongly agree or agree with the statement: People in this neighborhood help each other out.



**94.0%** of CAP survey respondents who often or sometimes feel they have someone to turn to when they need help.

**WHITE: 95.7%**  
**LATINO: 91.2%**

## Community Goals for 2020

- Goal 1: By 2020, more Santa Cruz County residents will build meaningful social bridges across differences in age, race, ethnicity, class, and culture.
  - » Community Hero: Ann Lopez, PhD
- Goal 2: By 2020, schools and communities will be safe, supportive, and engaging places for children, youth, and families.
  - » Community Hero: Daniel Alanis
- Goal 3: By 2020, more Santa Cruz County residents will feel empowered to experience and pursue long-term quality of life.
  - » Community Hero: Jimmy Cook

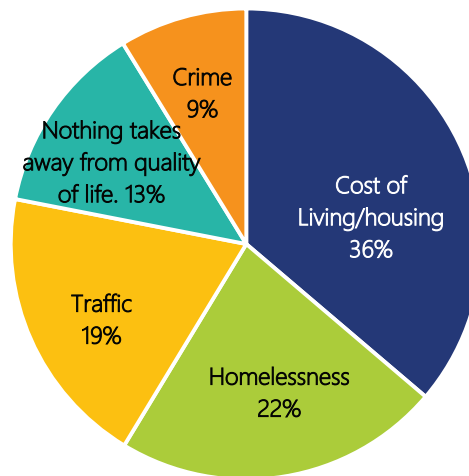
## Quality of Life

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, the neighborhood, aspects of culture, values, and spirituality.<sup>98</sup>

Focusing on quality of life as an outcome can bridge boundaries among disciplines and among social, mental, and medical services.

Over one-third (35.5%) of overall survey respondents feel that the cost of living/housing in Santa Cruz County reduces their quality of life, followed by homelessness (22.3%). Since 2013, cost of living/housing has risen from the fifth-highest concern (13.0%) among survey respondents to the first (35.5%), a 173% increase. The life satisfaction ladder captures a snapshot of well-being by asking survey respondents to rank where they land on a scale of 0-10, with 10 being their best possible life and 0 is their worst possible life. One-half (50.8%) of survey respondents rated themselves highly on this ladder (rungs 8-10), 41.6% rated themselves a 5-7, and 7.6% responded 0-4.

### What do you think takes away from your quality of life in Santa Cruz County? (Top 5 Responses) - 2019



2005	2007	2009	2011	2013	2015	2019
1. Traffic (32.3%)	1. Traffic (31.1%)	1. Nothing takes away (18.6%)	1. Nothing takes away (19.3%)	1. Gangs/crime (23.2%)	1. Cost of living/housing (23.8%)	1. Cost of living/housing (35.5%)
2. Cost of living/housing (23.2%)	2. Cost of living/housing (20.1%)	2. Traffic (13.8%)	2. Traffic (15.7%)	2. Nothing takes away (16.7%)	2. Nothing takes away (22.7%)	2. Homelessness (22.3%)
3. Overcrowding (12.6%)	3. Overcrowding (10.7%)	3. Cost of living/housing (13.5%)	3. Gangs/crime (15.2%)	3. Traffic (16.3%)	3. Traffic (19.6%)	3. Traffic (19.0%)
4. Government (6.7%)	4. Gangs/crime (9.7%)	4. Gangs/crime (11.3%)	4. Cost of living/housing (14.4%)	4. Homelessness (13.3%)	4. Gangs/crime (14.1%)	4. Nothing takes away (12.9%)
	5. Homelessness (9.4%)	5. Overcrowding/unplanned growth (9.5%)	5. Overcrowding/unplanned growth (9.0%)	5. Cost of living/housing (13.0%)	5. Homelessness (13.0%)	5. Crime (8.6%)

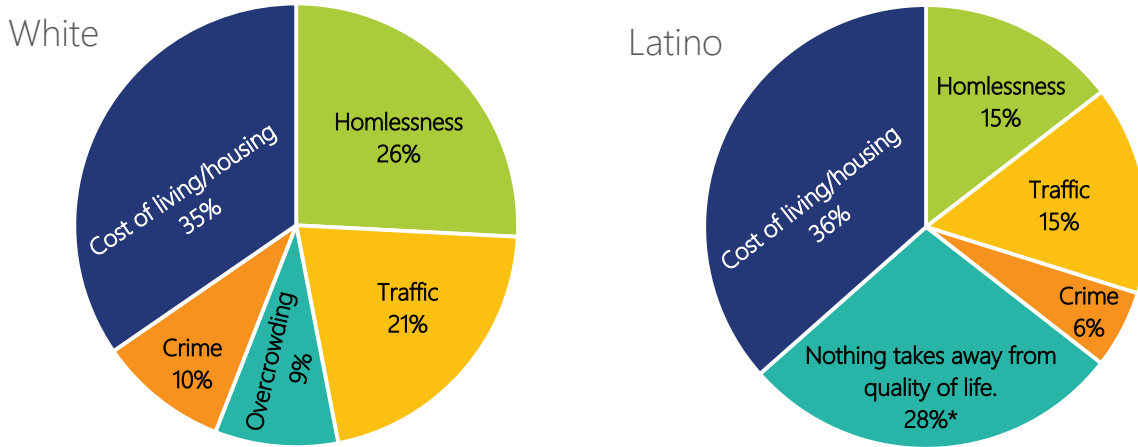
<sup>98</sup> Centers for Disease Control and Prevention. Health-Related Quality of Life. Accessed September 2016 from <http://www.cdc.gov/hrqol/concept.htm>

2019 n: 793 Respondents offering 1,159 responses.

Source: Applied Survey Research. (2019). 2005-2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

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

**📞 What do you think takes away from your quality of life in Santa Cruz County? What don't you like about Santa Cruz County? (Top 5 responses) By Ethnicity – 2019**



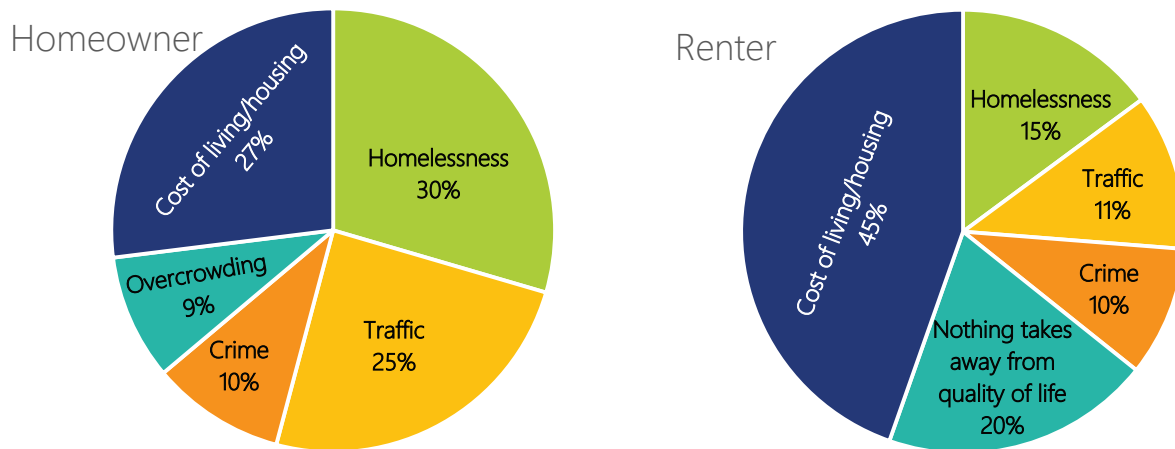
2019 – White n: 456 respondents offering 692 responses; Latino n: 266 respondents offering 355 responses.

Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

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

\*Significance testing: Latino respondents were significantly more likely than White respondents to respond that “Nothing takes away” from life in Santa Cruz County in 2019.

**📞 What do you think takes away from your quality of life in Santa Cruz County? What don't you like about Santa Cruz County? (Top 5 responses) By Homeowner and Renter Status – 2019**

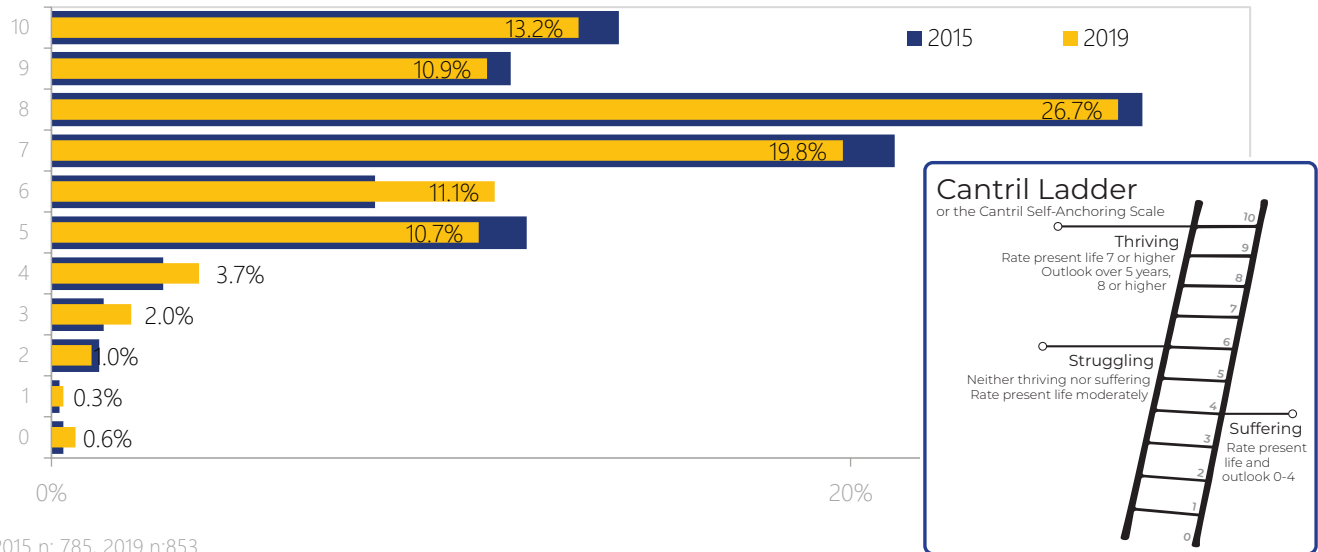


2019 – Homeowner n: 379 respondents offering 593 responses; Renter n: 283 respondents offering 383 responses.

Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.



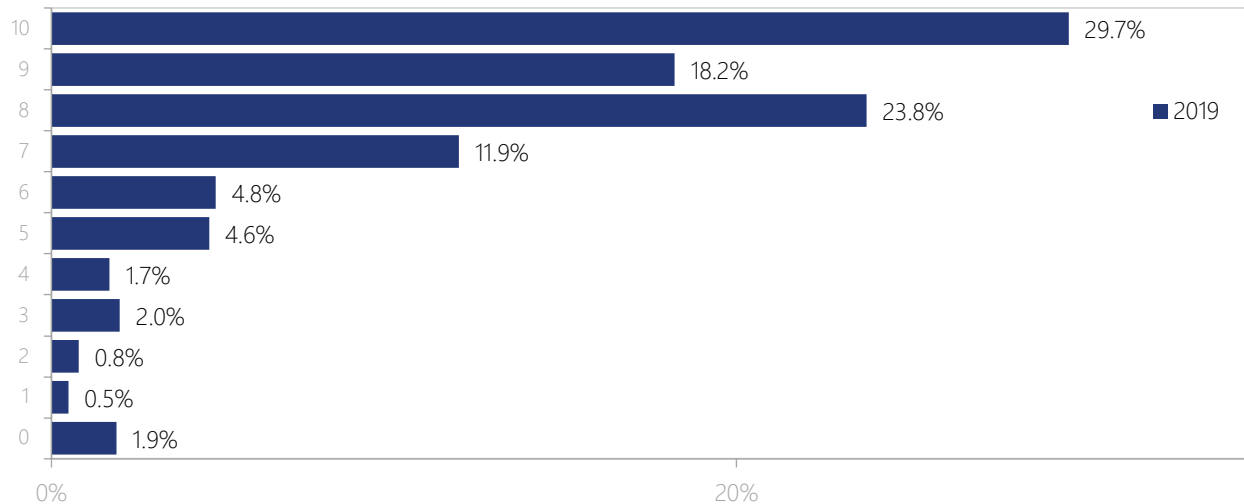
**📞 On which step of the [life satisfaction] ladder would you say you personally feel you stand at this time? (10 being your best possible life, 0 being your worst possible life)**



2015 n: 785, 2019 n:853

Source: Applied Survey Research. (2019). 2015-2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

**▶📞 On which step of the [life satisfaction] ladder would you say you personally feel you will stand in about five years? (10 being your best possible life, 0 being your worst possible life)**



2019 n: 765

Source: Applied Survey Research. (2019). 2015-2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

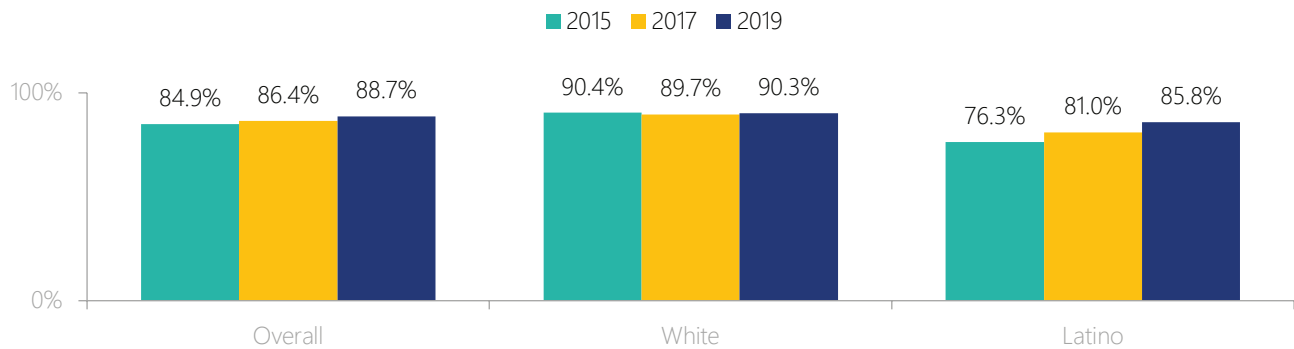
## Social Support

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, it has been shown to reduce the psychological and physiological consequences of stress, and it may enhance immune

function.<sup>99</sup> People who 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.<sup>100</sup> Social networks, whether formal (such as a church or social club) or informal (meeting with friends) provide a sense of belonging, security, and community.

The vast majority of overall survey respondents (88.7%) in 2019 “strongly agree” or “agree” that people in their neighborhood help each other out. When considered by housing status, 84.5% of renters “strongly agree” or “agree” to this question compared with 91.8% of homeowners. Virtually all overall survey respondents (94.0%) in 2019 reported that they “often” or “sometimes” feel that they have someone they can turn to when they need help. Similar percentages are reported among White and Latino survey respondents—96.4% and 91.2%, respectively.

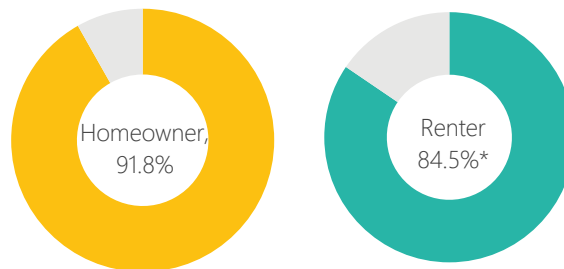
**📞 How much do you agree or disagree with the following statements about your neighborhood? (People in this neighborhood help each other out) (Respondents Answering “Agree” or “Strongly Agree”) By Ethnicity – 2019**



2019 - Overall n: 832; White n: 457; Latino n: 300.

Source: Applied Survey Research. (2019). 2015-2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

**📞 How much do you agree or disagree with the following statements about your neighborhood? (People in this neighborhood help each other out) (Respondents Answering “Agree” or “Strongly Agree”) By Housing Status – 2019**



<sup>99</sup> University of Minnesota. Taking Charge of Your Health and Well-being, Social Support. Accessed September 2016 from <http://www.takingcharge.csh.umn.edu/explore-healing-practices/social-support>

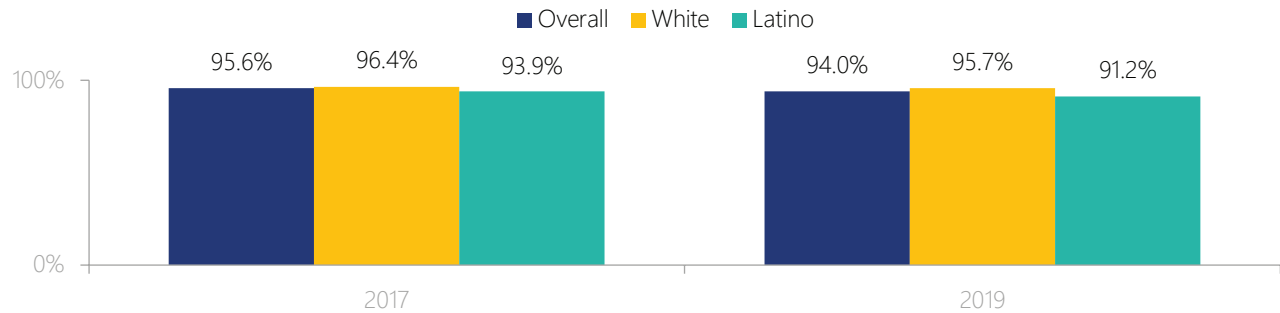
<sup>100</sup> University of Minnesota. Taking Charge of Your Health and Well-being, Social Support. Accessed September 2016 from <http://www.takingcharge.csh.umn.edu/explore-healing-practices/social-support>

2019 – Homeowner n: 392; Renter n: 299.

Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

\*Significance testing: Renters respondents were significantly less likely than homeowners to respond “Strongly Agree” in 2019.

**📞 How often do you feel that you have someone you can turn to when you need help? (Respondents Answering “Often” or “Sometimes”) By Ethnicity**



2019 - Overall n: 853; White n: 466; Latino n: 310.

Source: Applied Survey Research. (2019). 2017-2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

**Persons with Disabilities**

Persons with disabilities are a diverse group of individuals with a wide range of needs, and two people with the same type of disability can be affected in very different ways.<sup>101</sup> It is important for every society to provide the resources necessary to allow all individuals to participate fully in their communities, regardless of their physical, mental, or developmental disabilities.

**People with Any Disability by Age Group, Santa Cruz County**

	2012	2013	2014	2015	2016	2017	2018
Under 5	1.9%	0.0%	0.6%	<0.1%	0.4%	0.1%	0.0%
5-17	4.8%	4.3%	4.6%	3.1%	8.2%	5.3%	9.6%
18-34	2.5%	3.6%	5.3%	8.0%	7.2%	5.8%	8.7%
35-64	8.8%	9.7%	7.8%	11.9%	12.2%	10.3%	13.0%
65-74	20.1%	17.9%	17.7%	20.2%	21.9%	19.0%	17.6%
75 & Older	48.2%	47.1%	38.4%	46.9%	39.2%	45.0%	45.5%
<b>Santa Cruz County Population with Any Disability</b>	<b>23,709</b>	<b>24,558</b>	<b>23,152</b>	<b>31,384</b>	<b>32,936</b>	<b>28,384</b>	<b>35,468</b>
<b>Percentage of Santa Cruz County Total Population with Disability</b>	<b>8.9%</b>	<b>9.2%</b>	<b>8.6%</b>	<b>11.5%</b>	<b>12.1%</b>	<b>10.4%</b>	<b>13.0%</b>

Source: United States Census Bureau. (2019). 2012-2018 American Community Survey 5-year estimates.

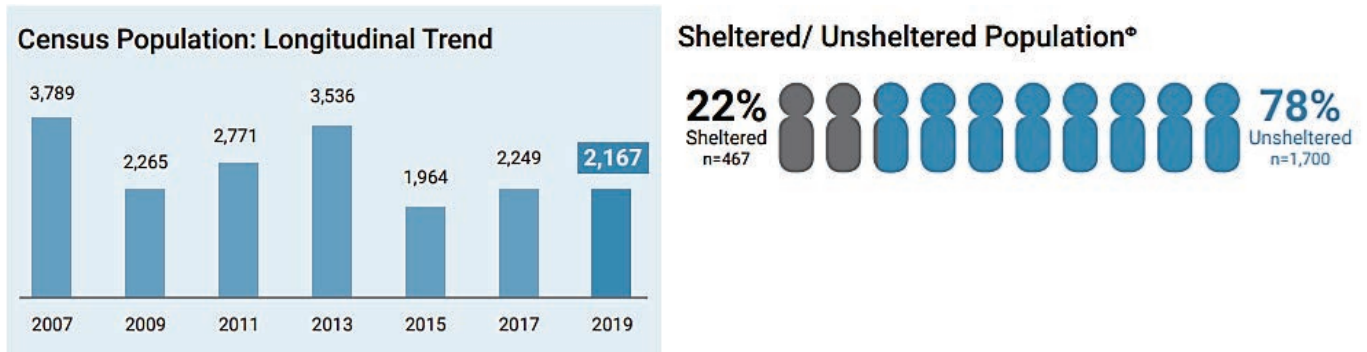
<sup>101</sup> Centers for Disease Control and Prevention (CDC). *Disability and Health*. Accessed on October 7, 2019 from <https://www.cdc.gov/ncbddd/disabilityandhealth/disability.html>

## Homelessness

The pathways into and out of homelessness reflect an intricate interplay among 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.<sup>102</sup>

Nationally, 552,830 people were homeless on a given night in the United States in January 2018.<sup>103</sup> Of that number, 33% were people in families, and 67% were individuals.<sup>104</sup> The State of California had the highest rate of persons experiencing homelessness in unsheltered situations, with a rate of nearly 70% of the total homeless population.<sup>105</sup> Locally, Santa Cruz County has one of the largest concentrations of people experiencing homelessness in unsheltered situations—78% of the total homeless population.<sup>106</sup>

### Total Homeless Population, Santa Cruz County



Source: Applied Survey Research. (2019). Santa Cruz County 2017 Homeless Census & Survey. Watsonville, Calif.

<sup>102</sup> National Alliance to End Homelessness. Snapshot of Homelessness. Accessed September 2016 from [http://www.endhomelessness.org/pages/snapshot\\_of\\_homelessness](http://www.endhomelessness.org/pages/snapshot_of_homelessness)

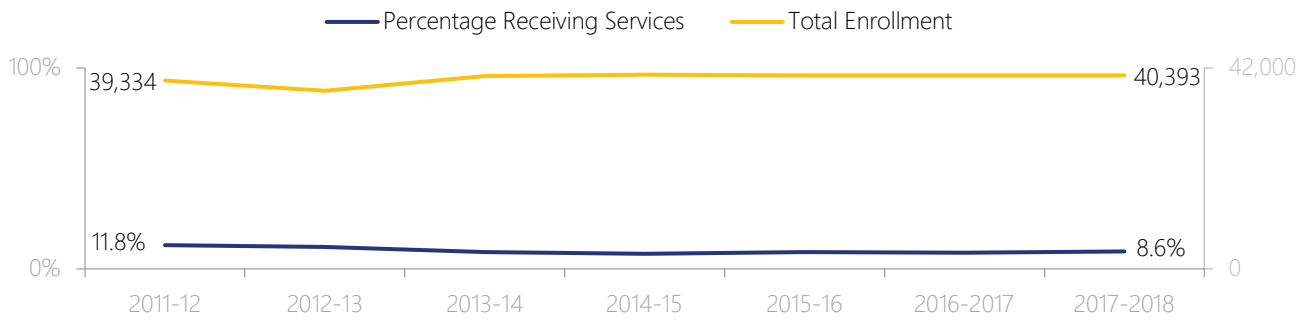
<sup>103</sup> The U.S. Department of Housing and Urban Development. (2019). *The 2018 Annual Homeless Assessment Report to Congress*.

<sup>104</sup> The U.S. Department of Housing and Urban Development. (2019). *The 2018 Annual Homeless Assessment Report to Congress*.

<sup>105</sup> The U.S. Department of Housing and Urban Development. (2019). *The 2018 Annual Homeless Assessment Report to Congress*.

<sup>106</sup> The U.S. Department of Housing and Urban Development. (2019). *The 2018 Annual Homeless Assessment Report to Congress*.

### Homeless Children Receiving Services under the McKinney-Vento Act<sup>1</sup>, Santa Cruz County



	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
<b>Total Number of Homeless Children Receiving Services</b>	<b>4,637</b>	<b>4,005</b>	<b>3,286</b>	<b>3,024</b>	<b>3,348</b>	<b>3,263</b>	<b>3,493</b>
Doubled-up Homeless <sup>2</sup>	78.0%	81.0%	80.2%	83.2%	88.1%	88.3%	89.6%
Shelters <sup>3</sup>	12.1%	15.4%	8.9%	9.2%	6.4%	6.0%	4.1%
Unsheltered <sup>4</sup>	8.2%	2.6%	6.9%	5.8%	4.4%	4.0%	4.6%
Motels/Hotels	1.7%	1.0%	4.0%	1.8%	1.2%	1.8%	1.7%
Pre-school	17.0%	5.5%	15.6%	0.8%	0.1%	58.4% <sup>5</sup>	6.6%
Primary (Grades K-3)	29.0%	29.3%	30.5%	40.6%	41.0%	58.4% <sup>5</sup>	37.9%
Intermediate (Grades 4-6)	17.0%	23.1%	21.7%	24.5%	24.9%	58.4% <sup>5</sup>	23.3%
Middle School (Grades 7-8)	12.0%	14.9%	12.5%	14.5%	14.2%	22.2%	13.6%
High School (Grades 9-12)	25.0%	27.2%	19.6%	19.5%	19.7%	19.4%	18.6%

Homeless Children Receiving Services under the McKinney-Vento Act by Source: Santa Cruz County Office of Education. (2019). 2011-2018 *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.

<sup>1</sup>The McKinney-Vento was the first significant federal response to homelessness, and it 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).

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

<sup>3</sup>The “Shelter” count includes youth living in “Transitional Housing.”

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

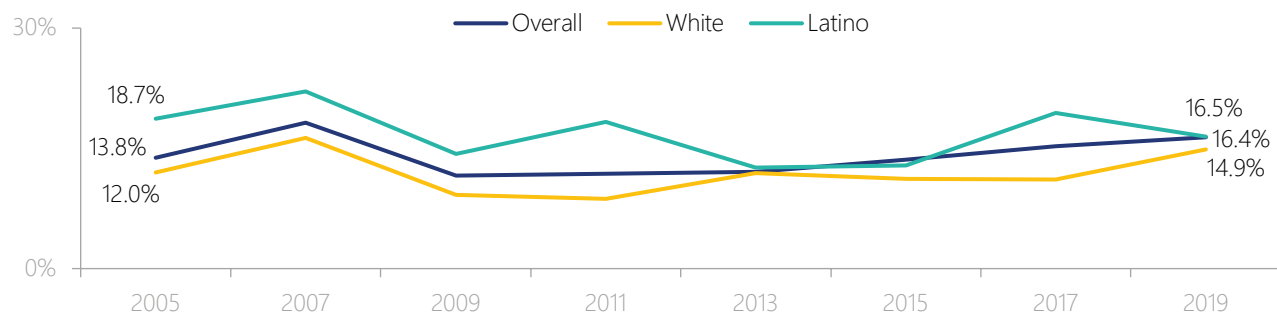
<sup>5</sup>This value represents all elementary students in sum. Data source did not distinguish grade groups as previous data points for year 2016-2017.


## 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 outcomes<sup>107</sup>, such as depression, anxiety, heart disease, and breast cancer.<sup>108</sup> Further, racism presents barriers to social and economic participation, which can in turn cause social exclusion and entrench disadvantage, sometimes for generations.

More than sixteen percent (16.4%) of overall survey respondents in 2019 reported that they have felt discriminated against in Santa Cruz County in the last 12 months, representing a steady increase since 2009 (11.6%). Of those survey respondents, 46.2% felt the reason they were discriminated against or treated unfairly in 2019 was due to their ethnicity/race.

### 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	2017	2019
<b> If you have felt discriminated against or treated unfairly, for what reason? (Selected Responses)</b>								
Ethnicity/Race	51.8%	48.7%	46.7%	51.1%	52.8%	46.1%	53.1%	46.2%
Sexual Orientation	NA	1.5%	2.8%	4.9%	7.4%	0.6%	1.4%	3.9%
Language	2.1%	22.9%	13.3%	10.7%	4.9%	7.9%	6.8%	6.2%
Age	6.4%	12.2%	12.1%	14.7%	12.5%	20.7%	11.5%	16.1%
Socio-economic Status	16.7%	9.6%	11.5%	13.4%	8.6%	11.5%	15.4%	13.9%
Appearance	16.0%	6.8%	7.5%	5.8%	3.4%	9.0%	5.6%	17.6%
Gender	6.4%	3.9%	7.1%	9.5%	5.0%	10.5%	5.0%	10.3%

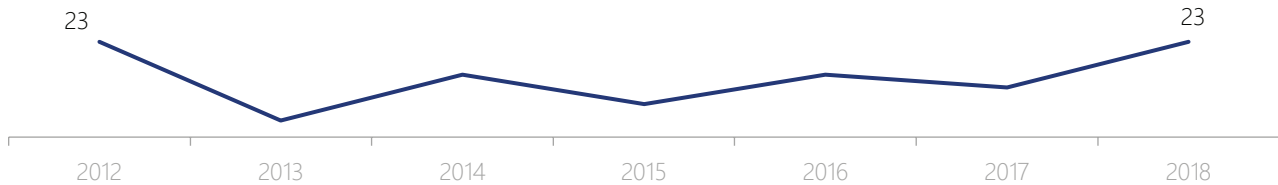
<sup>107</sup> Berkman L., Kawachi I Krieger N. (2000). Discrimination and health. Social Epidemiology. Oxford: Oxford University Press: 36-75.

<sup>108</sup> 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>.

"Have you ever felt discriminated against..." 2019 - Overall n: 857, White n: 465, Latino n: 315; Reason for discrimination 2019 - Overall n: 140 respondents offering 133 responses.

Source: Applied Survey Research. (2019). 2005-2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

## Number of Hate Crime<sup>1</sup> Events, Santa Cruz County



Source: California Department of Justice. (2019). 2012-2018 *Hate Crimes Report*.

<sup>1</sup> 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.<sup>109</sup> Civic engagement can take many forms, from individual volunteerism to organizational involvement to electoral participation, and it 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.<sup>110</sup> Studies show that volunteers become emotionally connected to the communities they serve, and they sustain community involvement after volunteering.<sup>111</sup> 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.

Overall survey respondents reported in 2019 that they had participated at lower levels in various civic engagement activities in the last 12 months than during the previous 2017 survey year, including voting, attending public meetings, and communicating with a local politician. Slightly more than twenty percent (20.2%) of overall survey respondents reported having joined a protest or demonstration in 2019, a 80.4% increase over 2015 (11.2%). In 2017, Latino survey respondents (19.3%) were statistically less likely than White survey respondents (32.6%) to join a protest or demonstration. However, the statistical direction has become wider in 2019, with White survey respondents at 24.2% and Latino survey respondents at 9.7%.

<sup>109</sup> American Psychological Association. Civic Engagement. Accessed September 2016 from <http://www.apa.org/education/undergrad/civic-engagement.aspx>

<sup>110</sup> American Psychological Association. Civic Engagement. Accessed September 2016 from <http://www.apa.org/education/undergrad/civic-engagement.aspx>

<sup>111</sup> 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**

	Overall			White			Latino		
	2015	2017	2019	2015	2017	2019	2015	2017	2019
Vote	<b>76.7%</b>	<b>91.3%</b>	<b>78.2%</b>	81.8%	95.7%	84.8%	66.1%	78.6%	64.7%*
Signed a petition	<b>53.5%</b>	<b>54.1%</b>	<b>48.2%</b>	61.3%	58.5%	54.3%	30.7%	40.8%	33.9%*
Met with, e-mailed, called, or sent a letter to any local politician	<b>33.2%</b>	<b>41.3%</b>	<b>33.3%</b>	39.3%	48.7%	41.0%	14.4%	22.8%	15.5%*
Attended a town meeting, public hearing, or public affair	<b>37.4%</b>	<b>40.7%</b>	<b>37.5%</b>	39.3%	44.0%	42.7%	32.4%	32.6%	26.0%*
Joined an online political advocacy group	<b>20.2%</b>	<b>26.7%</b>	<b>20.0%</b>	23.9%	30.7%	23.4%	8.1%	12.7%	11.7%*
Joined a protest or demonstration	<b>11.2%</b>	<b>29.6%</b>	<b>20.2%</b>	8.2%	32.6%	24.2%	18.9%	19.3%	9.7%*
▶▶ Joined a neighborhood group or association	†	†	<b>28.1%</b>	†	†	33.1%	†	†	15.9%*
▶▶ Volunteered with a community-based organization/non-profit	†	†	<b>46.8%</b>	†	†	50.6%	†	†	35.6%*
▶▶ Made a monetary donation to a community-based org/non-profit	†	†	<b>60.1%</b>	†	†	66.9%	†	†	46.6%*
▶▶ Made an in-kind donation to a community-based org/non-profit	†	†	<b>39.6%</b>	†	†	43.1%	†	†	30.0%*

2019 - Overall n: 716 offering 3,001 responses; White n: 439 offering 2,072 responses; Latino n: 207 offering 606 responses.

Source: Applied Survey Research. (2019). 2015-2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

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

\*Significance testing: Latino respondents were significantly less likely than White respondents to vote, sign a petition, correspond with a local politician, join an online advocacy group, join a protest or demonstration, attend a town meeting, public hearing or public affair, join a neighborhood group or association, volunteer with community-based organization/non-profits, make a monetary or in-kind donation to a community based org/nonprofit in the last 12 months.

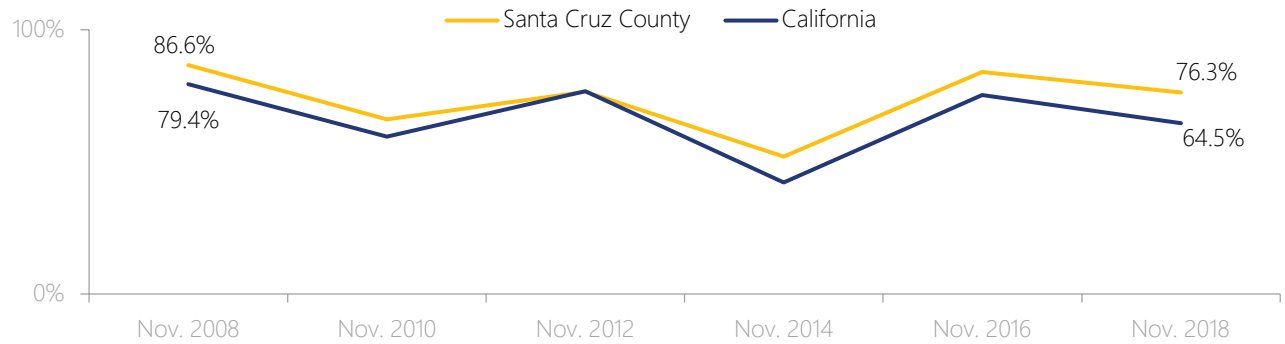
† Data points are new in this current year's data, therefore they are not available for previous years.



## Voting



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



General Elections	Nov. 2008	Nov. 2010	Nov. 2012	Nov 2014	Nov 2016	Nov. 2018
Registered Voters	148,364	148,501	158,641	142,316	157,186	159,499
Registered Voter Turnout	128,555	98,037	121,323	74,040	132,165	121,700

Primary Elections	June 2010	June 2012	June 2014	June 2015	June 2016	June 2018
Registered Voters	146,974	146,980	141,105	141,105	145,809	152,497
Registered Voter Turnout	55,084	58,526	49,143	49,143	94,928	72,382

<b>Santa Cruz County Registered Voter Turnout</b>	<b>37.5%</b>	<b>39.8%</b>	<b>34.8%</b>	<b>34.8%</b>	<b>65.1%</b>	<b>47.5%</b>
California Registered Voter Turnout	33.3%	31.1%	25.2%	25.2%	47.7%	37.5%

Source: California Secretary of State, Elections Division. (2019). 2008-2018.

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.



# NEIGHBORHOOD & BUILT ENVIRONMENT

**Neighborhood and Built Environment is one of the five determinant areas in the Social Determinants of Health framework. Indicators include: crime and violence and environmental conditions. The previous Public Safety and Natural Environment sections are now housed in this section**

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# NEIGHBORHOOD AND BUILT ENVIRONMENT



PEACE, JUSTICE & STRONG INSTITUTIONS

## Concern About Crime and Violence

**29.8%**

of CAP survey respondents reported they were "very concerned" about crime in Santa Cruz County.

Concern about gangs, violent crime in neighborhood.

**35.9%** GANGS

**42.2%** VIOLENT CRIME

Concern about property/cyber crime in neighborhood.

**62.2%** PROPERTY CRIME

**58.5%** CYBER CRIME

## Trust in Law Enforcement

**86.3%**

of CAP survey respondents reported that local law enforcement was "somewhat trustworthy" or "very trustworthy."

**WHITE: 85.9%**

**LATINO: 88.6%**

**OTHER: 80.7%**

## Child Abuse Cases

**5.7%**

of CAP survey respondents reported that family members or friends in Santa Cruz County had experienced child abuse or neglect in the last year.

## Elder Abuse Cases

**4.0%**

of CAP survey respondents reported that family members or friends in Santa Cruz County had experienced elder abuse or neglect in the last year.

## Crime and Violence

**31.2**

was the Santa Cruz County crime rate per 1,000 residents

**PROPERTY CRIME RATE: 27.3**  
**VIOLENT CRIME RATE: 3.6**

Juvenile Arrests, Santa Cruz County

**WHITE: 25.6%**  
**HISPANIC: 66.9%**  
**BLACK: 3.2%**

**2.3**

homicide deaths per 100,000 residents in Santa Cruz County

HP 2020: 5.5  
CALIFORNIA: 5.2

## Incarceration

Jail population characteristics, Santa Cruz County

**WHITE: 57.3%**  
**HISPANIC: 35.1%**  
**AFRICAN AMERICAN: 4.8%**

LIFE ON LAND

## Concern for the Environment

**23.7%**

of CAP survey respondents listed litter as the top response for the issue that concerns them most about the natural environment in Santa Cruz County.

**NORTH COUNTY: 20.6%**  
**SOUTH COUNTY: 32.8%**

## Organic Farming

**6,940**

acres of organic farmland in Santa Cruz County.

**\$126.3**

million in gross organic farm sales in Santa Cruz County.

LIFE BELOW WATER

## Environmental Conditions

**5.6**

pounds of pesticide applied per resident in Santa Cruz County

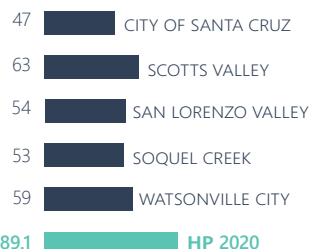
**194**

days of swim advisories in Santa Cruz County

**zero**

days of beach closures in Santa Cruz County

Average reported residential water use (in gallons, per capita, per day) by water district



Mode of transportation for commuting to work among Santa Cruz County residents

**69.0%** drove alone  
*(car, truck, or van)*

**9.6%** carpooled  
*(car, truck, or van)*

**27.4 mins.** average travel time to work for Santa Cruz County residents

**10** unhealthy days (Air Quality Index) for sensitive groups in Santa Cruz County

CLIMATE ACTION

## Community Goals for 2020

### Public Safety

- Goal 1: By 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: Walter Barrows
- Goal 2: By 2020, there will be a 20% reduction in youth reporting gang involvement, resulting in a 10% reduction of gang-related criminal activity.
  - » Community Hero: Barbie Gomez
- Goal 3: By 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: Monica Martinez
- Goal 4: By 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: Lejla Bratovic

### Natural Environment

- Goal 1: By 2020, residential per capita water use will be sustained at or under 2013 baseline levels through 2020.
  - » Community Hero: Regional Water Management Foundation
- Goal 2: By 2020, 5% of homes in Santa Cruz County will have a solar electric or hot water system.
- Goal 3: By 2020, stewardship actions for our waters will be increased by 10%.
- Goal 4: By 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.
  - » Community Hero: Noel Brock

## Public Safety

### Concern about Crime and Neighborhood Safety

A safe community is a livable community in which people can go about their daily activities in an environment without fear or risk of harm or injury.<sup>143</sup> 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.

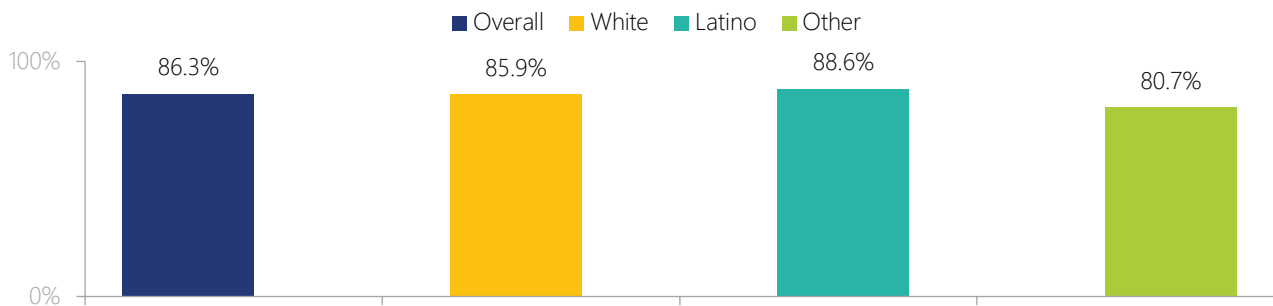
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<sup>143</sup> Pan Pacific Safe Communities Network. Accessed September 2016 from <http://www.ppscscn.org/>

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.<sup>144</sup> 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.<sup>145</sup>

More than one-half (58.2%) of survey respondents answered that they felt “Very Safe” in their neighborhoods, while 29.8% of survey respondents were “Very Concerned” about crime in Santa Cruz County. While concern about crime has seen a small decline over the past 12 years, neighborhood safety has remained fairly constant over this same period. Regionally, San Lorenzo Valley survey respondents in 2019 were significantly more likely than both North and South County survey respondents to feel “Very Safe” in their neighborhood. Renter survey respondents were significantly more likely than homeowner survey respondents to answer “Very Concerned” or “Somewhat Concerned” about both violent crime and gangs in their neighborhoods in 2019.

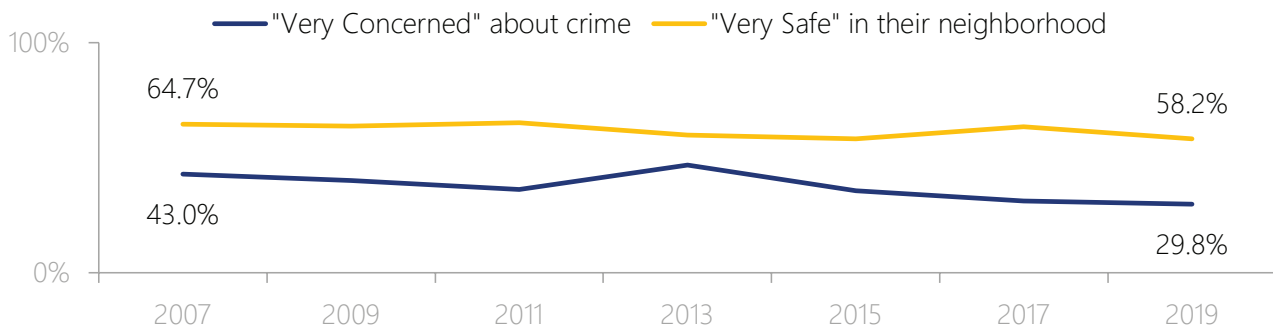
📞 Describe your general level of trust with local law enforcement. (Respondents answering “Somewhat Trustworthy” or “Very Trustworthy”)? By Ethnicity – 2019



2019 – General Level of Trust with Local Law Enforcement n: 845, White n: 462, Latino n: 305, Other n: 78.

Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

📞 How concerned are you about crime in Santa Cruz County? How safe would you say you feel in your neighborhood?



<sup>144</sup> Child Trends Data Bank. Neighborhood Safety. Accessed September 2016 from <http://www.childtrends.org/?indicators=neighborhood-safety>

<sup>145</sup> Child Trends Data Bank. Neighborhood Safety. Accessed September 2016 from <http://www.childtrends.org/?indicators=neighborhood-safety>

2019 - Concerned about Crime Overall n: 855; Safe in neighborhood Overall n: 861.

Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

### 📞 Crime Concerns and Neighborhood Safety by Region

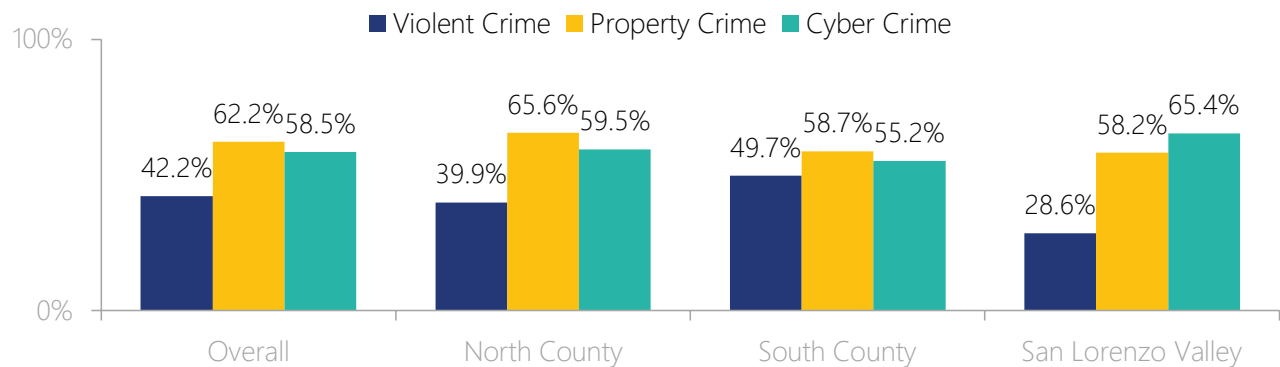
	2007	2009	2011	2013	2015	2017	2019
<b>How concerned are you about crime in Santa Cruz County? (Respondents answering "Very Concerned")</b>							
North County	47.5%	35.7%	33.1%	44.7%	33.4%	32.6%	35.4%*
South County	43.3%	52.0%	46.5%	53.5%	40.4%	31.6%	22.4%
San Lorenzo Valley	25.1%	23.1%	21.6%	35.8%	31.7%	24.2%	26.9%
<b>How safe would you say you feel in your neighborhood (Respondents answering "Very Safe")</b>							
North County	66.9%	68.1%	65.5%	59.5%	60.5%	65.7%	57.8%
South County	54.4%	51.0%	58.9%	55.0%	48.7%	55.9%	52.9%
San Lorenzo Valley	85.4%	83.4%	86.1%	74.2%	78.5%	78.0%	77.4%*

2019 - Concerned about Crime Overall n: 855, North County n: 338, South County n: 305, San Lorenzo Valley n: 212; Safe in neighborhood North County n: 340, South County n: 308, San Lorenzo Valley n: 214.

Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

\*Significance testing: Respondents from North County were significantly more likely than both South County and San Lorenzo Valley to feel "Very Concerned" about crime in Santa Cruz County. Respondents from San Lorenzo Valley were significantly more likely than both North and South County respondents to feel "very safe" in their neighborhood.

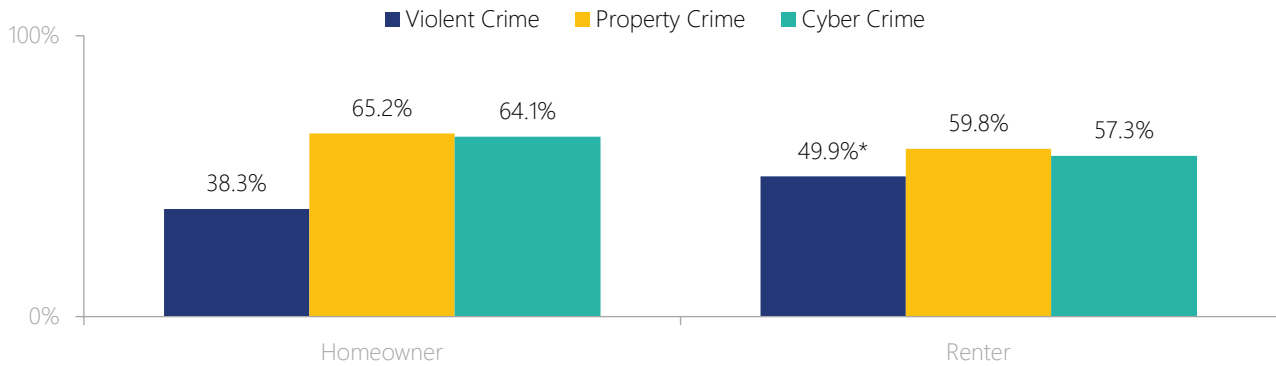
### 📞 How concerned are you about Violent/Property/Cyber Crime in your neighborhood (Respondents answering "Somewhat Concerned" or "Very Concerned")? By Region – 2019



Violent Crime: 2019 - Overall n: 854, North County n: 336, South County n: 306, San Lorenzo Valley n: 213; Property Crime: 2019 - Overall n: 850, North County n: 334, South County n: 304, San Lorenzo Valley n: 214; Cyber Crime: 2019 - Overall n: 801, North County n: 312, South County n: 291, San Lorenzo Valley n: 201.

Source: Applied Survey Research. (2019). Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

**📞 How concerned are you about Violent/Property/Cyber Crime in your neighborhood (Respondents answering “Somewhat Concerned” or “Very Concerned”)? By Housing Status – 2019**

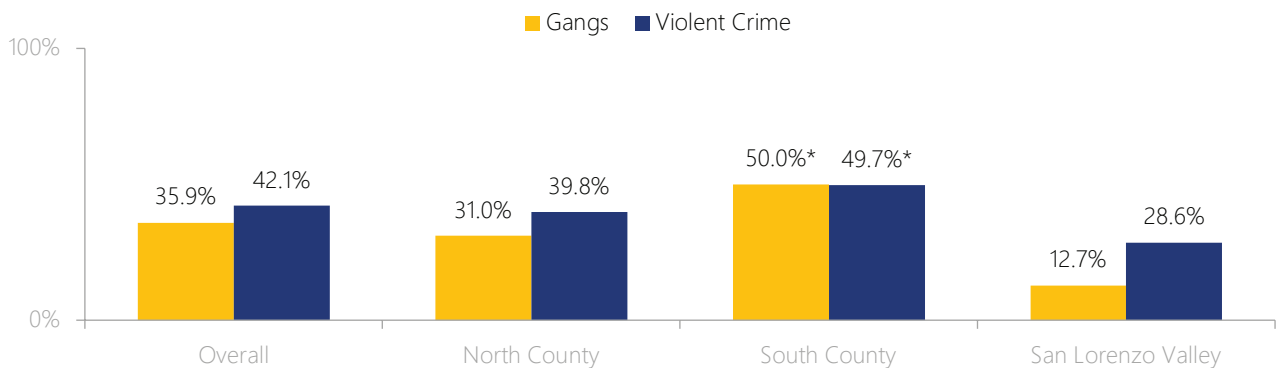


Violent Crime: 2019 - Homeowner n: 400, Renter n: 304; Property Crime: 2019 - Homeowner n: 397, Renter n: 307; Cyber Crime: 2019 - Homeowner n: 369, Renter n: 287.

Source: Applied Survey Research. (2019). Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

\*Significance testing: Renter respondents were significantly more likely than homeowners to answer “Somewhat concerned” or “Very concerned” about violent crimes in 2019.

**📞 How concerned are you about Gangs/Violent Crime in your neighborhood (Respondents answering “Somewhat Concerned” or “Very Concerned”)? By Region – 2019**

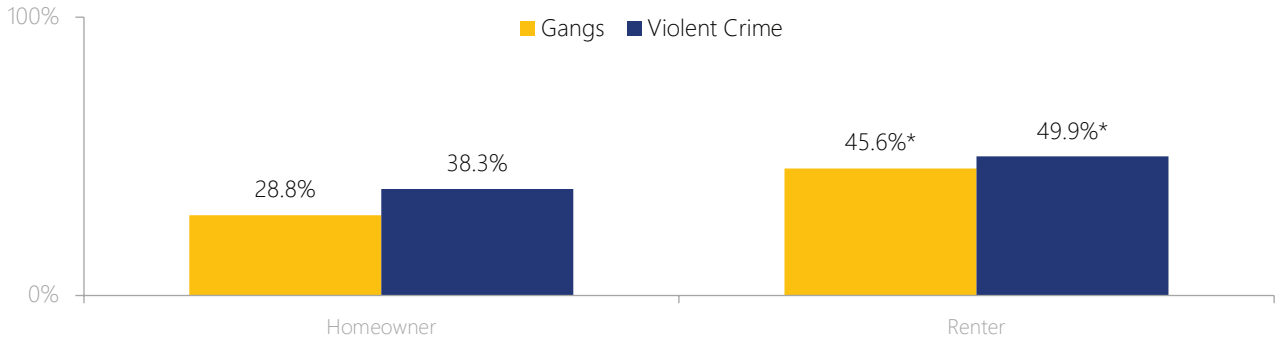


Gangs: 2019 - Overall n: 848, North County n: 333, South County n: 305, San Lorenzo Valley n: 213; Violent Crime: 2019 - Overall n: 854, North County n: 336, South County n: 306, San Lorenzo Valley n: 213.

Source: Applied Survey Research. (2019). Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

\*Significance testing: South County respondents were significantly more likely than North County and San Lorenzo Valley to answer “Somewhat concerned” or “Very Concerned” about gangs and violent crime in 2019.

**📞 How concerned are you about Gangs/Violent Crime in your neighborhood – (Respondents answering “Somewhat Concerned” or “Very Concerned”)? By Housing Status – 2019**

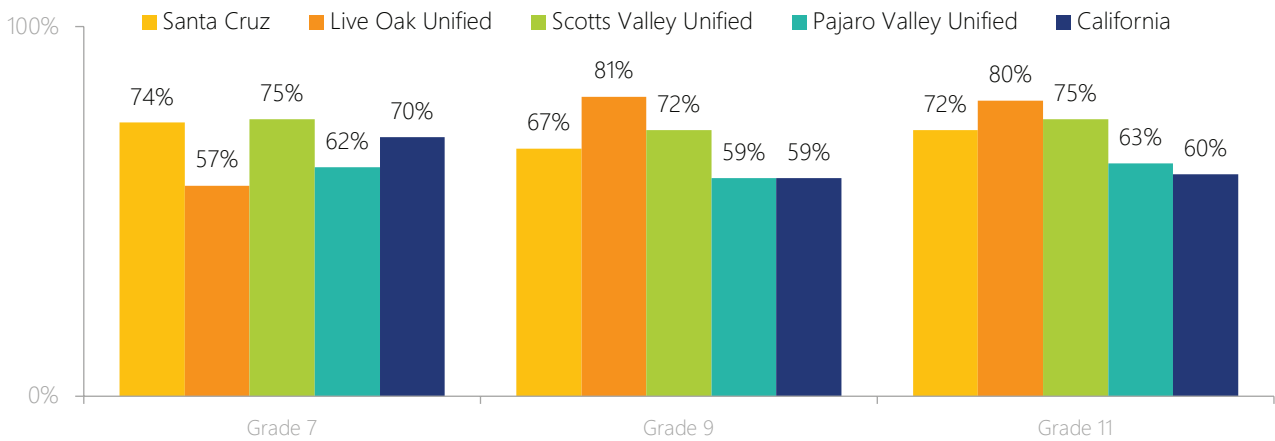


Gangs: 2019 - Homeowner n: 396, Renter n: 303; Violent Crime: 2019 - Homeowner n: 400, Renter n: 304.

Source: Applied Survey Research. (2019). Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

\*Significance testing: Renters were significantly more likely than homeowners to answer “Very concerned” or “Somewhat concerned” about both violent crime and gangs in their neighborhoods in 2019.

**Percentage of Students Who Perceived their Safety at School as “Very Safe” or “Safe”, by School District**



Source: WestEd California Department of Education (2019). 2016-2017 CalSCHLS



## 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.<sup>146</sup>

Gangs operate in cities of all sizes throughout California and are responsible for much of the crime in the state.<sup>147</sup> Research suggests that a comprehensive approach to gangs involving prevention, intervention, and suppression efforts works better than suppression efforts alone.<sup>148</sup>

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.<sup>149</sup> 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.<sup>150</sup>

<sup>146</sup> 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](http://www.who.int/violence_injury_prevention/violence/world_report/en/summary_en.pdf)

<sup>147</sup> 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](http://oag.ca.gov/sites/all/files/agweb/pdfs/publications/org_crime2010.pdf)

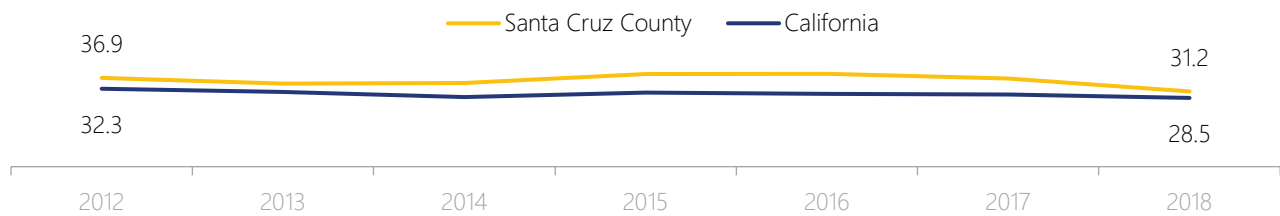
<sup>148</sup> Howell, J. C. (2007). Menacing or mimicking? Realities of youth gangs. *Juvenile and Family Court Journal*, 58(2), 39-50. Retrieved from: <http://www.nationalgangcenter.gov/Content/Documents/Menacing-or-Mimicking.pdf>

<sup>149</sup> 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.

<sup>150</sup> 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



	2012	2013	2014	2015	2016	2017	2018
<b>Violent Crime Rate<sup>1</sup></b>							
City of Capitola	4.7	3.8	3.0	2.8	2.8	3.3	2.5
City of Santa Cruz	7.0	6.5	8.3	3.7	8.1	6.4	5.9
City of Scotts Valley	^	^	^	1.8	^	1.2	1.4
City of Watsonville	4.9	4.6	5.1	5.8	4.5	5.6	4.6
Unincorporated	2.2	2.2	2.2	2.2	2.1	2.2	2.2
<b>Santa Cruz County<sup>4</sup></b>	<b>3.9</b>	<b>3.7</b>	<b>4.2</b>	<b>4.3</b>	<b>4.0</b>	<b>3.9</b>	<b>3.6</b>
<b>Property Crime Rate<sup>2</sup></b>							
City of Capitola	54.3	59.7	62.7	65.2	74.8	61.2	49.1
City of Santa Cruz	58.0	50.5	52.0	55.8	55.9	57.6	44.2
City of Scotts Valley	28.0	24.4	22.4	25.3	21.0	19.1	15.7
City of Watsonville	30.8	25.2	28.7	36.7	32.9	32.0	25.0
Unincorporated	14.6	14.2	12.8	14.3	15.1	13.4	13.4
<b>Santa Cruz County<sup>4</sup></b>	<b>32.8</b>	<b>30.4</b>	<b>30.2</b>	<b>33.9</b>	<b>34.4</b>	<b>32.7</b>	<b>27.3</b>
<b>Total Crime Rate<sup>3</sup></b>							
City of Capitola	59.3	63.7	66.0	68.1	77.8	65.2	52.0
City of Santa Cruz	65.3	57.3	60.7	64.0	64.1	64.4	50.9
City of Scotts Valley	29.4	25.6	24.0	27.4	22.5	20.3	17.3
City of Watsonville	35.9	29.9	33.9	42.6	37.5	37.9	29.8
Unincorporated	16.9	16.6	15.1	16.6	17.3	15.6	15.7

Source: California Department of Justice. (2019). 2012-2018 *OpenJustice Data Request*. California Department of Finance (2019). 2012-2018 *E-4 Population Estimates for Cities, Counties and the State*.

<sup>1</sup>Violent crime rate includes homicide, forcible rape, robbery, and aggravated assault.

<sup>2</sup>Property crime rate includes burglary, motor vehicle theft, and larceny-theft over \$400.

<sup>3</sup>Total crime rate includes violent crime, property crime, and arson.

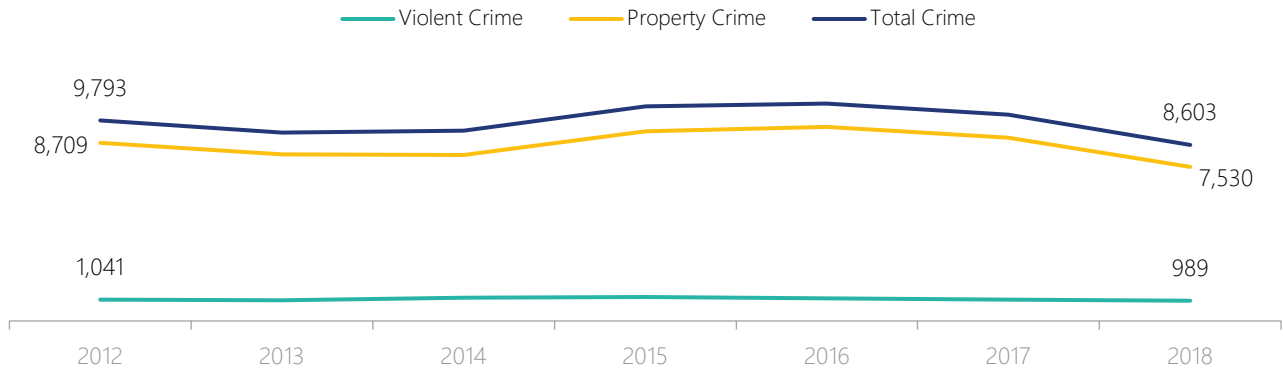
<sup>4</sup>Santa Cruz County totals include the California Highway Patrol, U.C. Santa Cruz, Santa Cruz Mountains Department of Park and Recreation, and the Union Pacific Railroad.

<sup>5</sup>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.

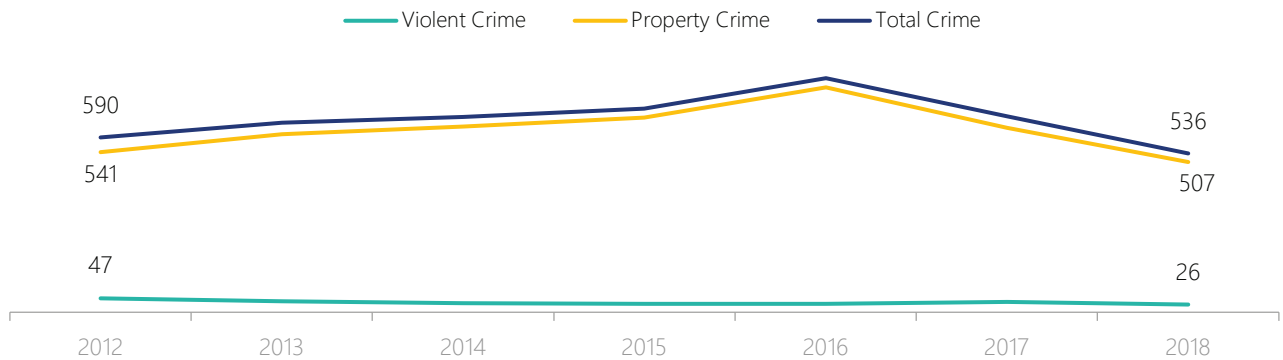
^Rate is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

### Number of Crimes, Santa Cruz County



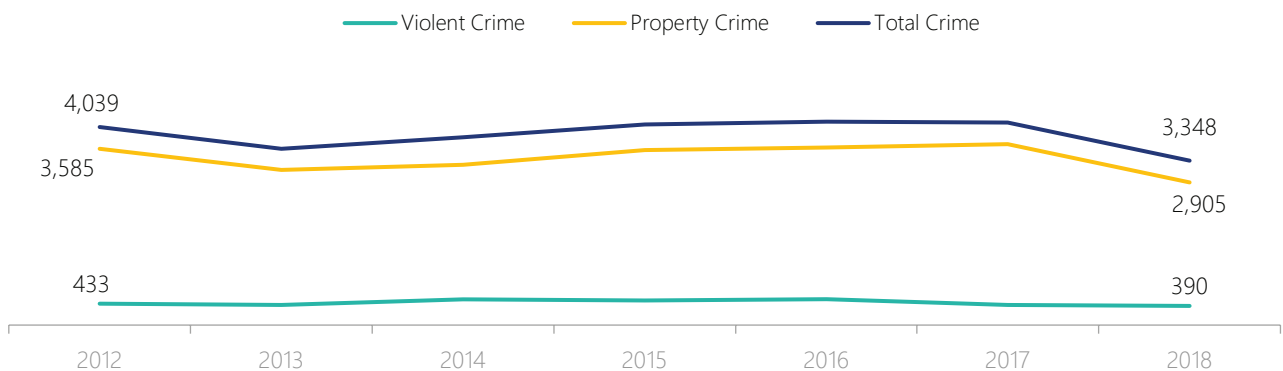
Source: California Department of Justice. (2019). 2012-2018 OpenJustice.

### Number of Crimes, City of Capitola



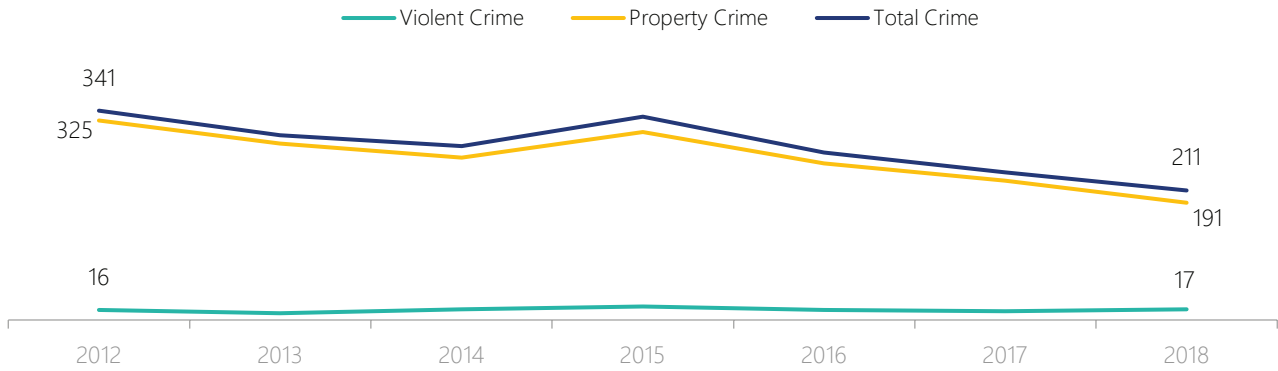
Source: California Department of Justice. (2019). 2012-2018 OpenJustice.

### Number of Crimes, City of Santa Cruz



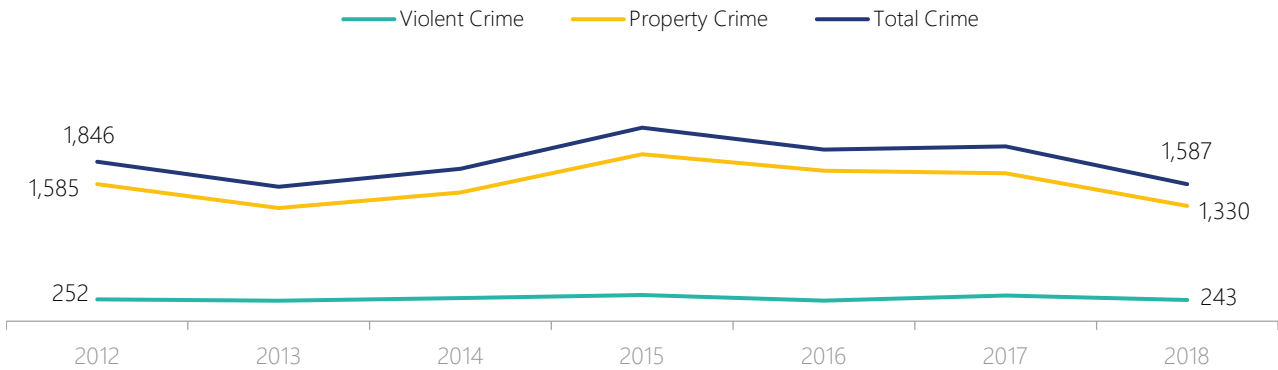
Source: California Department of Justice. (2019). 2012-2018 OpenJustice.

### Number of Crimes, City of Scotts Valley



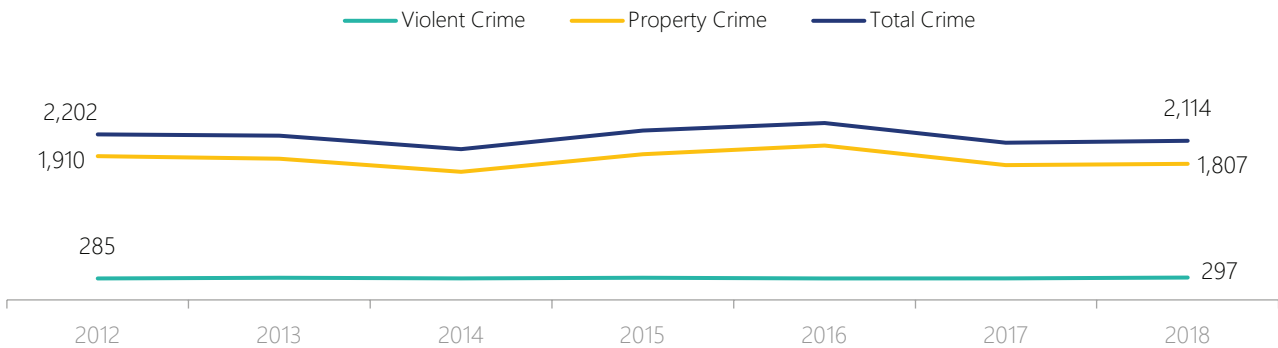
Source: California Department of Justice. (2019). 2012-2018 OpenJustice.

### Number of Crimes, City of Watsonville



Source: California Department of Justice. (2019). 2012-2018 OpenJustice.

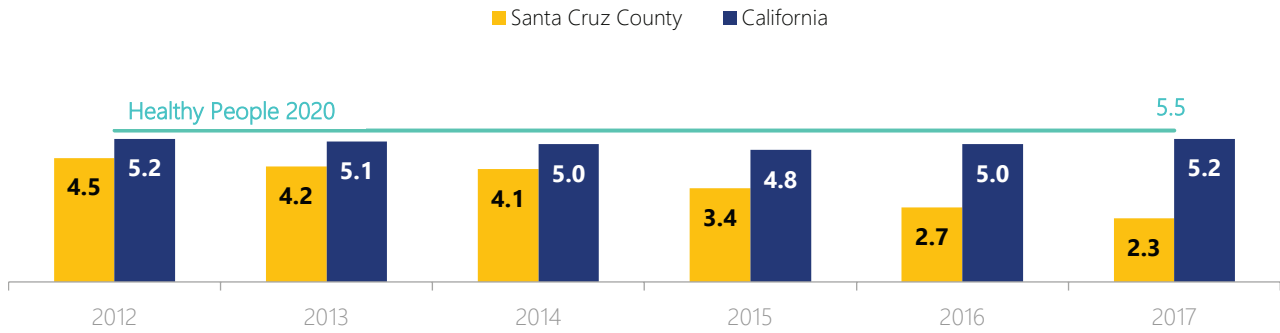
### Number of Crimes, Unincorporated Areas (Sheriff's Office)



Source: California Department of Justice. (2019). 2012-2018 OpenJustice.



### Homicide Age-Adjusted Death Rate per 100,000 People

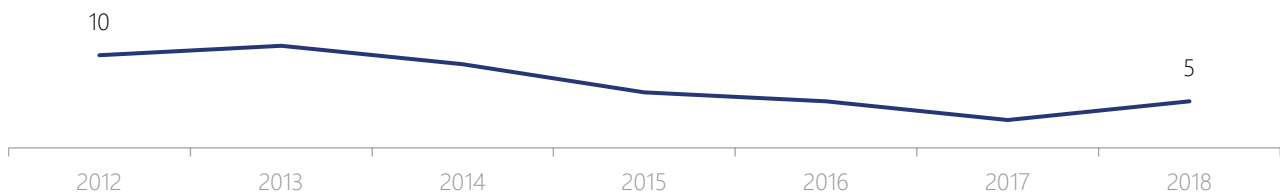


Source: California Department of Public Health. (2019). 2012-2017 *Death Statistical Master Files*. Sacramento, Calif.

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.

Note: Age-adjusted rate calculations are a summary measure allowing unbiased comparisons among groups with different age distributions in the population over time, or among diverse populations. However, unless noted as age-adjusted, rates shown are age-specific rates which are also used for unbiased evaluation among groups of the same age or age range. Age-adjusted rates and age-specific rates are not comparable.

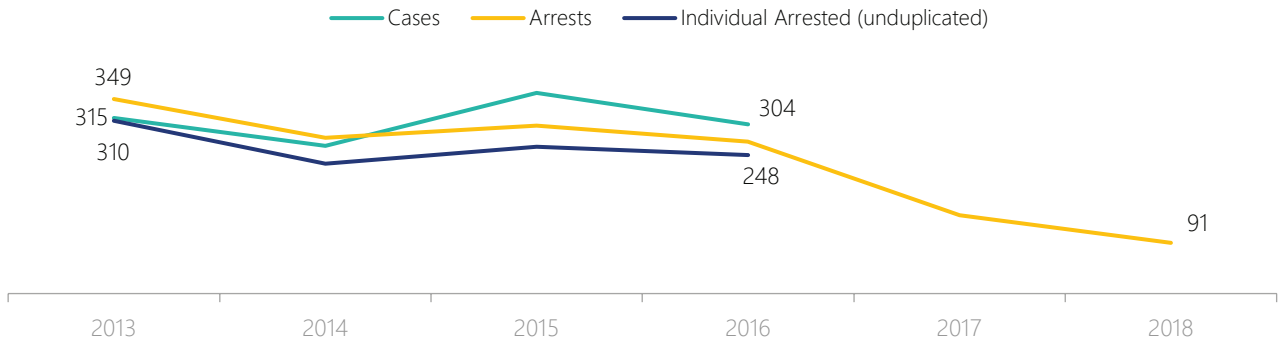
### Number of Homicides, Santa Cruz County



Jurisdiction	2012	2013	2014	2015	2016	2017	2018
City of Capitola	0	1	0	0	0	1	0
City of Santa Cruz	3	4	1	2	4	1	1
City of Scotts Valley	0	0	0	0	0	0	0
City of Watsonville	2	3	8	4	0	1	1
Unincorporated Areas (Sheriff's Office)	5	3	0	0	1	0	3

Source: California Department of Justice. (2019). 2012-2018 OpenJustice.

## Gang Related Gang Related Cases and Arrests<sup>1</sup>



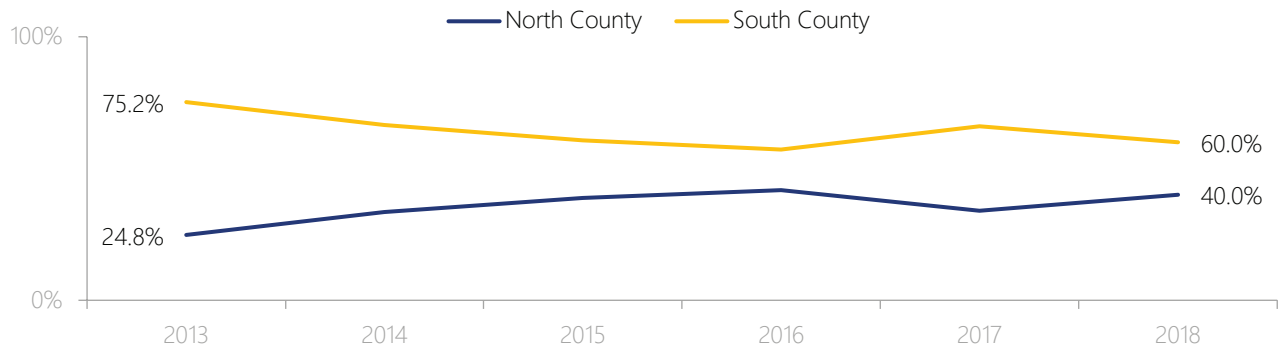
<sup>1</sup>Data source does not distinguish between Cases and Individual Arrested (unduplicated) for 2017-18, only "Arrests" data is available.

	2013	2014	2015	2016	2017	2018
<b>Age of Unduplicated Arrestee among Gang Related Cases</b>						
12-17	19.1%	15.9%	25.9%	17.3%	8.0%	10.0%
18-25	48.7%	39.9%	41.1%	48.4%	47.0%	44.0%
26 and older	32.1%	44.2%	33.0%	34.3%	45.0%	46.0%

Source: Santa Cruz County Anti-Crime Team. (2019). *Personal Correspondence with program representative.*

Note: All data 2013-18 shown are the first half of the year, January through June, and do not reflect the entire year.

## Incident Location of Gang Related Cases

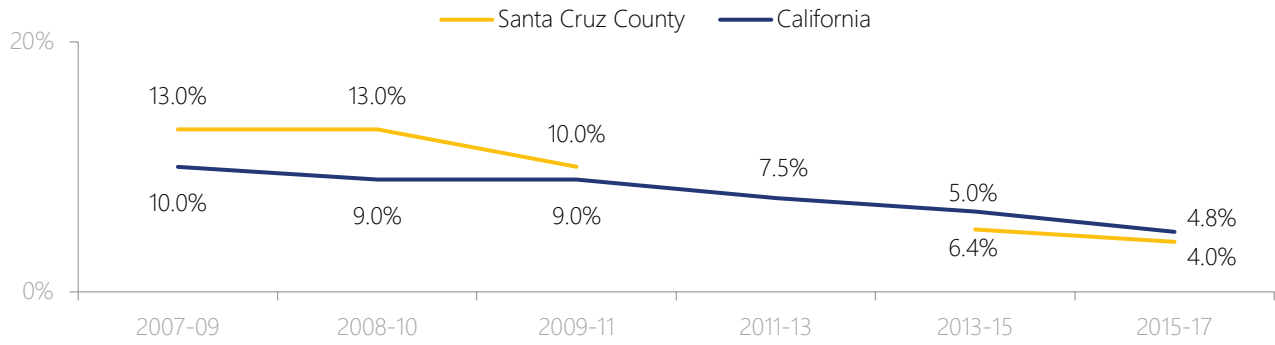


Source: Santa Cruz County Anti-Crime Team. (2019). *Personal correspondence with program representative.*

Note: All data 2013-18 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.

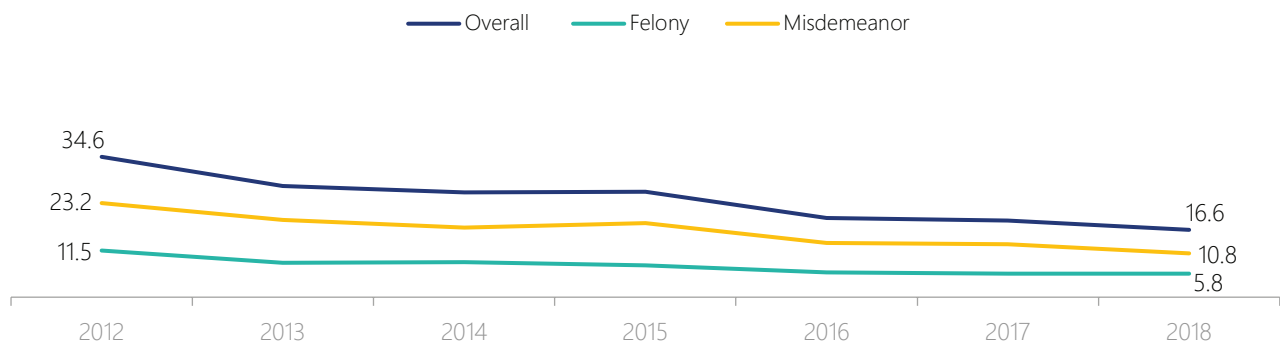
### Percentage of Students Who Reported Gang Involvement, 9<sup>th</sup> Grade Students



Source: California Healthy Kids Survey, WestEd, California Department of Education. (2019). Gang Involvement, Table A6.8, by county and statewide, 2007-2017.

Note: Santa Cruz data for 2011-13 were unavailable.

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



Source: California Department of Justice. (2019). 2012-2018 P-2 Population Estimates for Cities, Counties and the State.

### Juvenile Arrests by Jurisdiction, Santa Cruz County

	2013	2014	2015	2016	2017	2018
<b>Juvenile Misdemeanor Arrests</b>						
Capitola Police Department	56	55	23	23	34	21
Santa Cruz Police Department	96	82	68	71	63	38
Scotts Valley Police Department	25	35	26	31	18	18
Watsonville Police Department	168	121	231	139	140	125
Santa Cruz County Sheriff's Office	104	111	90	61	57	50
<b>Santa Cruz County Total Juvenile Misdemeanor Arrests<sup>1</sup></b>	<b>477</b>	<b>422</b>	<b>448</b>	<b>333</b>	<b>318</b>	<b>261</b>
<b>Juvenile Felony Arrests</b>						
Capitola Police Department	7	6	14	15	8	0
Santa Cruz Police Department	39	47	43	31	44	20
Scotts Valley Police Department	7	7	2	6	4	9
Watsonville Police Department	105	92	92	69	55	58
Santa Cruz County Sheriff's Office	46	51	35	30	30	53
<b>Santa Cruz County Total Juvenile Felony Arrests<sup>1</sup></b>	<b>209</b>	<b>210</b>	<b>192</b>	<b>151</b>	<b>142</b>	<b>141</b>
<b>Total Felony and Misdemeanor Arrests</b>						
<b>Santa Cruz County Total Felony and Misdemeanor Juvenile Arrests<sup>1</sup></b>	<b>686</b>	<b>632</b>	<b>640</b>	<b>484</b>	<b>460</b>	<b>402</b>

Source: California Department of Justice. (2019). 2013-2018 E-4 Population Estimates for Cities, Counties and the State. California Department of Justice. (2019). 2013-2018 *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.

<sup>1</sup>The 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.

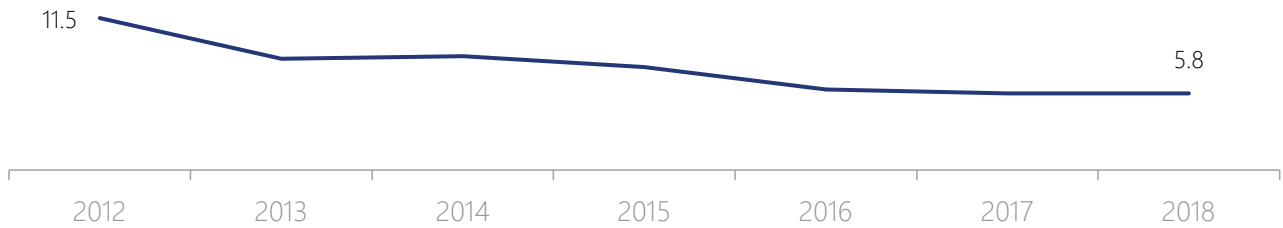


### Juvenile Arrests by Race, Santa Cruz County

	2012	2013	2014	2015	2016	2017	2018
Black	2.1%	2.8%	3.7%	4.5%	4.3%	4.3%	3.2%
Hispanic	60.6%	61.4%	58.1%	68.4%	66.3%	69.1%	66.9%
White (Not Hispanic)	34.0%	32.9%	34.1%	25.2%	27.1%	24.1%	25.6%
Other	3.3%	2.9%	4.1%	1.9%	2.3%	2.4%	4.2%
<b>Total Felony and Misdemeanor Juvenile Arrests</b>	<b>876</b>	<b>686</b>	<b>632</b>	<b>640</b>	<b>484</b>	<b>460</b>	<b>402</b>

Source: California Department of Justice. (2019). 2012-2018 OpenJustice.

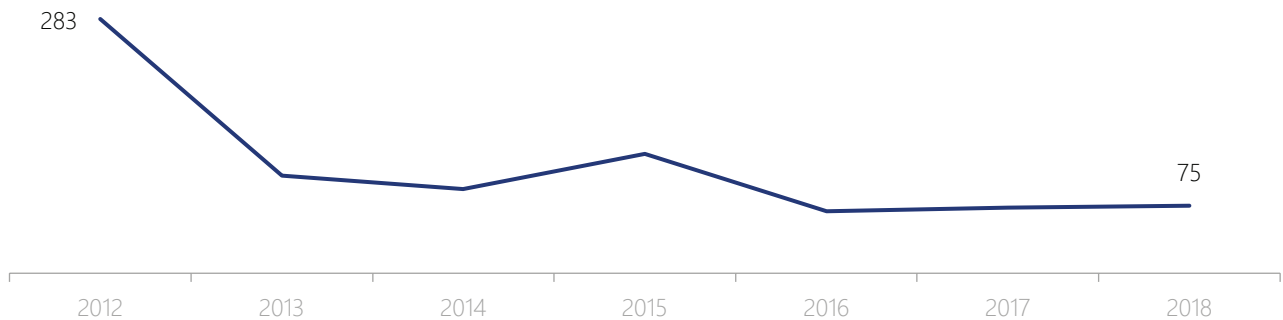
### Juvenile Felony Arrest Rate per 1,000, Santa Cruz County



Source: Santa Cruz County Probation Department. (2019). 2012-2018 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).

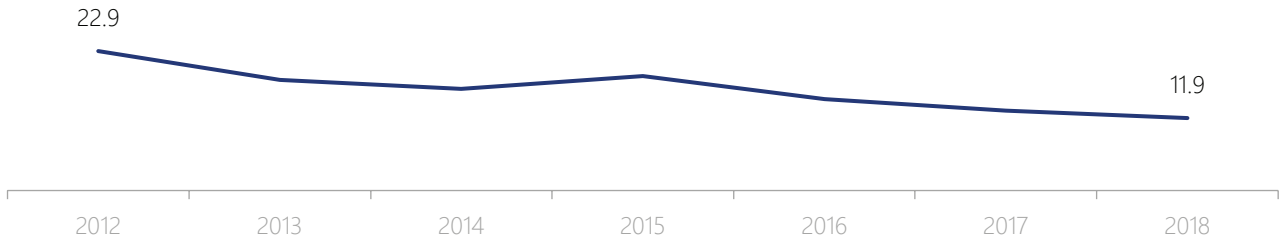
### Juvenile Felony Adjudications, Santa Cruz County



Source: Santa Cruz County Probation Department. (2019). 2012-2018

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

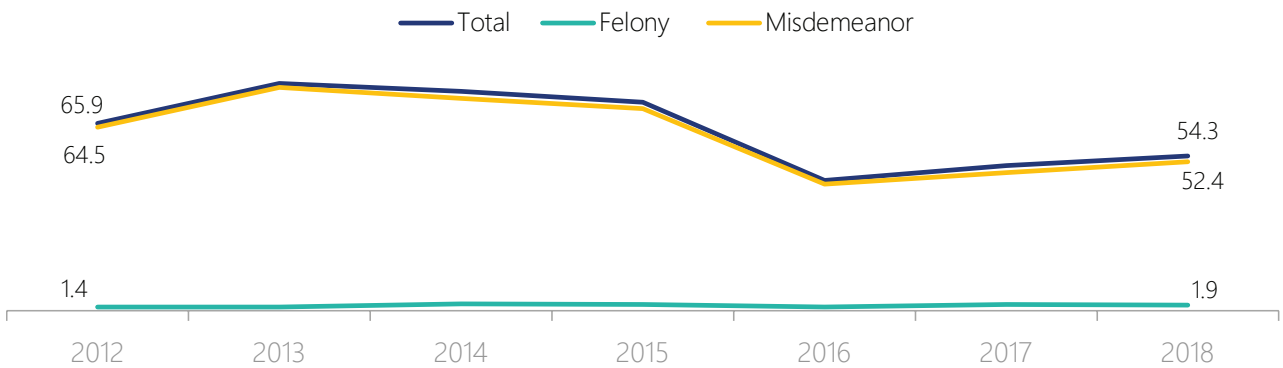


Bookings	2012	2013	2014	2015	2016	2017	2018
<b>Annual Bookings</b>	<b>562</b>	<b>456</b>	<b>410</b>	<b>463</b>	<b>371</b>	<b>318</b>	<b>289</b>
Average Monthly Bookings	47	38	34	39	31	27	24
<b>Gender</b>							
Male	81.7%	76.3%	78.5%	84.0%	79.2%	76.7%	72.7%
Female	18.3%	23.7%	21.5%	16.0%	20.8%	23.3%	27.3%

Source: Santa Cruz County Probation Department. (2019). 2012-2018 California Department of Finance, *Race/Ethnic Population with Age and Sex Detail*. Santa Cruz County Probation Department. (2019). *Personal Correspondence with program representative*.

### Driving Under the Influence

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



Source: California Department of Justice. (2019). 2012-2018 OpenJustice.

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

	2013	2014	2015	2016	2017	2018
<b>Adult Misdemeanor DUI Arrests</b>	<b>1,435</b>	<b>1,372</b>	<b>966</b>	<b>1,205</b>	<b>1,329</b>	<b>1,437</b>
Black	2.4%	1.2%	2.1%	2.7%	2.0%	2.2%
Hispanic	36.0%	36.5%	36.2%	43.5%	40.3%	42.1%
White (Not Hispanic)	56.0%	57.4%	56.7%	47.8%	52.4%	52.2%
Other	5.7%	5.0%	5.0%	6.0%	5.3%	3.5%
<b>Adult Felony DUI Arrests</b>	<b>47</b>	<b>45</b>	<b>36</b>	<b>35</b>	<b>64</b>	<b>51</b>
Black	2.1%	2.2%	0.0%	2.9%	3.1%	2.0%
Hispanic	31.9%	35.6%	52.8%	28.6%	39.1%	37.3%
White (Not Hispanic)	61.7%	62.2%	44.4%	68.6%	51.6%	52.9%
Other	4.3%	0.0%	2.8%	0%	6.3%	7.8%
<b>Total Adult DUI Arrests (Misdemeanor &amp; Felony)</b>	<b>1,482</b>	<b>1,417</b>	<b>1,002</b>	<b>1,240</b>	<b>1,393</b>	<b>1,488</b>
Black	2.4%	1.2%	2.0%	2.7%	2.1%	2.2%
Hispanic	35.8%	36.5%	36.8%	43.1%	40.3%	41.9%
White (Not Hispanic)	56.1%	57.5%	56.3%	48.4%	52.3%	52.2%
Other	5.7%	4.8%	4.9%	5.8%	5.3%	3.7%

Source: California Department of Justice. (2019). 2013-2018 OpenJustice.

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

	2013	2014	2015	2016	2017	2018
Black	0	0	1	0	0	0
Hispanic	6	3	4	1	0	2
White (Not Hispanic)	5	3	3	3	0	0
Other	0	1	0	0	0	2
<b>Santa Cruz County Total Juvenile Misdemeanor DUI Arrests</b>	<b>11</b>	<b>7</b>	<b>8</b>	<b>4</b>	<b>0</b>	<b>4</b>

Source: California Department of Justice. (2019). 2013-2018 OpenJustice.

### Adult (Ages 18-69) Drug Arrest Characteristics

	2013	2014	2015	2016	2017	2018
<b>Adult Misdemeanor Drug Arrests</b>	<b>1,107</b>	<b>981</b>	<b>1,994</b>	<b>2,167</b>	<b>2,323</b>	<b>2,445</b>
Marijuana	3.8%	2.8%	1.0%	1.0%	0.5%	0.7%
Dangerous Drugs	26.6%	29.6%	18.5%	16.3%	13.5%	13.6%
Other Drug Violations	69.6%	67.7%	80.5%	82.6%	86.1%	85.8%
<b>Adult Felony Drug Arrests</b>	<b>965</b>	<b>940</b>	<b>376</b>	<b>259</b>	<b>244</b>	<b>169</b>
Narcotics	38.9%	41.0%	44.1%	30.9%	38.5%	40.8%
Marijuana	2.5%	3.9%	8.2%	11.6%	3.7%	1.2%
Dangerous Drugs	57.6%	54.7%	45.5%	52.5%	55.7%	56.2%
Other Drug Violations	1.0%	0.4%	2.1%	5.0%	2.0%	1.8%
<b>Adult Total Drug Arrests</b>	<b>2,072</b>	<b>1,921</b>	<b>2,370</b>	<b>2,426</b>	<b>2,567</b>	<b>2,614</b>
Narcotics	18.1%	20.0%	7.0%	3.3%	3.7%	2.6%
Marijuana	3.2%	3.3%	2.2%	2.1%	0.8%	0.7%
Dangerous Drugs	41.0%	41.9%	22.7%	20.2%	17.5%	16.3%
Other Drug Violations	37.7%	34.8%	68.1%	74.4%	78.1%	80.3%

Source: California Department of Justice. (2019). 2013-2019 OpenJustice.

### Juvenile (Ages 10-17) Drug Arrest Characteristics

	2013	2014	2015	2016	2017	2018
<b>Juvenile Misdemeanor Drug Arrests</b>	<b>42</b>	<b>45</b>	<b>26</b>	<b>44</b>	<b>34</b>	<b>29</b>
Marijuana	73.8%	62.2%	65.4%	59.1%	38.2%	79.3%
Dangerous Drugs	7.1%	6.7%	11.5%	20.5%	23.5%	10.3%
Other Drug Violations	19.0%	31.1%	23.1%	20.5%	38.2%	10.3%
<b>Juvenile Felony Drug Arrests</b>	<b>16</b>	<b>27</b>	<b>14</b>	<b>7</b>	<b>6</b>	<b>5</b>
Narcotics	37.5%	25.9%	0.0%	14.3%	83.3%	0.0%
Marijuana	31.3%	37.0%	64.3%	14.3%	0.0%	60.0%
Dangerous Drugs	31.3%	37.0%	35.7%	71.4%	16.7%	40.0%
Other Drug Violations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Juvenile Total Drug Arrests</b>	<b>58</b>	<b>72</b>	<b>40</b>	<b>51</b>	<b>40</b>	<b>34</b>
Narcotics	10.3%	9.7%	0.0%	2.0%	12.5%	0.0%
Marijuana	62.1%	52.8%	65.0%	52.9%	32.5%	76.5%
Dangerous Drugs	13.8%	33.3%	20.0%	27.5%	22.5%	14.7%
Other Drug Violations	13.8%	NA	15.0%	17.6%	32.5%	8.8%

Source: California Department of Justice. (2019). 2013-2018 OpenJustice.

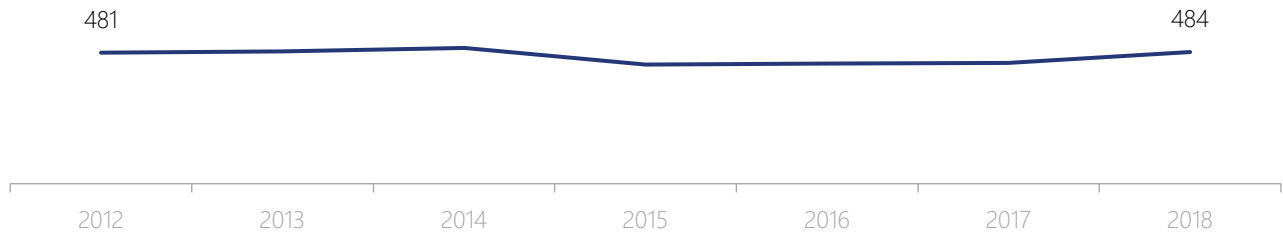
### Number and Percentage of All Bookings That Are Alcohol Related, Santa Cruz County

	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%
<b>Total Bookings</b>	<b>11,153</b>	<b>12,488</b>	<b>12,704</b>	<b>12,238</b>	<b>12,560</b>	<b>11,792</b>

Source: Santa Cruz County Sheriff's Office. (2019). *Personal Correspondence with program representative.*

### Jail Population Characteristics

#### Average Daily Jail Population, Santa Cruz County



Characteristics	2012	2013	2014	2015	2016	2017	2018
<b>Ethnicity</b>							
African American	6.0%	5.5%	7.5%	7.0%	4.3%	5.0%	4.8%
White	49.2%	51.7%	49.6%	47.2%	56.4%	56.4%	57.3%
Hispanic	43.2%	41.1%	40.4%	42.5%	36.0%	35.8%	35.1%
Other	1.6%	1.7%	2.4%	3.2%	1.2%	0.9%	0.7%
<b>Santa Cruz County Total Inmates</b>	<b>7,345</b>	<b>7,264</b>	<b>7,347</b>	<b>6,905</b>	<b>11,110</b>	<b>10,273</b>	<b>9,414</b>
<b>Inmates and Repeat Offenders</b>							
Repeat Offenders	5,360	5,339	2,582	2,435	7,677	9,027	8,219
Percentage of Repeat Offenders	73.0%	73.5%	35.1%	35.3%	87.3%	87.2%	85.2%
<b>Facility<sup>1</sup></b>							
Water Street Facility	356	369	374	338	343	379	375
Roundtree Lane Facilities	104	99	103	89	88	63	95
Blaine Street Facility	21	18	21	10	9	0	12

Source: Santa Cruz County Sheriff's Office. (2019). *Personal Correspondence with program representative.*

<sup>1</sup>The Water Street Facility figure includes pre-trial sentenced men and women; Blaine Street Facility figure includes sentenced men and women; Roundtree Lane Facility figure includes sentenced men in medium and minimum security.

### Percentage of AB109<sup>1</sup> Cases by Sex and Ethnicity

Oct. 2011 – 2017-2018  
Sep. 2016

Sex		
Male	86%	87%
Female	14%	13%
Ethnicity		
White	53%	49%
Latino	36%	40%
Black/African American	8%	8%
Other	3%	3%
<b>Total Cases to date</b>	<b>862</b>	<b>1064</b>

Source: Santa Cruz County Probation Department. (2019). *Personal Correspondence with program representative.*

<sup>1</sup> AB109 is a realignment program designed to divert people who are convicted of felonies that are not defined as serious to local county jails. The bill's purpose is to reduce the issues of overcrowding within the state prison population levels.

### Officers per Capita by Jurisdiction

	2012	2013	2014	2015	2016	2017	2018
Capitola Police Department	1:474	1:478	1:476	1:480	1:507	1:484	1:491
Santa Cruz Police Department	1:658	1:667	1:668	1:679	1:687	1:667	1:685
Scotts Valley Police Department	1:645	1:587	1:590	1:603	1:606	1:626	1:608
Watsonville Police Department	1:768	1:837	1:811	1:796	1:788	1:713	1:701
Santa Cruz County Sheriff's Office (Unincorporated Areas)	1:932	1:915	1:922	1:900	1:849	1:892	1:868
<b>Santa Cruz County Average</b>	<b>1:780</b>	<b>1:786</b>	<b>1:785</b>	<b>1:779</b>	<b>1:763</b>	<b>1:753</b>	<b>1:750</b>

Source: All Santa Cruz County Law Enforcement Jurisdictions, (2019). 2012-2018, *Personal Correspondence*.; California Department of Finance, *E-4 Population Estimates for Cities, Counties and the State.*

## 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

	2012	2013	2014	2015	2016	2017	2018
Capitola Police Department	3:47	3:42	3:59	4:38	4:17	4:31	5:05
Santa Cruz Police Department	5:00	5:00	5:11	5:21	5:14	5:26	5:17
Scotts Valley Police Department	2:36	2:33	2:02	2:05	2:54	2:37	2:06
Watsonville Police Department	4:30	4:14	4:13	4:52	4:37	5:00	5:03
Santa Cruz County Sheriff's Office (Unincorporated Areas)	9:42	10:13	9:38	9:58	10:31	10:41	9:56

Source: Santa Cruz Consolidated Emergency Communications Center and Scotts Valley Police Department. (2019).

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

	2012	2013	2014	2015	2016	2017	2018
Aptos/La Selva	5:28	5:33	5:39	5:57	5:33	6:17	5:39
Ben Lomond	5:59	5:53	5:57	6:05	5:56	6:04	6:07
Boulder Creek	6:41	6:26	6:32	7:08	7:07	8:22	8:04
Branciforte	7:29	6:55	6:55	7:21	8:11	7:54	8:23
Central	4:39	4:45	4:55	5:21	5:19	5:48	4:58
Felton	5:55	5:54	5:55	6:41	6:54	7:01	7:59
Santa Cruz	4:09	4:16	4:15	4:38	4:27	4:57	4:37
Scotts Valley	4:00	5:03	5:08	5:42	5:24	5:56	5:17
Watsonville	4:31	4:44	4:46	5:28	5:05	5:50	5:37
Zayante	8:27	8:02	8:18	9:35	9:34	11:12	11:23
<b>Urban Areas - Santa Cruz County</b>	<b>5:53</b>	<b>6:07</b>	<b>6:13</b>	<b>7:08</b>	<b>6:22</b>	<b>7:36</b>	<b>7:38</b>
<b>Rural Areas - Santa Cruz County</b>	<b>10:04</b>	<b>9:25</b>	<b>9:42</b>	<b>12:52</b>	<b>10:44</b>	<b>13:27</b>	<b>14:18</b>

Source: Santa Cruz Consolidated Emergency Communications Center. (2019). *Personal Correspondence with program representative.*

Note: Code 3 is red lights and siren emergencies.

### Number of Fire and Medical Related Calls by Fire District

	2012	2013	2014	2015	2016	2017	2018
<b>Fire Related Calls</b>	<b>5,943</b>	<b>6,136</b>	<b>6,630</b>	<b>6,588</b>	<b>6,607</b>	<b>7,120</b>	<b>7,872</b>
Aptos/La Selva	671	620	662	666	666	806	826
Ben Lomond	122	119	127	112	123	137	124
Boulder Creek	268	233	288	233	234	306	336
Branciforte	69	58	86	49	77	77	102
Central	1,103	1,192	1,215	1,228	1,260	1,212	1,501
Felton	178	233	265	198	202	270	250
Santa Cruz	1,702	1,873	2,096	2,232	2,225	2,233	2,281
Scotts Valley	455	465	481	471	479	549	587
Watsonville	1,302	1,271	1,284	1,298	1,260	1,395	1,790
Zayante	73	72	126	101	81	135	75
<b>Medical Related Calls</b>	<b>17,034</b>	<b>17,141</b>	<b>18,574</b>	<b>19,662</b>	<b>20,120</b>	<b>22,018</b>	<b>19,415</b>
Aptos/La Selva	1,479	1,290	1,491	1,544	1,542	1,767	1,639
Ben Lomond	215	212	255	219	284	328	288
Boulder Creek	486	521	491	522	498	651	555
Branciforte	52	66	66	63	52	59	72
Central	3,620	3,556	4,122	4,359	4,477	4,823	4,082
Felton	392	387	379	347	394	370	376
Santa Cruz	6,067	6,329	6,641	7,135	7,128	7,772	7,031
Scotts Valley	1,182	1,182	1,359	1,342	1,374	1,598	1,470
Watsonville	3,457	3,517	3,676	4,030	4,247	4,534	3,794
Zayante	84	81	94	101	124	116	108

Source: Santa Cruz Consolidated Emergency Communications Center. (2019). *Personal correspondence with program representative.*



## Violence



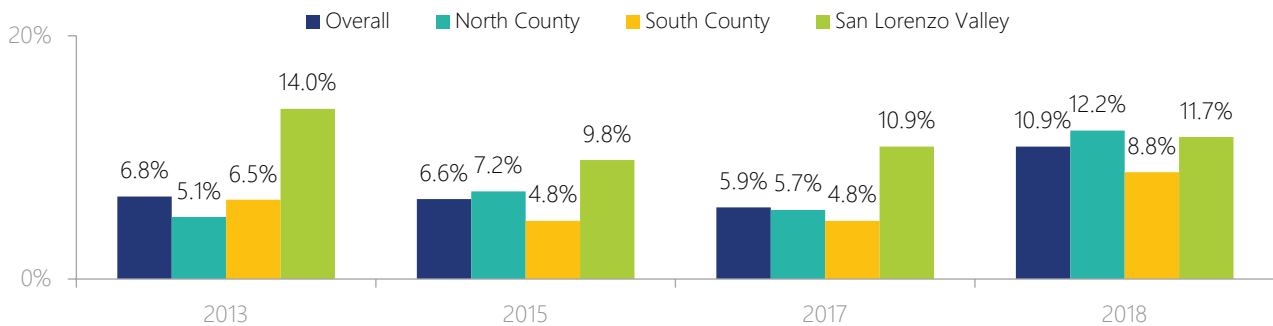
Family violence is when someone uses abusive behavior to control and/or harm a member of their family or someone with whom they have an intimate relationship.<sup>151</sup> Family violence includes many different forms of physical, sexual, emotional, and financial abuse, as well as neglect, carried out 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.<sup>152</sup> Children who experience maltreatment are more likely to engage in high-risk behaviors, to exhibit issues such as eating disorders and depression, and to have trouble forming healthy relationships as adults.<sup>153</sup>

### Family Violence

Between 2017 (5.9%) and 2019 (10.9%), there was an 85% increase in overall survey respondents who have reported that any of their family members or friends in Santa Cruz County had experienced domestic violence or intimate partner violence in the last year.

#### 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



2019 - Overall n: 839; North County n: 330; South County n: 302; San Lorenzo Valley n: 206.

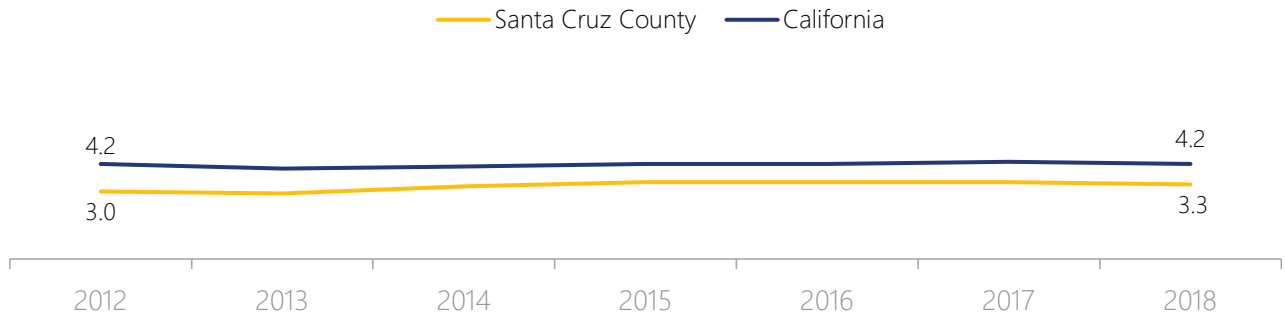
Source: Applied Survey Research. (2019). 2013-2018 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

<sup>151</sup> Department of Justice, Government of Canada. Accessed September 2016 from <http://www.justice.gc.ca/eng/cj-jp/fv-vf/about-afropos.html>

<sup>152</sup> 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

<sup>153</sup> 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

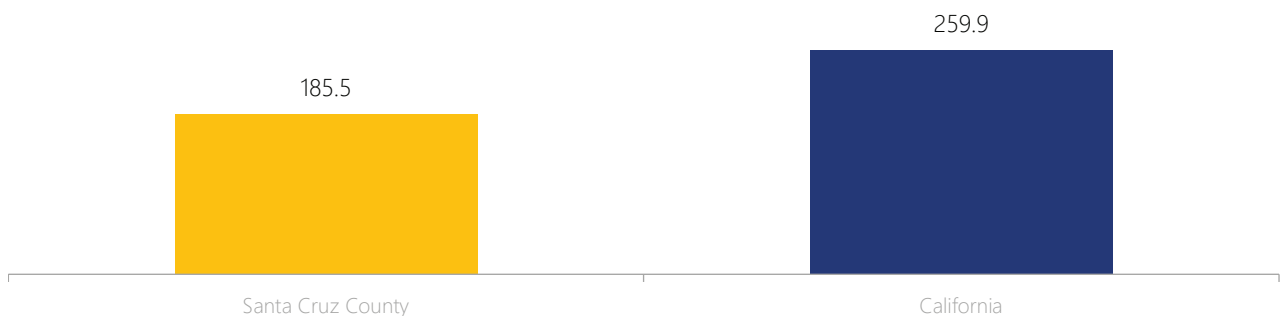


Jurisdiction	2012	2013	2014	2015	2016	2017	2018
Capitola Police Department	28	44	22	39	18	49	41
Santa Cruz Police Department	280	289	332	334	343	317	301
Scotts Valley Police Department	29	32	35	33	24	23	32
Watsonville Police Department	187	164	191	192	187	191	137
Santa Cruz County Sheriff's Office (Unincorporated Areas)	251	241	256	333	342	354	382
<b>Santa Cruz County Total Number of Calls<sup>1</sup></b>	<b>783</b>	<b>785</b>	<b>850</b>	<b>937</b>	<b>930</b>	<b>946</b>	<b>909</b>

Source: California Department of Justice. (2019). 2012-2018 California Criminal Justice Profile. California Department of Finance (2019). E-4 Population Estimates for Cities, Counties and the State, 2000-2020, with 2000 and 2010 Census Counts.

<sup>1</sup>The 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.

### Hospital Visits Due to Women Being Assaulted per 100,000 - 2016

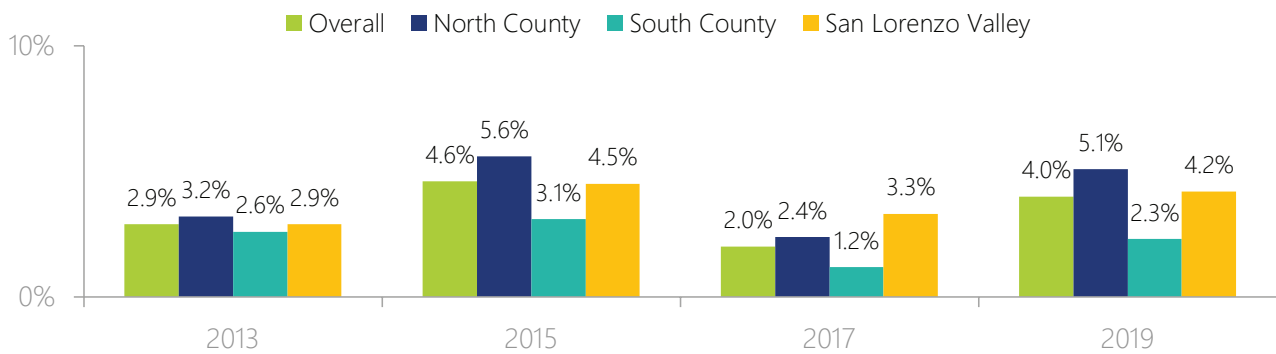


Source: California Budget & Policy Center, (2019). 2011-2017 California Women's Well-Being Index, County Fact Sheet: Santa Cruz.

## Elder Abuse

Overall survey respondents who have reported that any of their family members or friends in Santa Cruz County had experienced elder abuse or neglect in the last year increased in 2019 to 4.0% up from 2.0% in 2017.

### 📞 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



2019 - Overall n: 843; North County n: 334; South County n: 303; San Lorenzo Valley n: 201.

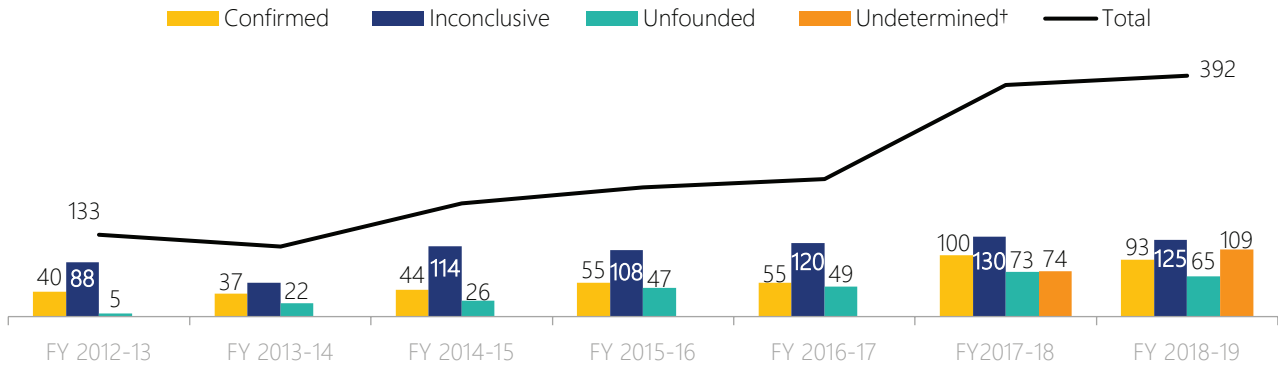
Source: Applied Survey Research. (2019). 2013-2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

## Reported Cases and Referrals of Elder Abuse

	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19
Number of Referrals to Adult Protective Services	716	555	708	992	1,299	1,466	1,762
Number of Elder Cases that Are Investigated	424	422	511	635	717	771	888
Number of Dependent Adult Cases that Are Investigated	176	126	177	210	243	227	269
<b>Santa Cruz County Total Number of Cases Investigated</b>	<b>600</b>	<b>548</b>	<b>688</b>	<b>845</b>	<b>960</b>	<b>998</b>	<b>1,157</b>

Source: Santa Cruz County Human Services Department. (2019). *Personal Correspondence with program representative.*

### 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 (2019). *Personal correspondence with program representative.*

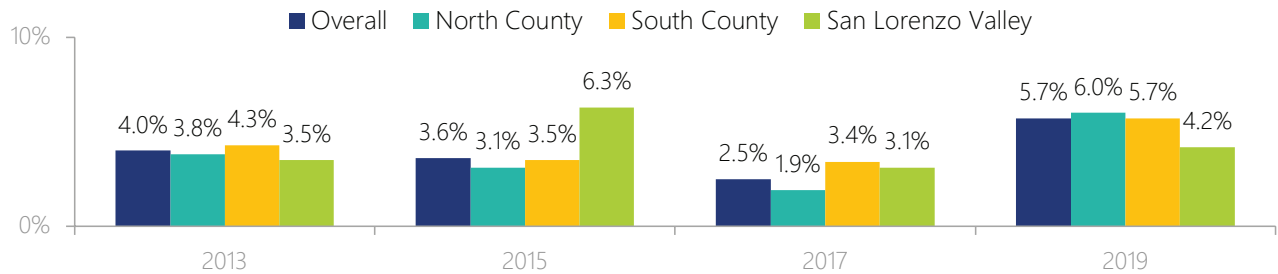
Note: Total reflects confirmed, inconclusive, and unfounded cases. Unfounded cases are not displayed in the chart.

†In 2017 the category *Undetermined* was added to categorize the rise of referrals in recent years.

### Child Abuse

Overall survey respondents who have reported that any of their family members or friends in Santa Cruz County had experienced child abuse or neglect in the last year has increased to 5.7% in 2019, up from 2.5% in 2017.<sup>1</sup>

#### ☎ 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

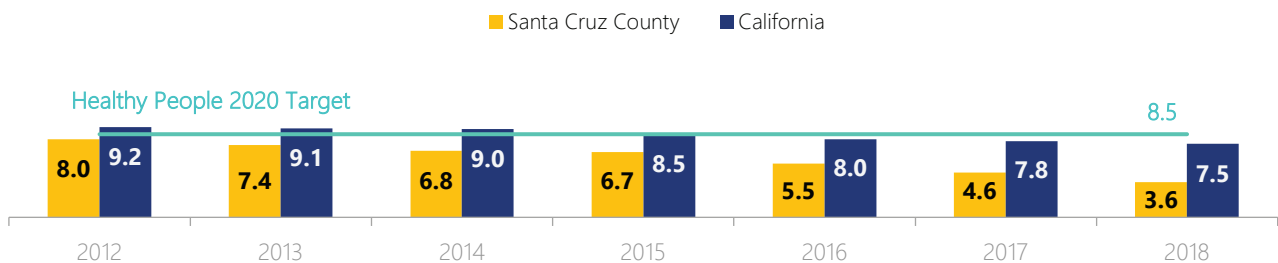


2019 - Overall n: 845; North County n: 333; South County n: 303; San Lorenzo Valley n: 208.

Source: Applied Survey Research. (2019). 2013-2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.



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



	2012	2013	2014	2015	2016	2017	2018
<b>Types of Abuse<sup>1</sup></b>							
General Neglect	307	240	209	219	181	158	136
Emotional Abuse	34	47	39	28	24	19	19
Physical Abuse	38	50	43	30	26	21	9
Severe Neglect	48	35	58	64	55	42	34
Sexual Abuse	15	35	22	35	23	23	11
At Risk, Sibling Abused	6	4	4	2	1	3	0
Caretaker Absence or Incapacity	0	0	0	3	0	0	0
Exploitation	0	1	0	0	1	0	1
<b>Santa Cruz County Total</b>	<b>448</b>	<b>412</b>	<b>375</b>	<b>381</b>	<b>311</b>	<b>266</b>	<b>210</b>
California Total	84,590	83,602	79,179	76,909	73,178	71,511	68,773
<b>Ethnicity</b>							
Latino	8.1	8.1	8.4	7.3	5.6	5.2	3.5
White	8.6	6.7	5.0	6.3	5.8	4.0	3.6
<b>Santa Cruz County Total</b>	<b>8.0</b>	<b>7.4</b>	<b>6.8</b>	<b>6.7</b>	<b>5.5</b>	<b>4.6</b>	<b>3.6</b>
California Total	9.2	9.1	9.0	8.5	8.0	7.8	7.5

Source: Needell, B. et al. (2019). 2012-2018 *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 the 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.

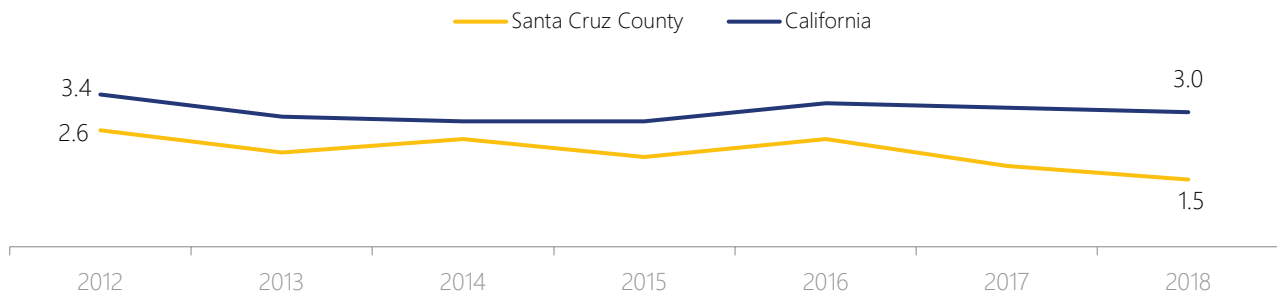
<sup>1</sup>For more information regarding allegation types, visit: <https://www.childwelfare.gov/pubPDFs/define.pdf>

## 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’ homes 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 as an attempt to reunite the family.<sup>154</sup>

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.<sup>155</sup> 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.<sup>156</sup> Unfortunately, many children stay in foster care for extended periods 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.<sup>157</sup>

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



Ethnicity	2012	2013	2014	2015	2016	2017	2018
Latino	2.3	2.0	2.9	2.0	2.7	1.9	1.5
White	3.2	2.3	1.9	1.9	2.0	1.8	1.9
<b>Total Foster Care First Entries</b>	<b>148</b>	<b>117</b>	<b>137</b>	<b>110</b>	<b>133</b>	<b>106</b>	<b>90</b>

Source: Needell, B. et al. (2019). 2012-2018 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

<sup>154</sup> Department of Health and Human Services, Administration for Children and Families. (2010). Family Preservation Services. Retrieved 2010 from <http://www.childwelfare.gov/supporting/preservation/>

<sup>155</sup> Foster Care. *Child Trends* 2014. Available at: <http://www.childtrends.org/?indicators=foster-care>. Accessed November 19, 2015.

<sup>156</sup> Bill Wilson Center, *Adoption/Foster Care Services*. 2015. Available at: <http://www.billwilsoncenter.org/services/all/foster.html>. Accessed November 19, 2015.

<sup>157</sup> U.S. Department of Health and Human Services. Administration on Children, Youth and Families, Children’s Bureau. 2018. *The AFCARS Report, Preliminary FY 2017 Estimates as of August 2018, No. 25*. Available at: <https://www.acf.hhs.gov/sites/default/files/cb/afcarsreport25.pdf>. Accessed October 7, 2019

**Exit Status after 12 Months in Foster Care**

	2012	2013	2014	2015	2016	2017	2018
Reunified	47.8%	32.9%	48.5%	51.1%	53.9%	51.9%	50.8%
Adopted	32.4%	45.7%	43.2%	35.6%	24.1%	24.4%	26.3%
Kin-GAP <sup>1</sup>	10.3%	9.1%	1.5%	3.7%	3.5%	5.0%	1.7%
Other Guardianship	1.5%	3.0%	1.5%	0.0%	1.4%	<1%	1.7%
Emancipated	6.6%	4.9%	3.0%	5.2%	3.5%	12.5%	16.9%
Other	1.5%	4.3%	2.3%	4.4%	13.5%	5.6%	2.5%

Source: Needell, B. et al. (2019). 2012-2018 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

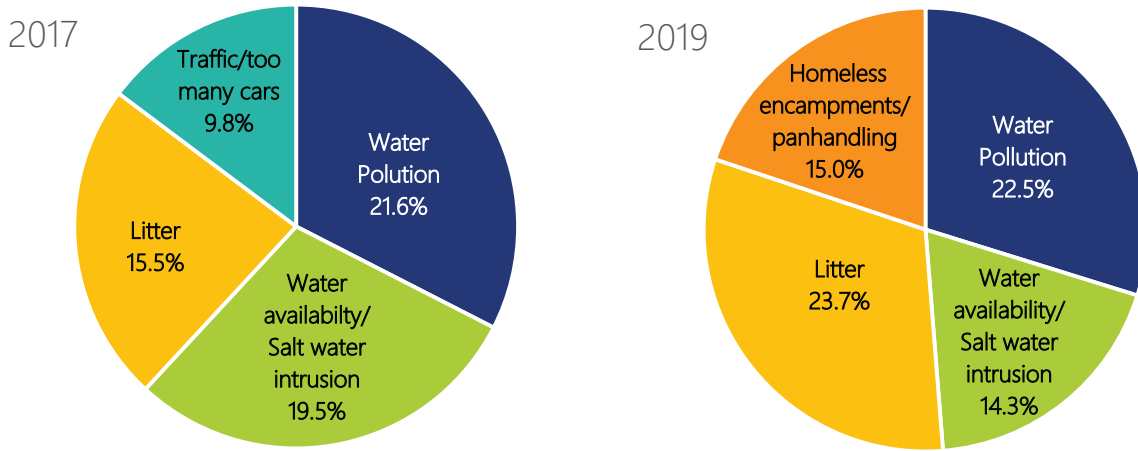
<sup>1</sup> Kindship Guardianship Assistance Payment Program

**Natural Environment****Concern for the Environment**

The natural environment consists of all living and non-living elements that occur independently of humans on Earth. Many aspects of our community's health, well-being, and livelihood depend on maintaining the quality of the natural environment and the sustainability of our built environments. Concern for the environment can empower advocacy organizations to build on the connections among environmental stewardship, public health, and safety issues.

Just over one-fifth (22.5%) of overall survey respondents reported water pollution as their top concern regarding the natural environment in Santa Cruz County, followed by litter (23.7%), and homeless encampments/panhandling (15.0%). Regionally, water pollution was mirrored as the top concern by North County (20.7%) and San Lorenzo Valley (26.4%) survey respondents, whereas litter was the top concern for South County survey respondents (20.8%). In 2019, the CAP survey asked respondents what actions they had taken in the past 12 months to protect or take care of our local watersheds, rivers, and oceans. Sixty percent (60.2%) of CAP respondents reported that they had taken independent action to learn more about local wildlife, birds, or fish, followed by 58.2% who installed higher efficiency water fixtures in their homes, and 50.4% who reduced storm water and irrigation runoff from their yards.

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



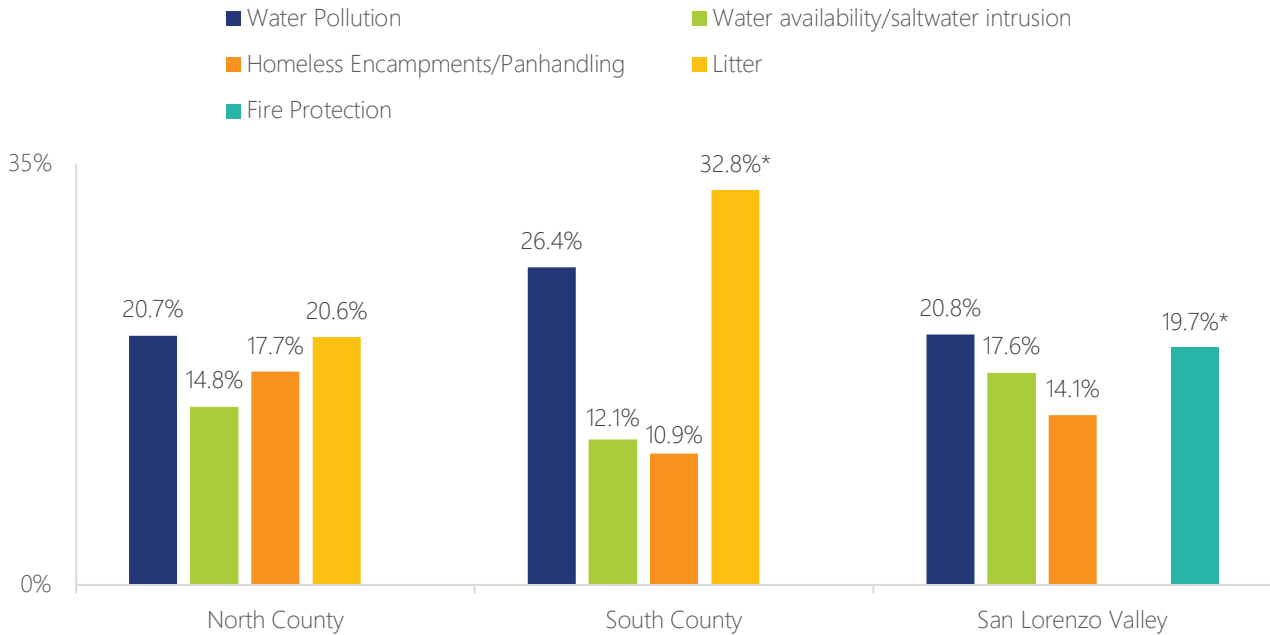
2019 n: 713 Respondents offering 1022 responses.

Source: Applied Survey Research. (2019). 2015-2017 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

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.

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

**📞 What one thing concerns you the most about the natural environment in Santa Cruz County? (Top 4 Responses) By Region – 2019**



2019 - North County n: 295 survey respondents offering 420 responses; South County n: 228 survey respondents offering 331 responses; San Lorenzo Valley n: 199 survey respondents offering 284 responses.



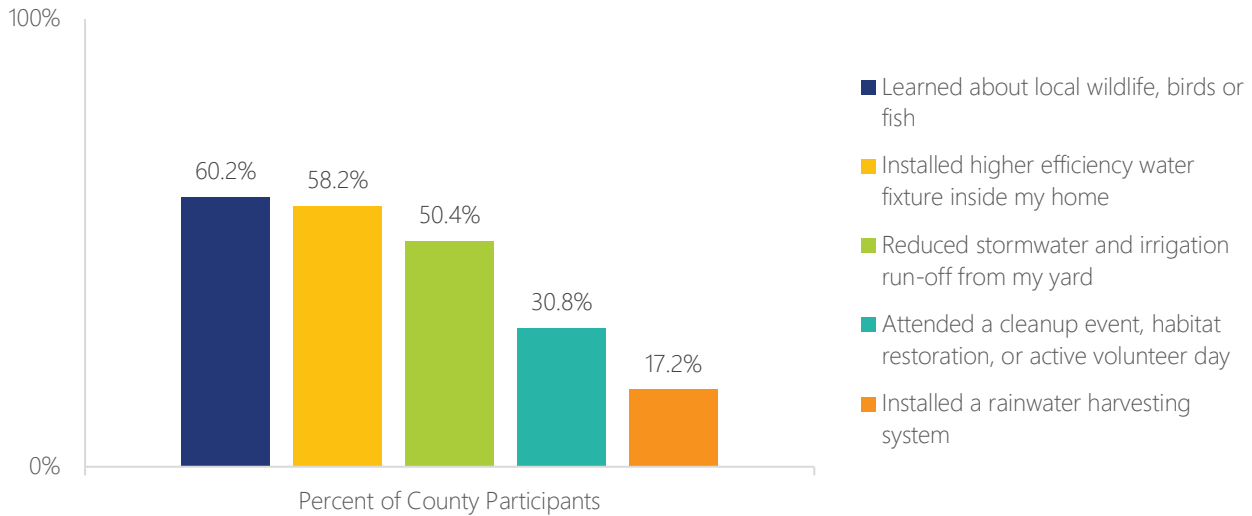
Source: Applied Survey Research. (2019). 2013-2017 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

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

\*Significance testing: South County respondents were significantly more likely to be concerned about Litter than both North County and San Lorenzo Valley respondents. Additionally, San Lorenzo Valley respondents were significantly more likely to be concerned about Fire protection/prevention than respondents in both North County and South County in 2019.

## Environmental Stewardship

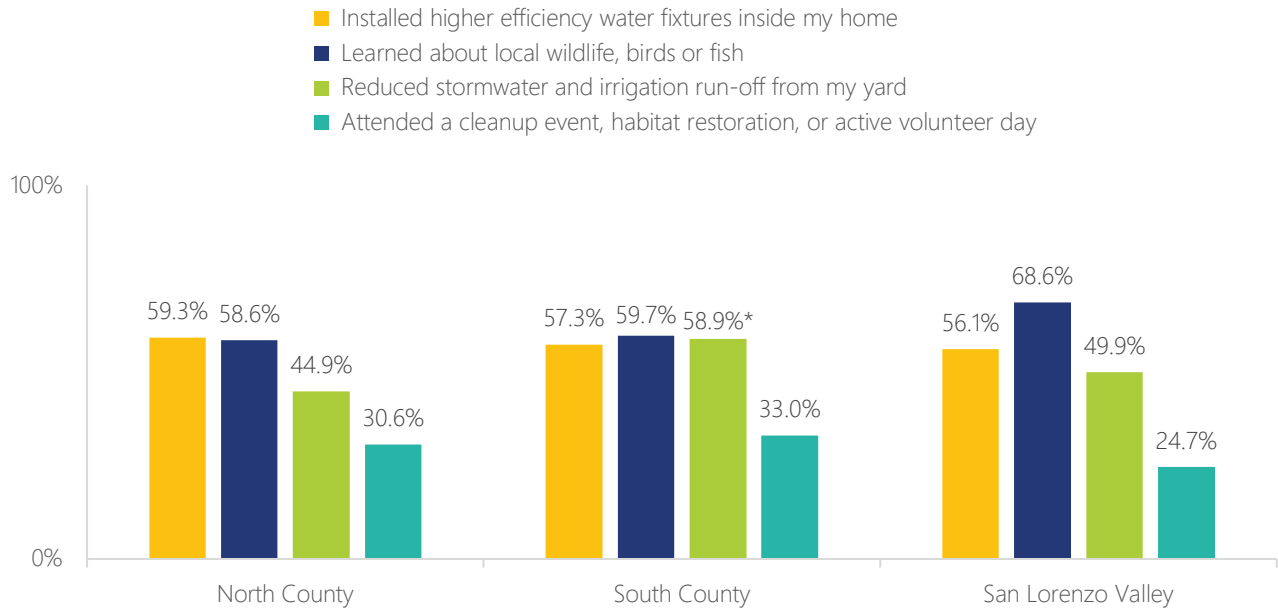
### 📞 What actions have you taken in the past 12 months to protect or take care of our watersheds – our river/ocean? (Top 5 Responses) – 2019



2019 n: 694 Respondents offering 1,719 responses.

Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

**☎ In the last 12 months, have you done any of the following actions to protect or take care of our watersheds - our river/ocean? (Top 4 Responses) By Region – 2019**



2019 - North County n: 274 (667 responses); South County n: 241 (610 responses); San Lorenzo Valley n: 189 (480 responses).

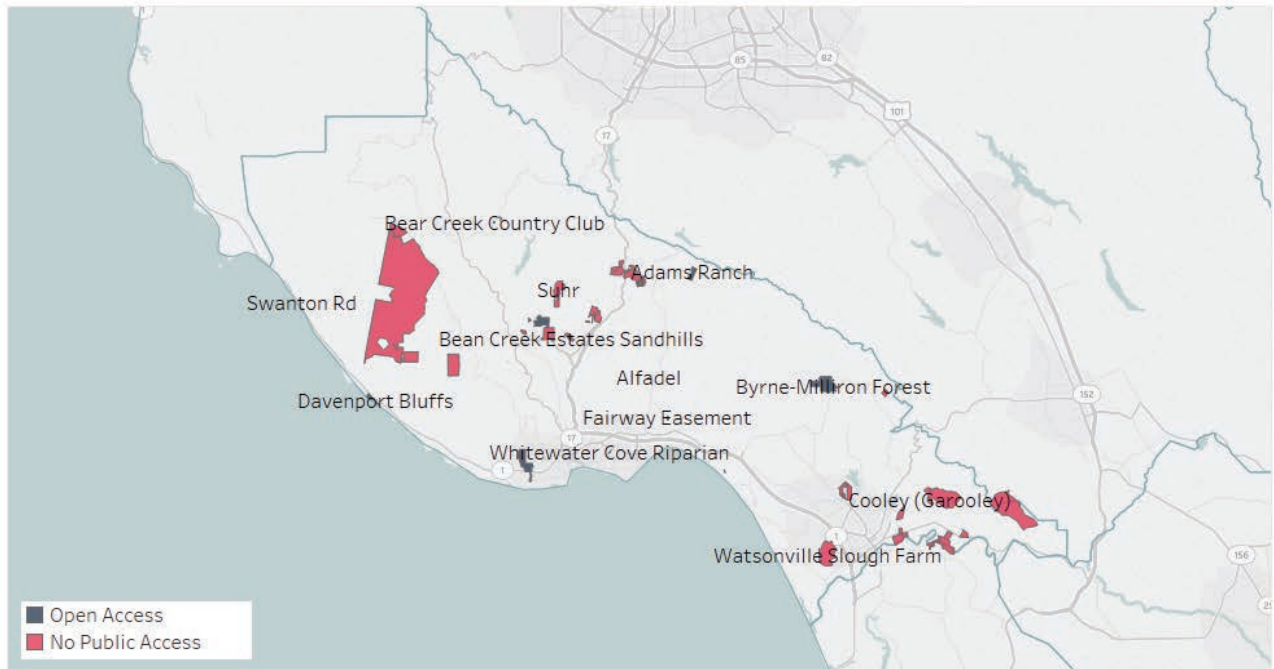
Source: Applied Survey Research. (2019). 2019 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, Calif.

\*Significance testing: South County respondents were significantly more likely to list "Reduced stormwater and irrigation run-off from my yard" in actions to protect or take care of our watersheds compared with North County in 2019.

## 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.<sup>158</sup>

### Protected Lands by Access Type, Santa Cruz County – 2019



Source: The Land Trust of Santa Cruz County. *Personal correspondence with program representative.* (2019). Map built by Applied Survey Research in Tableau.

<sup>158</sup> IUCN World Parks Congress. What Are Protected Areas. Accessed September 2016 from [http://worldparkscongress.org/about/what\\_are\\_protected\\_areas.html#](http://worldparkscongress.org/about/what_are_protected_areas.html#)

### Protected Lands by Acreage, Santa Cruz County

	2016	2017	2018	% of Total County Land, 2018
Sand hills	270	330	330	0.1%
Access	702	813	813	0.3%
Wildlands	1,877	1,500	1,552	0.5%
Farmland	1,575	1,679	1,679	0.6%
Grazing Land	684	815	815	0.3%
Riparian Corridor or Right-of-Way Easement	8	4.24	4.24	<0.1%
<b>Total Land Trust Protected Lands</b>	<b>5,116</b>	<b>5,116</b>	<b>5,168</b>	<b>1.8%</b>
San Vicente Redwoods <sup>1</sup>	8,500	8,500	8,500	3.0%
<b>Total Protected<sup>2</sup></b>	<b>13,616</b>	<b>14,329</b>	<b>14,381</b>	<b>5.0%</b>

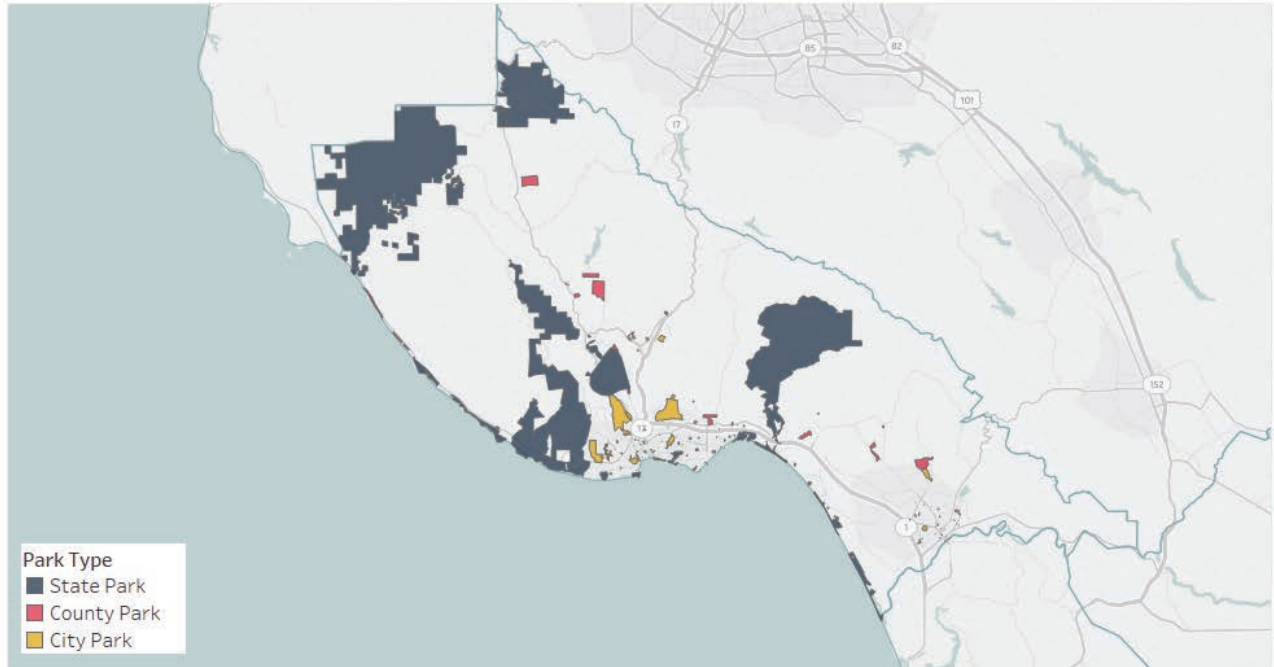
Source: The Land Trust of Santa Cruz County. (2019). *Personal correspondence with program representative.*

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

<sup>1</sup> San Vicente Redwoods is protected through a partnership with the Land Trust of Santa Cruz County and three other Land Trusts.

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

### Parks by Type, Santa Cruz County – 2019



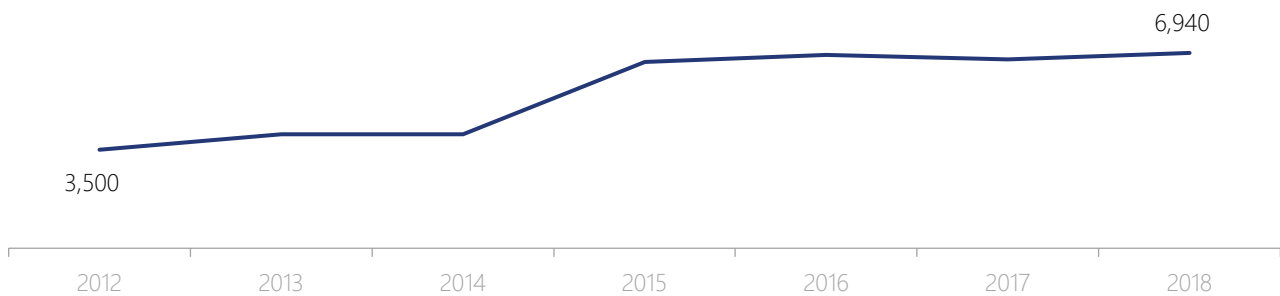
Source: Santa Cruz County GIS Portal. (2019). Map built by Applied Survey Research in Tableau.

## 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 and \$563 million in additional economic output in the form of expenditures by agriculture companies and their employees. It also provides 11,085 jobs in the Santa Cruz County economy.<sup>159</sup> Many value-added and organically produced commodities are grown in the Santa Cruz region, with the number one crop being berries (strawberries, raspberries, and blackberries), accounting for 5,700 acres and a total production value of more than \$370 million.<sup>160</sup> 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.

### Organic Farming

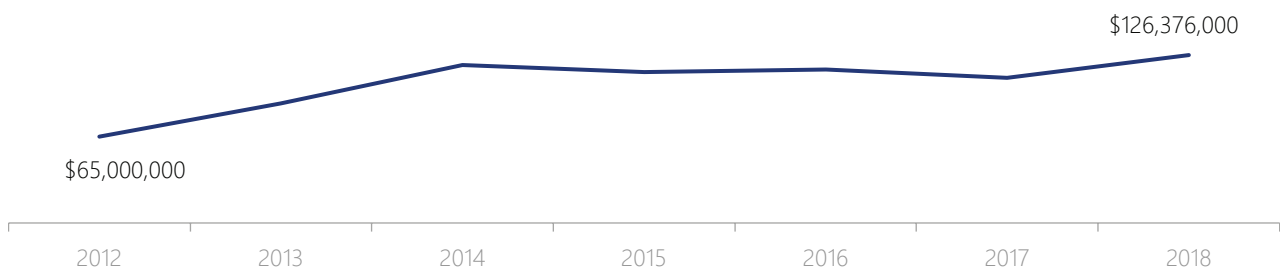
#### Organic Farmland in Acres, Santa Cruz County



Source: Office of the Agricultural Commissioner, Santa Cruz County (2019), 2012-2018 *Santa Cruz County Crop Report*.

Note: 2015 - 2018 acreage include organic pasture.

#### Organic Farmland Value, Santa Cruz County



Source: Office of the Agricultural Commissioner, Santa Cruz County (2019), 2012-2018 *Santa Cruz County crop Report*.

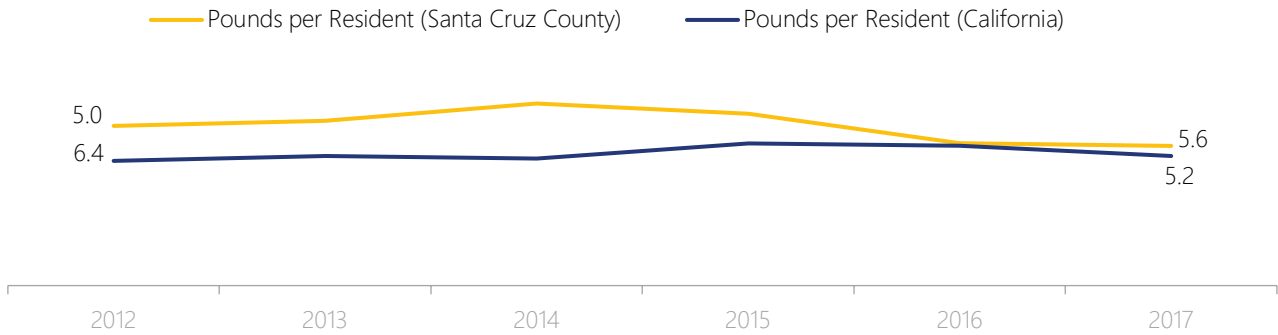
<sup>159</sup> Santa Cruz County Agricultural Commissioner. 2013. Economic Contributions of Santa Cruz County Agriculture.

<sup>160</sup> Santa Cruz County Agricultural Commissioner. 2018. Santa Cruz County 2017 Crop Report.

## 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 the number of pounds used without indicating an increased reliance on pesticides.

### Pesticide Use



Source: Department of Pesticide Regulation. (2019). 2017 Annual Pesticide Use Report. Sacramento, Calif.  
U.S. Department of Commerce. (2019). U.S. Census Bureau, State and County QuickFacts.

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

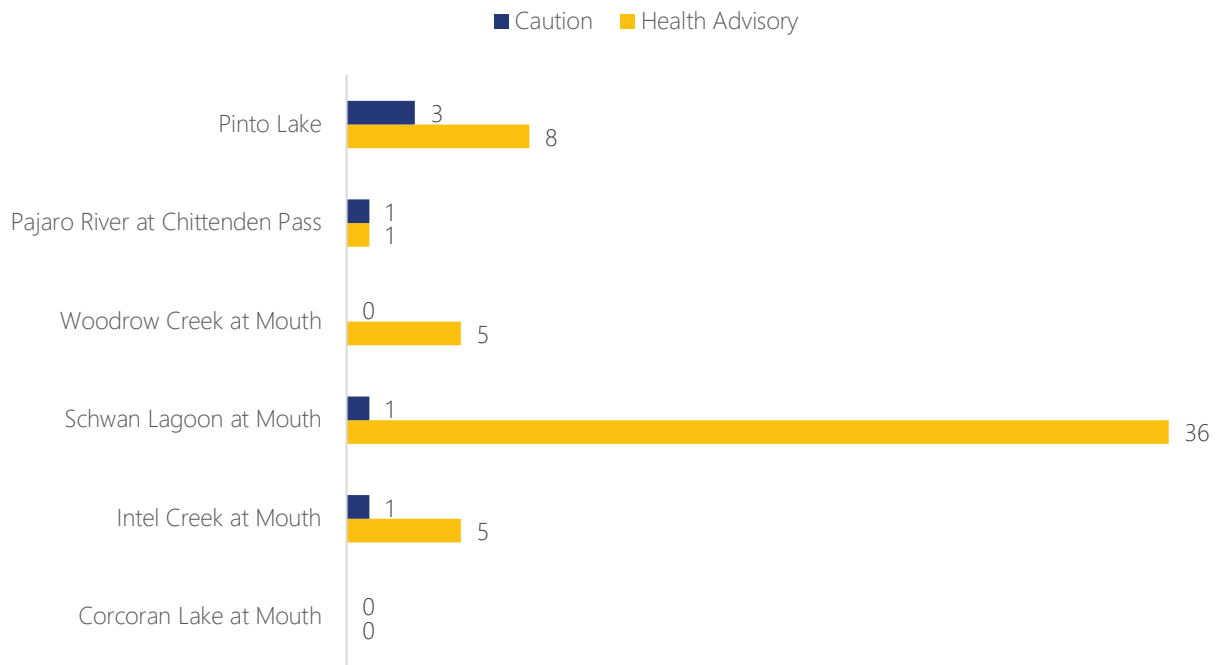
<sup>1</sup>Total number of pesticide applications are no longer included in the annual totals. These data were not consistently reported. Previous years' data were reported for agricultural applications only.

## 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. Swallowing polluted water can cause 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.

Health advisories are issued when levels of both E. Coli and Enterococci are above state standard (according to AB411), if a level of 10,000 MPN/100ml is reported.

### Days Creeks and Lagoons *Exceeded* State and County Body Contact Standards<sup>1</sup> for Total Coliform<sup>2</sup> Levels, Santa Cruz County, by Sample Date (October, 2019)



Source: Santa Cruz County Water Quality Reports. (September 2019). Retrieved from <http://scceh.com/waterquality.aspx>

<sup>1</sup>The maximum allowable level of total coliform is 10,000 MPN per 100ml.

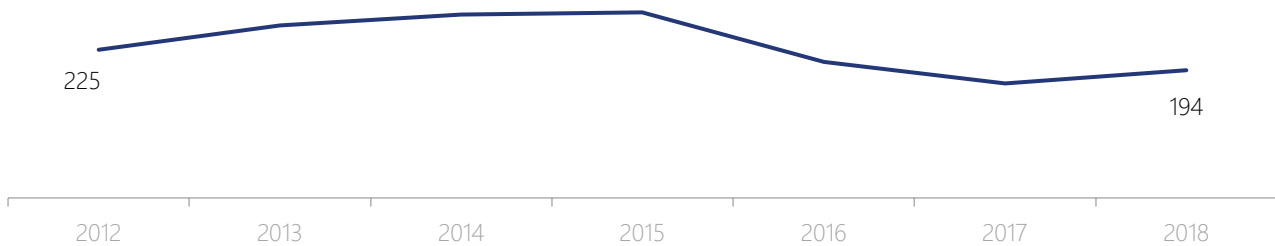
<sup>2</sup>Total coliform is a commonly used bacterial indicator of sanitary quality of water. Coliforms are easy to culture, and their presence is atypically indicative that other pathogenic organisms may be present.

## 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	2012	2013	2014	2015	2016	2017	2018
Capitola Beach	32	15	13	34	32	14	33
Corcoran Beach	0	37	28	35	28	7	0
Cowell Beach	97	35	116	26	28	32	29
Mitchell's Cove	2	31	28	37	0	0	0
Moran Lake Beach	0	28	0	35	0	7	2
Natural Bridges	8	3	13	7	21	19	0
New Brighton Beach	16	13	19	24	14	23	17
Rio del Mar Beach	24	29	13	10	21	14	25
Santa Cruz Main	23	33	18	29	28	27	22
Seabright Beach	0	22	12	15	7	19	15
Seacliff Beach	7	14	7	16	13	7	22
Twin Lakes Beach	15	2	11	14	14	5	29
<b>Santa Cruz County Total Advisories</b>	<b>225</b>	<b>262</b>	<b>279</b>	<b>282</b>	<b>207</b>	<b>174</b>	<b>194</b>
<b>Santa Cruz County Total Closures</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

Percentage of days beaches are open in Santa Cruz County	Healthy People 2020 Target: 96.0%						
	2012	2013	2014	2015	2016	2017	2018
	100%	100%	100%	100%	100%	100%	100%

Source: Santa Cruz County Environmental Health Services, Water Resources Division. (2019). *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 River mouth, 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.

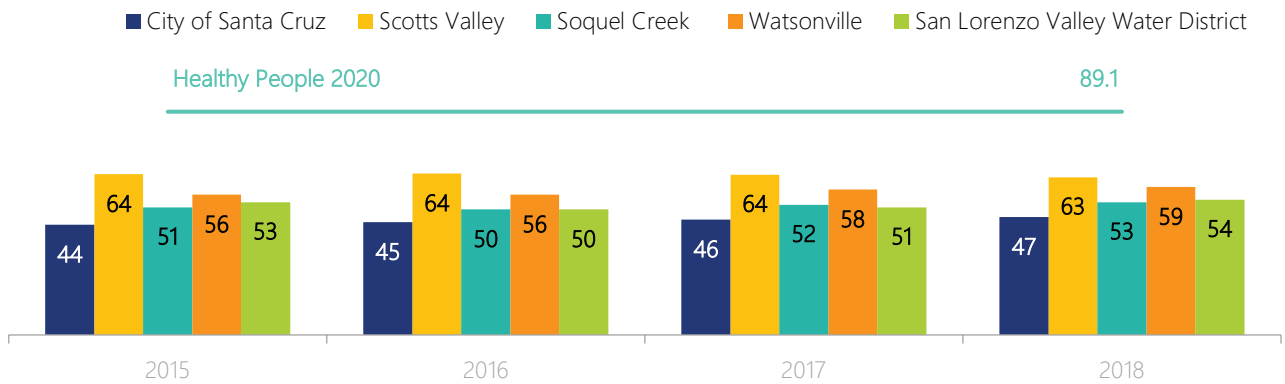


## Water Use



Fresh, clean water is a limited resource. Droughts and overdrafts 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 and energy, it benefits the environment, and it will help ensure reliable water supplies today and for future generations.<sup>161</sup>

### Residential<sup>1</sup> Water Use, Gallons per Customer per Day (GPCD) <sup>2</sup>



Department or District	2015	2016	2017	2018
City of Santa Cruz Water Department	44	45	46	47
Scotts Valley Water District	64	64	64	63
Soquel Creek Water District	51	50	52	53
Watsonville City Water Department	56	56	58	59
San Lorenzo Valley Water District <sup>3</sup>	53	50	51	54

Source: Scotts Valley Water District, *Personal correspondence from program representative*. (2019). City of Santa Cruz Water Department, *Personal correspondence from program representative*. (2019). Soquel Creek Water District, *Personal correspondence from program representative*. (2019). Watsonville City Water Department, *Personal correspondence from program representative*. (2019). San Lorenzo Valley Water District, *Personal correspondence from program representative*. (2019).

<sup>1</sup> Residential includes all single and multi-family residential consumption, including residential landscape consumption.

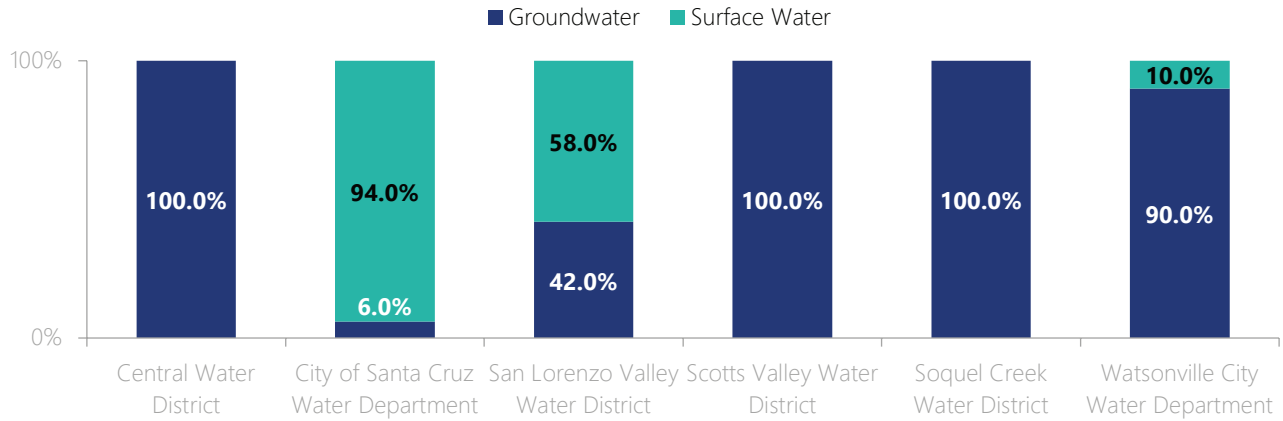
<sup>2</sup> GPCD is gallons per capita per day. The State Water Board recommends calculating residential gallons per capita per day (R-GPCD) by multiplying total monthly potable water production (TMP) by percent residential use (PRU) by unit conversion factor (C) and dividing by total population served (TPS).

<sup>3</sup> San Lorenzo Valley Water District’s GPCD is calculated using an estimate of three people per water connection.

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. Source: Scotts Valley Water District, *Personal correspondence from program representative*. (2019). City of Santa Cruz Water Department, *Personal correspondence from program representative*. (2019). San Lorenzo Valley Water District, *Personal correspondence from program representative*. (2019). Soquel Creek Water District, *Personal correspondence from program representative*. (2019). Watsonville City Water Department, *Personal correspondence from program representative*. (2019).

<sup>161</sup> United States Environmental Protection Agency. Water Sense. Accessed September 2016 from [https://www3.epa.gov/watersense/our\\_water/why\\_water\\_efficiency.html](https://www3.epa.gov/watersense/our_water/why_water_efficiency.html)

### Sources of Water, 2019, Selected Water Purveyors, Santa Cruz County



Source: Central Water District, *Personal correspondence from program representative.* (2019). Scotts Valley Water District, *Personal correspondence from program representative.* (2019). City of Santa Cruz Water Department, *Personal correspondence from program representative.* (2019). San Lorenzo Valley Water District, *Personal correspondence from program representative.* (2019). Soquel Creek Water District, *Personal correspondence from program representative.* (2019). Watsonville City Water Department, *Personal correspondence from program representative.* (2019).

Note: Groundwater refers to wells; surface water refers to creeks, rivers, and reservoirs.

## Waste Reduction

Solid waste refers to trash, refuse, sludges, and other discarded solid materials resulting from residential activities and from industrial and commercial operations.<sup>162</sup> Plastic waste has recently received increasing attention due to changes in the global recycling industry, along with growing public awareness of the negative impacts of plastic waste on environmental and human health. Most plastics do not biodegrade. Instead, they slowly break down into very small fragments called microplastics that enter our food and water systems.<sup>163</sup> Household solid waste can be reduced by reducing, reusing, and recycling. For example, plastic waste can be reduced by replacing Styrofoam with reusable food containers, avoiding disposable (single-use) plastic bottles, carrying reusable shopping bags, and buying food in bulk.<sup>164</sup>

Note: Annual tons of waste disposal by jurisdiction are rounded to the nearest ton.

Note: Data shown are most recent available.

### Estimated Pounds of Waste Generated per Resident, per Day (Per Capita Disposal) by Jurisdiction

	2011	2012	2013	2014	2015	2016	2017
Capitola	4.3	4.3	4.3	4.1	4.5	4.4	4.2
Santa Cruz	4.5	4.1	4.4	4.0	4.4	4.5	4.7
Scotts Valley	3.8	3.7	4.0	4.1	3.2	4.0	4.1
Watsonville	3.8	3.6	3.7	3.9	3.9	4.3	4.6
Unincorporated	2.7	2.8	2.6	2.9	4.8	4.2	3.9
<b>Santa Cruz County</b>	<b>3.4</b>	<b>3.4</b>	<b>3.3</b>	<b>3.5</b>	<b>3.6</b>	<b>4.2</b>	<b>4.3</b>
California	4.4	4.3	4.4	4.5	4.7	4.9	5.2

Source: Cal Recycle (2019). 2011-2017, *Disposal Rate Calculator*.

Note: Data shown are most recent available.

## Solar Energy

Solar energy is among the leading forms of renewable energies that offer 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 energy becomes more economical.<sup>165</sup>

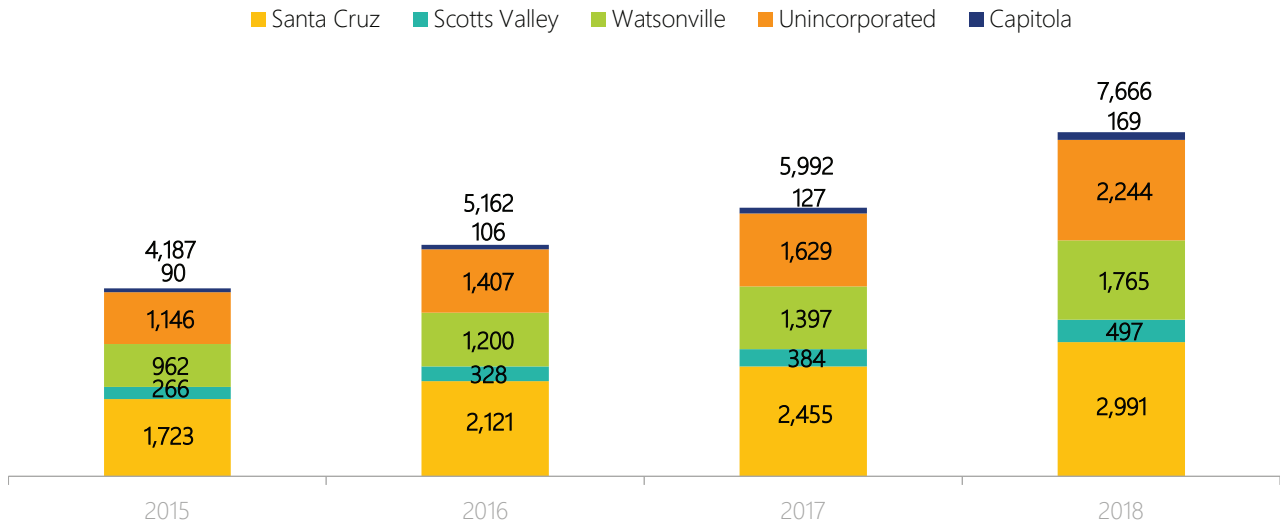
<sup>162</sup> California Department of Resources Recycling and Recovery (CalRecycle). Environmental Justice Glossary. Accessed September 2016 from <http://www.calrecycle.ca.gov/EnvJustice/Glossary.htm>

<sup>163</sup> United Nations Environment Programme. (2018). *Single Use Plastics: A Roadmap for Sustainability*.

<sup>164</sup> US Environmental Protection Agency. Reducing Water: What You Can Do. Accessed September 2016 from <https://www.epa.gov/recycle/reducing-waste-what-you-can-do#Tips for Home>

<sup>165</sup> 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>

### Number of Residential Solar Energy Installations by Jurisdiction



Source: California Distributed Generation Statistics (2019). 2015-2018, *Interconnected Data Sets*.

### Percentage of Households with Solar Installations by Jurisdiction

	2015	2016	2017	2018
<b>Percentage of Households with Solar Installations</b>				
Capitola	1.6%	1.9%	2.3%	3.2%
Santa Cruz (central area)	7.4%	9.0%	10.5%	12.4%
Scotts Valley	5.8%	6.9%	8.3%	11.0%
Watsonville	6.8%	8.4%	9.9%	12.2%
Unincorporated	2.0%	2.5%	2.9%	3.9%
<b>Santa Cruz County</b>	<b>4.0%</b>	<b>4.9%</b>	<b>5.7%</b>	<b>7.3%</b>

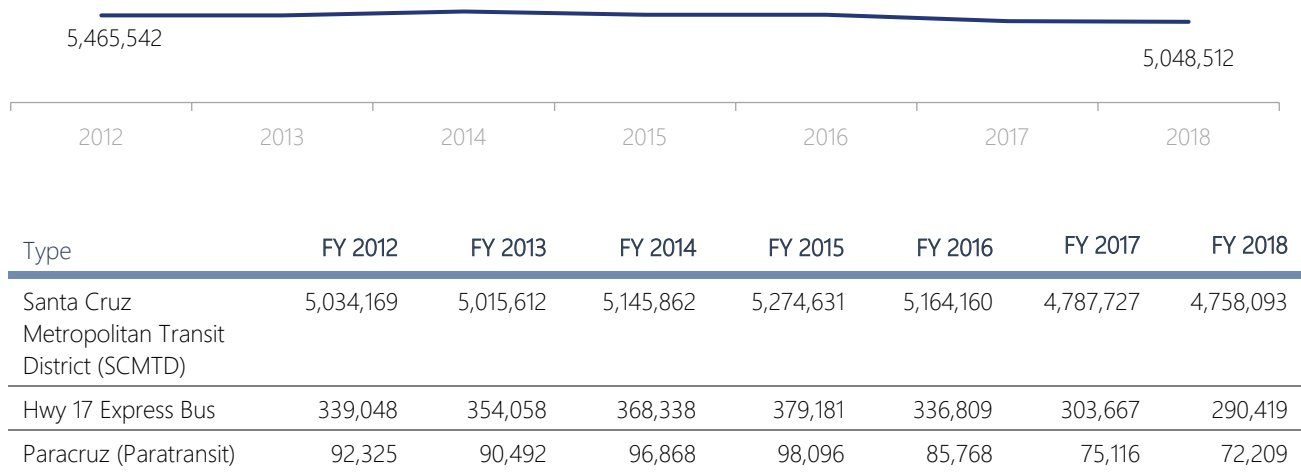
Source: California Distributed Generation Statistics (2019). 2015-2018, *Interconnected Data Sets*.

## Alternative Transportation



Alternative transportation refers to commuting in any way other than driving alone. Examples include biking, walking, carpooling, and taking public transportation.<sup>166</sup> There are myriad 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.<sup>167</sup> Encouraging employees to cycle or walk to work can provide significant benefits. These range from reduced parking costs to healthier, more productive employees.

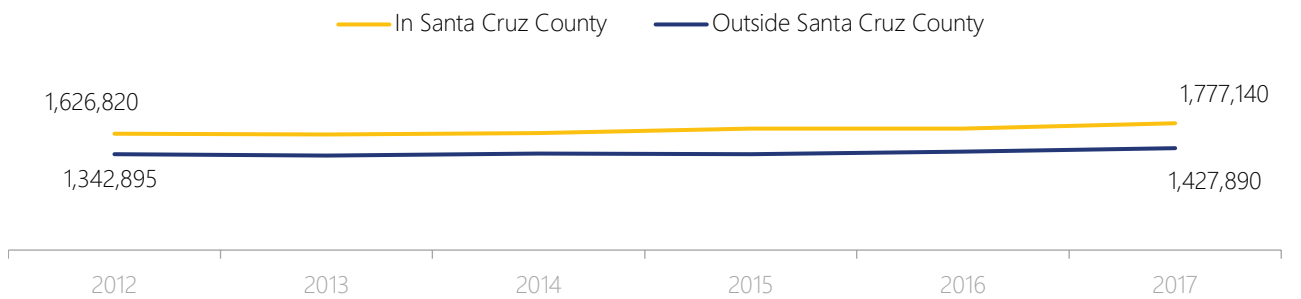
### Annual Transit Total Ridership<sup>1</sup>



Source: Santa Cruz Metro (2019). 2012-2018, *Transit Fact Sheets*.

<sup>1</sup>Counted as centerline miles and include one-way paths.

### Work Location for Santa Cruz County Residents



Source: United States Census Bureau. (2019). 2013-2017, *American Community Survey 5-year estimates*

<sup>166</sup> Green Plus. Alternative Transportation. Accessed September 2016 from <http://gogreenplus.org/nuts-and-bolts-guide/planet-nuts-and-bolts-guide/transportation/alternative-transportation/>

<sup>167</sup> 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>



### Commuting to Work by Mode of Transportation, Santa Cruz County

	2012	2013	2014	2015	2016	2017	2018
Car, Truck, or Van – Drove Alone	70.1%	70.6%	68.1%	68.9%	68.3%	69.2%	69.0%
Car, Truck, or Van – Carpooled	9.4%	9.3%	8.2%	10.1%	8.6%	9.0%	9.6%
Public Transportation (Excluding Taxicab)	2.7%	2.0%	2.9%	3.8%	2.6%	2.8%	2.5%
Walked	4.6%	4.0%	4.4%	3.4%	5.7%	4.5%	5.9%
Worked at Home	7.4%	7.2%	8.6%	7.4%	7.0%	7.5%	7.7%
Other Means <sup>2</sup>	5.8%	7.0%	7.9%	6.4%	7.8%	7.0%	5.3%
<b>Workers 16 Years &amp; Over</b>	<b>130,774</b>	<b>126,863</b>	<b>129,121</b>	<b>127,842</b>	<b>132,813</b>	<b>120,794</b>	<b>132,127</b>
<b>Mean Travel Time to Work (in Minutes)</b>	<b>25.7</b>	<b>25.7</b>	<b>26.2</b>	<b>26.2</b>	<b>26.8</b>	<b>26.8</b>	<b>27.4</b>

Source: United States Census Bureau. (2019). 2012-2018, *American Community Survey 1-year estimates*.

<sup>1</sup> Percentages represent the percentage of census responses for each mode based on the question, “What mode of transportation do you use most frequently to get to school or to work?”

<sup>2</sup> Other 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 the dataset shown is not directly comparable to the Healthy People 2020 goal as written.

## Roadway Congestion

Long commutes and increasing traffic can increase stress and affect the health of community members.<sup>168</sup>

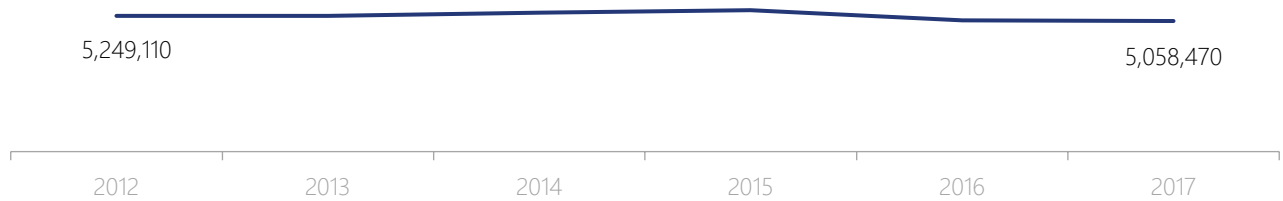
### Commute Time to Work<sup>1</sup>, Santa Cruz County

Commute Time	2012	2013	2014	2015	2016	2017	2018
0-14 minutes	27.9%	27.8%	32.3%	29.7%	31.3%	30.1%	30.6%
15-24 minutes	33.3%	31.9%	28.2%	30.1%	28.6%	28.9%	26.0%
25-34 minutes	13.4%	15.4%	12.3%	15.4%	12.6%	14.3%	4.9%
35-59 minutes	15.8%	16.4%	17.2%	14.2%	16.0%	15.5%	14.6%
60 minutes or more	9.7%	8.5%	10.0%	10.7%	11.6%	11.0%	14.0%

Source: United States Census Bureau. (2019). 2012-2018, *American Community Survey 1-year estimates*.

<sup>1</sup>Of workers 16 and older who do not work at home.

### Daily Vehicle Miles Traveled (DVMT)<sup>1</sup>, Santa Cruz County



	2012	2013	2014	2015	2016	2017
Per Capita Miles Traveled	42.1	42.0	42.5	42.7	38.4	37.8

Source: California Department of Transportation, (2019). *California Public Road Data 2012-2017*.

United States Census Bureau. (2019). 2012-2017, *American Community Survey 1-year estimates*.

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

<sup>168</sup> Gonzalez, O.I., Novaco, R.W. (2009). *Commuting and Well-Being*. Technology and Well-Being. Cambridge University Press.

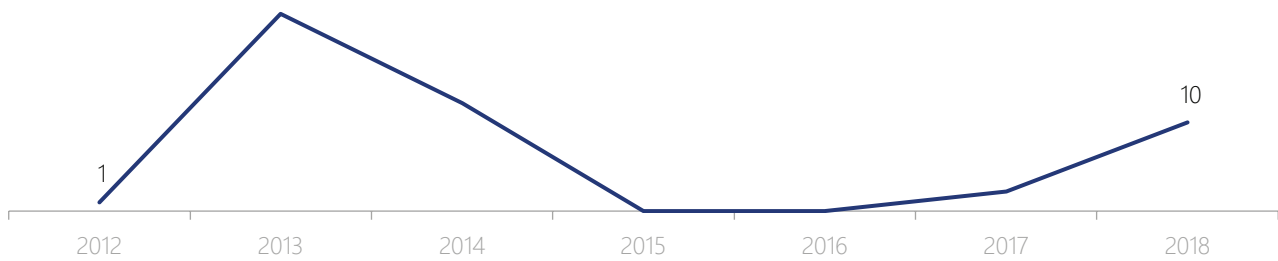
## Air Quality



Poor air quality is harmful to people and can cause a variety of environmental problems, such as negative effects on wildlife, ozone depletion, and global climate change.<sup>169</sup> Some groups of people are especially sensitive to poor air quality, including those with asthma, heart disease, and COPD (long-term lung disease).<sup>170</sup> 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.<sup>171</sup>



### Air Quality Index, Number of Days Unhealthy for Sensitive Groups<sup>1</sup>, Santa Cruz County



Source: California Air Resources Board, (2019). 2012-2018, *iADAM Trend Summary, Santa Cruz County*.

<sup>169</sup> 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/air/health-and-env-effects-air-pollutions.pdf>

<sup>170</sup> Centers for Disease Control and Prevention. Air Quality. <http://www.cdc.gov/air/>

<sup>171</sup> Centers for Disease Control and Prevention. Air Quality. <http://www.cdc.gov/air/>





# APPENDICES

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Appendices include methodology for the 2019 community survey, and past community heroes.

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## Methodology

### Quality of Life Indicators

The CAP community assessment model relies on clearly defined indicators to understand concepts or systems within the community that 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 must be understandable to the general user and the public, responsive to change, relevant for policy decisions, and updated regularly.

In advance of each survey year, the CAP Steering Committee reviews the list of indicators to remain current with changes within our community.

### Primary Data

#### Indicator Selection

Measures of community progress depend upon consistent, reliable, and scientifically accurate sources of data. One type 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.

To capture and understand the diverse perspectives of community members, Applied Survey Research conducts a telephone survey, in both English and Spanish, with over 860 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

In 2019, 861 surveys were completed with county residents. Telephone contacts were attempted utilizing a combination of random digit dial and targeted sampling 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 demographic distribution of respondents across the county. Quotas were applied for race/ethnicity (White / Black / Asian / Hispanic / Other); age (18-24 / 25-44 / 45-64 / 65+); region (North / South / San Lorenzo Valley); and gender (Male / Female / Other or unknown). 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. While cell phone numbers are selected based on the billing address within the county boundaries, respondents were additionally screened for places of residence because cell phones are not necessarily located where the number came from originally or where it is billed, in the case of shared plans.

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 demographic area. 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 reliable comparisons with the other two regions (North County and South County). In total 861 surveys were completed—339 in North County, 308 in South County, and 214 in San Lorenzo Valley.

The survey data for 2019 were simultaneously weighted along three demographic characteristics: gender, ethnicity, and geographic location. Weighting for both ethnicity and gender was performed to be region-specific, based on 2010 Census data, to account for differences across the three regions of Santa Cruz County. The weighted data were used in generating the overall frequency tables and all the cross-tabulations, with the exception of the regional cross-tabulations. For the regional cross-tabulations, the regional weights were dropped so the San Lorenzo Valley oversample could be utilized.

Important characteristics of weighted data must 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 861 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 +/-3.3%. 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 3.3%.

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. That is, capturing 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 2019 data was performed using proportion Z testing to determine whether differences observed within the 2019 data would be likely to be expected across the population of the entire county. Z testing is a hypothesis testing used by ASR to understand the significant differences within the subpopulations observed. 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 internet as downloadable PDFs. 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, income, housing status, and

families with/without children are available on the Applied Survey Research Website at [www.appliedsurveyresearch.org](http://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 with local data.

## **Data Proofing**

Data in the report underwent extensive proofreading to ensure accuracy. The data proofreading 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 proofread at least three times using an adapted Responsibility Assignment Matrix.

## Past Community Heroes, 1996-2017

### Year 23, 2017

**Roy Sikes**  
*Soquel Creek Water District*

**Nora Caruso**  
*Santa Cruz Toddler  
Care Center*

**Ron Indra**  
*Safe Schools Project*

**Steve McKay**  
*UC Santa Cruz*

**Denise Pitman-Rosas**  
*SCC Office of Education, Basta  
Gang Prevention Program*

**Nathan Nguyen**  
*City of Santa Cruz*

**Peggy Benedum**  
*Wings Homeless Advocacy*

**Jonathan Pilch**  
*Watsonville Wetlands Watch*

**Kristy Shulman**  
*Hospice of Santa Cruz*

**Dr. Sepideh Walthard**  
*Dientes Community  
Dental Care*

**Holly Hughes**  
*Health Improvement Project*

**Charles "Stoney" Brook**  
*Community Volunteer/  
Santa Cruz Veteran's  
Memorial Building*

**Gabriella Grant**  
*Seeking Safety*

**Rich Casale**  
*Natural Resources  
Conservation Service*

**Lifetime Achievement  
Award: Mary Lou Goeke**  
*United Way of Santa  
Cruz County*

### Year 22, 2016

**Darrie Ganzhorn**  
*Homeless Garden Project*

**Pastor James and  
Congregation**  
*St. Stephens Lutheran Church*

**Kathleen Crocetti**  
*Mission Hill Middle School*

**Deidre Hamilton**  
*Kuumbwa Jazz*

**Live Oak Cradle to Career  
Parent Leadership**

**Cathy Simmons**  
*County of Santa Cruz  
Mental Health*

**Abby Bell**  
*FoodWhat*

**Mary Gaukel**  
*Your Future is Our Business*

**Valerie Thompson**  
*Santa Cruz County  
Probation Department*

**Carol Williamson**  
*National Alliance of  
Mental Illness*

**Paulina Moreno**  
*Community Action Board*

**Margaret Gordon**  
*Community Volunteer*

**Ingrid Trejo, Veteran's  
Resource Center**

**Lynne Achtenberg**

**Youth of the Year Award:  
Ayla Dingman**  
*Community Volunteer*

**Lifetime Achievement  
Award: Martina O'Sullivan**  
*Dignity Health  
Dominican Hospital*

### Year 21, 2015

**Dr. Tamara Ball**  
*University of California  
Santa Cruz*

**Santa Cruz Works**

**Barbara Mason**  
*County of Santa Cruz*

**Susan Freeman**  
*Stanford Graduate  
School of Education*

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

**Stephanie Connor-Kent**  
*Palo Alto Medical Foundation's  
Pediatrics and Psychiatry  
Behavior Health Department*

**Jose Joel Vasquez**  
*Jovenes SANOS*

**Les Forster**  
*Cypress Charter High School*

**Sarah Emmert**  
*Youth Violence Prevention  
Task Force*

**Jorge Zamaro**  
*Law Enforcement*

**Phil Kramer**  
*Goodwill Industries*

**Maria Elena de la Garza**  
*Community Action Board*

**George Jarrow, RN**  
*Dignity Health  
Dominican Hospital*

**Kristen Kittleson**  
*Water Resources  
County of Santa Cruz*

**David Robles**  
*Ecology Action's Sustainable  
Transportation Group*

**Steve Gliessman**  
*University of California  
Santa Cruz*

**Andy Shatney**

**Lifetime Achievement  
Award: Deborah Blumberg**

## Year 20, 2014

**Brent Haddad**

*Center for Entrepreneurship  
University of California  
Santa Cruz*

**Carol Polhamu  
Alternative Education**

*Santa Cruz County  
Office of Education*

**Lawrence P. Drury**

*GOKIDS*

**Gary McNeil**

*County of Santa Cruz  
Human Services Department*

**John Frigon**

*John Frigon Insurance Services*

**Rosalba Contreras**

*Salud Para La Gente*

**Kate Hinnenkamp**

*Live Oak Family Resource  
Center, Community Bridges*

**Silvia Austerlic**

*Hospice of Santa Cruz County*

**Laura Marcus**

*Dientes Community  
Dental Care*

**Guillermina Porraz**

*Salud Para La Gente*

**Nereida Robles**

*Centeotl Grupo de  
Danza y Baile*

**Fe Silva**

*Centeotl Grupo de  
Danza y Baile*

**Clotilde Sanchez**

*Volunteer, Neighborhood  
Accountability Board  
City of Watsonville*

**Peter Connery**

*representing Project Homeless  
Connect Steering Committee*

**Maggie McKay**

*representing Project Homeless  
Connect Steering Committee*

**Maria Virgen**

*Volunteer, Second Harvest  
Food Bank*

**Mary Masters**

*Bridge of Hope Foundation*

**Charles Kieffer**

*Santa Cruz State Parks*

**Alan Schlenger**

**Board of Directors**  
*Ecology Action and Santa  
Community Farmers Markets*

## Year 19, 2013

**Faris Sabbah, MD**

*Pajaro Valley Unified School  
District Region XI Migrant  
Education Program*

**Tom Helman**

*Community Action Board*

**Ryan Coonerty**

*NextSpace*

**Jeremy Neuner**

*NextSpace*

**Mark Donnelly**

*Starlight Elementary School*

**Jim Marshall**

*Children's Alley Preschool*

**Elisa Breton, MD**

*Santa Cruz Women's  
Health Center*

**Maria Mead, MD**

*Santa Cruz Women's  
Health Center*

**Kristina Muten, MD**

*Santa Cruz Women's  
Health Center*

**Wendy Sickles, MD**

*Santa Cruz Women's  
Health Center*

**Sandra Wallace**

*For Kids Monterey Bay*

**Casey Schirmer, MD**

*Palo Alto Medical Foundation  
Pediatric Weight Management  
Program*

**Fernando Giraldo**

*County of Santa Cruz  
Probation Department*

**Lori Butterworth**

*Santa Cruz and Watsonville  
Youth City Councils*

**Jonathan Fry**

*Santa Cruz and Watsonville  
Youth City Councils*

**Will O'Sullivan**

*Santa Cruz Community  
Counseling Center  
Recovery Services*

**John Dietz**

*180/180 Campaign*

**Jane Schwickerath**

*Diversity Center 60+  
Senior Program*

**Saskia Lucas**

*Santa Cruz Open Streets*

**Tracey Marquart**

*Community Life Services*

**Nancy Macy**

*The Valley Women's Club of  
the San Lorenzo Valley*

**Lynn McKibbin**

*The Valley Women's Club of  
the San Lorenzo Valley*

**Talitha Stills**

*The Valley Women's Club of  
the San Lorenzo Valley*

**Nesh Dhillon**

*Santa Cruz Community  
Farmers' Markets*

**Ross Clark**

*The Greenwharf Project*

**Michael Issacson**

*The Greenwharf Project*

**John Vesecky**

*The Greenwharf Project*

**Tiffany Wise-West**

*The Greenwharf Project*

**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 Dunning**  
*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

<b>Mary Boyd</b>	<b>Foundation of Santa Cruz County</b>	<b>Rama Khalsa, Ph.D.</b> <i>Director of the Santa Cruz County Health Services Agency</i>	<b>Cece Pinheiro</b> <i>Special Parents Information Network</i>
<b>David Brown</b> <i>Coastal Community Preschool</i>	<b>Bob Culbertson</b> <i>Watsonville Wetlands Watch</i>	<b>Katie LeBaron</b> <i>Santa Cruz County Health Services Agency</i>	<b>Stuart Rosenstein</b> <i>Queer Youth Task Force of Santa Cruz County</i>
<b>Meg Campbell</b> <i>COPA Leader</i>	<b>Doriz Downs</b> <i>Healthy Start Program of PVUSD</i>	<b>Ruth Leon</b> <i>Healthy Start Program of PVUSD</i>	<b>Santa Cruz Neighbors</b>
<b>Michael Chavez</b>	<b>Georgette Dufresne</b> <i>Women's Crisis Support-Defensa de Mujeres</i>	<b>Robert Montague</b> <i>Loaves and Fishes</i>	<b>Jorge Savala</b> <i>Healthy Start Program of PVUSD</i>
<b>Ginny Clark</b> <i>Hospice Caring Project/ Friends of Hospice</i>	<b>Jennifer Hastings</b> <i>Medical Director Planned Parenthood Mar Monte/ Westside Health</i>	<b>Manuel Osorio</b> <i>Cabrillo College</i>	<b>David True</b> <i>Community Action Board</i>
<b>Kim Clary</b> <i>The Core</i>	<b>Maria Carmen Hernandez</b> <i>Healthy Start Program of PVUSD</i>	<b>Rock Pfothhauer</b> <i>Dean of Career Education and Economic Development at Cabrillo College</i>	<b>UC Santa Cruz Transportation and Parking Services Department (TAPS)</b>
<b>Cleaner Beaches Coalition</b>			
<b>Yvette Cook</b> <i>Amesti Elementary School</i>			
<b>Christina Cuevas</b> <i>Program Officer, Community</i>			

## Year 12, 2006

<b>Sybil Anderson-Adams</b> <i>Santa Cruz Family &amp; Children's Services</i>	<b>Roberta DePiana</b> <i>Coastal Community Preschool</i>	<b>Lee Mercer</b> <i>Second Harvest Food Bank</i>	<b>Eddie Rittenhouse</b> <i>Community Volunteer</i>
<b>Carmelita Austin-Schreher</b> <i>ABC Health Group</i>	<b>Patrick J. Fitz</b> <i>Community Volunteer</i>	<b>Rob Mullens</b> <i>Coastal Community Preschool</i>	<b>Linda Robinson</b> <i>Ombudsman Program</i>
<b>Deborah Blumberg</b> <i>Community Volunteer</i>	<b>Veronica Foos</b> <i>Santa Cruz Family &amp; Children's Services</i>	<b>Jim Naragon</b> <i>Families in Transition</i>	<b>Francisco Rodriguez</b> <i>Pajaro Valley Unified School District</i>
<b>Roberta Bristol</b> <i>Community Volunteer</i>	<b>Nancy Gimmons</b> <i>Watsonville Farmer's Market</i>	<b>Nell Newman</b> <i>Newman's Organics</i>	<b>Robert Rodriguez</b>
<b>Maria Callejas</b> <i>Coastal Community Preschool</i>	<b>Jim Howes</b> <i>Santa Cruz Police Department Public Services Department</i>	<b>Terri Noto</b> <i>Santa Cruz Family &amp; Children's Services</i>	<b>Marcia Soler</b> <i>Coastal Community Preschool</i>
<b>Karina Cervantez</b> <i>Community Action Board</i>	<b>Suzanne Koebler</b>	<b>Charles Paulden</b> <i>Community Volunteer</i>	<b>Chris Tracy</b> <i>Santa Cruz Family &amp; Children's Services</i>
<b>Linda Clevenger</b>	<b>Jennifer Laskin</b> <i>Teacher at Renaissance High School</i>	<b>Elise Perlin</b> <i>Santa Cruz Family &amp; Children's Services</i>	<b>Victoria Williams</b> <i>Santa Cruz Family &amp; Children's Services</i>
<b>Jimmy Cook</b> <i>Santa Cruz Family &amp; Children's Services</i>	<b>Judy Leguillon</b> <i>Coastal Community Preschool</i>	<b>Bob Rittenhouse</b> <i>Community Volunteer</i>	<b>Mardi Wormhoudt</b>
<b>Gail Cosby</b> <i>Coastal Community Preschool</i>	<b>Paul McGrath</b>		

## Year 11, 2005

**Foster Anderson**  
*Shared Adventures*

**Austin Armstrong**  
*Community Volunteer*

**Brenda Armstrong**  
*Santa Cruz County  
Health Services Agency*

**Dave Bartlett**  
*Court Appointed  
Special Advocates (CASA)*

**Kay Bartlett**  
*Court Appointed  
Special Advocates (CASA)*

**Catherine Cooper**  
*UCSC Department  
of Psychology*

**Tamara Doan**  
*Coastal Watershed Council*

**Lisa Dobbins**  
*Action Pajaro Valley*

**Elizabeth Dominguez**  
*Cabrillo College*

**Juan Gomez**  
*Reclaiming Futures  
and Friday Night Live*

**Clay Kempf**  
*Regional Diabetes  
Collaborative*

**Lynda Lewit**  
*Santa Cruz County  
Health Services Agency*

**Scott MacDonald**  
*Santa Cruz County  
Probation Department*

**Leslyn McCallum**  
*Train of Consciousness*

**Ryan McNamara**  
*Team Member with  
Quest4aCure*

**Maria Cristina Negrete**  
*Community Volunteer*

**Matt O'Brien**  
*Team Member with  
Quest4aCure*

**Wells Shoemaker, M.D.**  
*Physicians' Medical Group*

**Judy Webster**  
*Community Volunteer*

**Tom Webster**  
*Community Volunteer*

**Carol Whitehill**  
*Watsonville Wetlands Watch*

**Danielle Winkler**  
*Team Member with  
Quest4aCure*

**Joya Winwood**  
*Mothersong*

## Year 10, 2004

**Luis Alejo**  
*CRLA/Watsonville Schools*

**Piet Canin**  
*Bike to Work Program*

**Cathy Cavanaugh**  
*Community Bridges  
WIC Program*

**Karen Christensen**  
*Santa Cruz County Resource  
Conservation District*

**Jinny Corneliussen, Jack Farr,  
and Theresa Kramer**  
*Alzheimer's Association of  
Santa Cruz Volunteers*

**Melissa Cowles**  
*Community Volunteer*

**Selby Drake**  
*Suicide Prevention  
Center Volunteers*

**Ecology Action**

**Marcia "Duffy" Grant**  
*Community Volunteer*

**Anita Ibarra**  
*Community Action Board*

**Gail Levine**  
*Branciforte Elementary*

**Elnora Lewis**  
*Community Volunteer*

**Jaime Molina**  
*County Mental Health Services*

**Phil Reader**  
*Community Volunteer*

**Ride a Wave and  
Balance 4 Kids**

**Jerri Ross**  
*Santa Cruz County Health  
Care Outreach Coalition*

**Patricia Schroeder**  
*Student Health Services*

**Judy Williams**  
*Community Volunteer*

## Year 9, 2003

**Dan Cope**  
*Special Education Local  
Planning Area*

**Don Eggleston**  
*New School*

**Jill Gallo**  
*Community Volunteer*

**Mary Hammer**  
*Community Volunteer*

**Mas Hashimoto**  
*Japanese American  
Citizens League*

**Roland and Violetta Law**  
*Community Volunteers*

**Dean Lundholm**  
*Pleasant Acres Tenant  
Association*

**Marcia Meyer**  
*Childcare Ventures*

**Omega Nu**

**Yolanda Perez-Logan**  
*Probation Department*

**Amy Pine, Survivors  
Healing Center**

**R.E.A.L.**

**Randy Repass**  
*West Marine*

**Joseph Rivers**  
*Dragonslayers*

**Ann Ruper**  
*Volunteer Book Buddy*

**Theresa Thomae**  
*Small Business  
Development Center*

**Phyllis and Dick  
Wasserstrom**  
*Community Volunteers*

**George Wolfe**  
*Community Volunteer*

## Year 8, 2002

**Mary Balzer**  
*SPIN*

**Ruth Barker**  
*We Care Program*

**David Beaudry**  
*Community Builder*

**Michael Bethke**  
*Community Volunteer*

**Toni Campbell**

**Angie Christmann**  
*Land Trust of  
Santa Cruz County*

**Jena Collier**  
*Health Families*

**Daniel Dodge**  
*Community Activist*

**Heather Hite**

**Deutron Kebebew**  
*UCSC*

**Marq Lipton**  
*Seaside Company*

**Ellen Moir**  
*New Teacher Center*

**Jorge Sanchez**  
*Si Se Puede*

**Paul Tutwiler**  
*Volunteer*

**Jim Van Houten**  
*Community Volunteer*

**Linda Wilshusen**  
*Live Oak Neighborhood  
Organization*

**Martina Zamilpa**  
*Catholic Charities*

## Year 7, 2001

**Jane Barr**  
*Mid-Peninsula Housing*

**Jess Brown**  
*Santa Cruz County  
Farm Bureau*

**Virginia Butz**

**Alie Carey**  
*Y.E.S. School*

**Destiny Castillo**  
*Y.E.S. School*

**Amy Christey**  
*Santa Cruz County  
Sheriff's Department*

**Aurelie Clivas**  
*San Lorenzo Valley  
Healthy Start*

**Diane Cooley**  
*Community Volunteer*

**Jonathan Cornejo**  
*Head Start*

**Blanca Corrales**

**LaRue Foster**  
*Ombudsman*

**Scott Kennedy**  
*Santa Cruz City Council*

**Ken Meshke**

**Carrol Moran**  
*UCSC Education Partner CTR*

**Chrissie Morrison**  
*Y.E.S. School*

**Theresa Ontiveros**  
*Planned Parenthood*

**Sally Smith**  
*Surfrider Foundation*

**Barbara Sprenger**  
*San Lorenzo Valley  
Teen Board*

**Jonas Stanley**  
*San Lorenzo Valley  
Healthy Start*

**Lillian Westerman**  
*Santa Cruz County  
Office of Education*

**Mike Wilker**  
*CCIC Lutheran Church*

## Year 6, 2000

**Jay Balzar**  
*Dientes*

**Steve Beedle**  
*Santa Cruz Tech Alliance*

**Kathy Bernard**  
*Pajaro Valley  
Housing Corporation*

**Janet Boss**  
*Boys and Girls Club of  
Santa Cruz County*

**Noah Brown**  
*Youth Services*

**Judy Cox**  
*Santa Cruz County  
Probation Department*

**Pam Elders**  
*Head Start*

**Aranda Guillermo,**  
*c/o Don Eggleston*

**Francisco Jimenez**  
*Student/Magic Apple*

**Janice Jimenez**  
*Student/Magic Apple*

**Rama Khalsa**  
*Health Services Agency*

**Bryan Loehr**  
*Redwood Elementary*

**Vickie Morales**  
*Santa Cruz County  
Probation Department*

**Bob Munsey**  
*Crow's Nest*

**Dee O'Brian**  
*Walnut Avenue  
Women's Center*

**Dennis Osmer**  
*Energy Services*

**Laura Segura-Gallardo**  
*Watsonville Parks  
and Recreation*

**Larry Tierney**  
*Park Maintenance*

**Siri Vaeth**  
*Big Brothers/Big Sisters*

## Year 5, 1999

**Steve Belcher**  
*Santa Cruz Chief of Police*

**Pat Clark**  
*NAACP*

**Karen Delaney**  
*Volunteer Center*

**Pam Falke**

**Lisa Fraser**  
*Principal Aptos Junior High*

**Girl Scouts of the Monterey Bay Volunteers**

**John Janzen**  
*Silicon Systems*

**Majel Jordan**  
*Elderday*

**Irvin Lindsey**  
*Outdoor Science Experience*

**Mary Jo May**

**Jack O'Neill**  
*O'Neill Sea Odyssey*

**Jane Scherich**

**Michael Schmidt**  
*Santa Cruz Chamber*

**Tim Siemsen**

**Erica Terence**

**Arcadio Viveros**  
*Salud Para La Gente*

**Elisabeth Vogel**  
*Mercy Charities Housing*

## Year 4, 1998

**Patricia Arana**  
*ALTO*

**Edison Jensen**  
*Attorney*

**Susan Olsen**  
*El Pajaro Community Development*

**Linda Perez**  
*Pajaro Valley Prevention and Student Assistance*

**Maria Roman**  
*Community for Violence Reduction*

**Manny Solano**  
*Watsonville Police Department Triangle Speakers*

**Bill Watt**  
*Families in Transition*

**Sue Wilson**  
*Grandma Sue's*

**Bruce Woolpert**  
*Granite Rock*

## Year 3, 1997

**Ciel Benedetto**  
*Santa Cruz Women's Health Center*

**Dana Blumrosen**  
*Street Youth Program*

**Kimberly Carter**  
*Above the Line*

**Sharon Kinsey**  
*Volunteer*

**Erik Larsen**  
*Resource Center for Nonviolence*

**Norm Lezin**  
*Delta School*

**Mark Ligon**  
*Every Fifteen Minutes*

**Paula Mahoney**  
*Every Fifteen Minutes*

**Maria Martinez**  
*Head Start Volunteer*

**Bob McKinley**  
*Every Fifteen Minutes*

**Michael Pruger**  
*Every Fifteen Minutes*

**Maggie Reynolds**  
*Children's Alliance*

**Patty Sapone**  
*Every Fifteen Minutes*

**Ray Shurson**  
*Every Fifteen Minutes*

## Year 2, 1996

**Paul Brindel**  
*Community Action Board*

**Judy Darnell**  
*Volunteer*

**Linda Fawcett**  
*League of Women Voters*

**Andrea Garcia**  
*El Comite/Esperanza*

**Fred Keeley**  
*SCCHO*

**Nancy Macy**  
*Volunteer*

**Alan McCay**  
*SCCHO*

**Terry Medina**  
*Watsonville Police Chief*

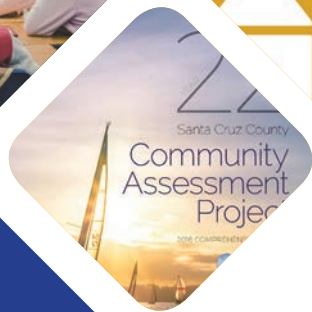
**Michael Molesky**  
*El Comite/Esperanza*

**Mónica Morales**  
*Brown Berets*

**Harvey Nickelson**  
*Coast Commercial Bank*

**Juana Ortiz-Gomez**  
*El Comite/Esperanza*

**Leonard Smith**  
*Pros for Youth*



# 25

Years of Providing  
Data for Change

# 2019 COMMUNITY HEROES



Community  
Assessment  
Project  
santa cruz county

16  
YEAR

