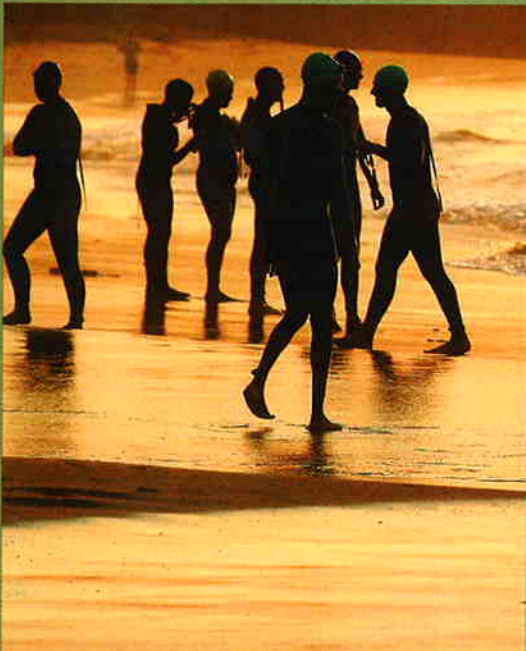


Santa Cruz County
**Community Assessment
Project**



Summary Report 2006



YEAR 12



New Community Goals Reflect Residents' Changing Perspectives



Community Assessment Project Products

Additional copies of this Summary Report are available FREE from:


United Way of Santa Cruz County
1220 41st Avenue
Capitola, CA 95010
831 479 5466

The Community Assessment Project Year 12/2006 Comprehensive Report—hundreds of pages of data and survey results—is available at the United Way. The report is also available at:

www.appliedsurveyresearch.org

Customized Reports, tailored to geographic and demographic specifications, are available by calling:

Applied Survey Research
831 728 1356

 Please recycle. 07-42



Twelve years ago, the United Way of Santa Cruz County and local leaders in public and private health, education, human service and civic organizations met to discuss how citizens could shape the future of Santa Cruz County.

The result was the Community Assessment Project (CAP), whose goal is to continually improve the quality of life for Santa Cruz County residents. The philosophy is that an organized, collaborative, community-wide approach could positively affect important aspects of community life so that growth and change would not be left to chance. Our job as the CAP Steering Committee has been to attempt to provide the most relevant insight about the needs of residents in order to point the community toward specific initiatives that will positively impact all residents.

In 2006, new Community Goals for the Year 2010 were set. Local organizations surveyed county residents to find out what was on their minds in terms of education, economy, health, natural environment, public safety and social environment.

The result of that survey and the ensuing Community Goals can be seen in the following pages, as we look to data from years past as a gauge of where we are—and what needs to be done to achieve the new goals set for the year 2010.

Thanks to the involvement of residents in surveys and discussions, these Community Goals are more true to the community than ever before. The six champion organizations—Ecology Action, Cabrillo College, Santa Cruz County Probation Department, Volunteer Center, Workforce Investment Board and Health Improvement Partnership—took local voices to heart in establishing the goals that will lead Santa Cruz County through the next four years.

But setting those goals is not enough. We must use the information at hand to find ways to work to achieve what we set in motion. It's up to community leaders and local residents to find ways to make a difference in our county, to see these goals from idea to reality.

We welcome everyone's help in this ambitious undertaking. To find out how to get involved, visit www.unitedwaysc.org and www.santacruzcountycap.org.

-CAP Steering Committee

Santa Cruz County Community Assessment Project



Summary Report 2006

CONTENTS

4	EDUCATION
6	ECONOMY
8	HEALTH
10	NATURAL ENVIRONMENT
12	PUBLIC SAFETY
14	SOCIAL ENVIRONMENT
16	COMMUNITY HEROES

Santa Cruz County Community Assessment Project Credits

STEERING COMMITTEE

Carol Adams
Dominican Hospital

Rowland Baker
County Office of Education

Donna Blitzer
UCSC

Jess Brown
Santa Cruz County Farm Bureau

Susan Brutschy
Applied Survey Research

Paula Comunelli
Community Volunteer

Judy Cox
County of Santa Cruz

Christina Cuevas
Community Foundation of Santa Cruz County

Karen Delaney
Volunteer Center

Cecilia Espinola
Human Resources Agency

Ana Espinoza
City of Watsonville

Peggy Flynn
ETR Associates

Dan Haifley
O'Neill Sea Odyssey

Tom Honig
Santa Cruz Sentinel

Mary James
Housing Authority of Santa Cruz County

Christine Johnson-Lyons
Community Action Board

Bob Kennedy
Health Services Agency

Scott Kennedy
Resource Center for Nonviolence

Rama Khalsa
Health Services Agency

Kathleen King
Pajaro Valley Community Health Trust

Kirsten Liske
Ecology Action

Mario Maldonado
City of Watsonville

Paul O'Brien
Santa Cruz Community Counseling Center

Rock Pfothenhauer
Cabrillo College

Kelly Pleskunas
Applied Survey Research

Elsa Quezada
CCCL

Janet Reed
Community Volunteer

Susan Rozario
Sheriff's Department

Barry C. Samuel
Santa Cruz County Parks Department

Sam Storey
Community Bridges

Susan True
First 5 Santa Cruz County

Arcadio Viveros
Salud Para La Gente Inc.

George Wolfe, MD
Community Volunteer

Kathy Zwart
Workforce Improvement Board

SPONSORED BY

AT&T

CABRILLO COLLEGE

CITY OF CAPITOLA

CITY OF SANTA CRUZ

CITY OF SCOTTS VALLEY

CITY OF WATSONVILLE

COAST COMMERCIAL BANK

COMMUNITY ACTION BOARD

COMMUNITY BRIDGES

COMMUNITY FOUNDATION OF SANTA CRUZ COUNTY

COUNTY OF SANTA CRUZ HUMAN RESOURCES AGENCY

DOMINICAN HOSPITAL

FIRST 5 SANTA CRUZ COUNTY

PAJARO VALLEY COMMUNITY HEALTH TRUST

PG&E

SANTA CRUZ COMMUNITY COUNSELING CENTER

SENIORS COUNCIL

SUTTER MATERNITY & SURGERY CENTER

UCSC

VOLUNTEER CENTER

WASTE MANAGEMENT OF SANTA CRUZ COUNTY

WATSONVILLE COMMUNITY HOSPITAL

STAFF OF THE COMMUNITY ASSESSMENT PROJECT

Mary Lou Goeke
United Way of Santa Cruz County

PROJECT MANAGEMENT

Applied Survey Research

PHOTOGRAPHY

Shmuel Thaler
Santa Cruz Sentinel

PRODUCTION

The Community Assessment Project Year 12 Summary Report was written, designed and produced by the Dominican Hospital Communications & Marketing Department:

Mike Lee
Director

Stephanie Swanburg
Editor

Jason Solis
Design/Production