

Life in Santa Cruz County *Year 13, 2007*

Community Assessment Project
Comprehensive Report



Photographs Shmuel Thaler, Santa Cruz Sentinel; Dan Coyro, Santa Cruz Sentinel;
First 5 Santa Cruz County; Holly Maclure, Applied Survey Research;
Paolo Ciccone
Report Design Applied Survey Research
Cover Design Dominican Hospital, Communications and Marketing Department
Production Print Services

Community Assessment Project Products

The Community Assessment Project's Year 13/2007 Comprehensive Report – hundreds of pages of data and survey results – is available as a book for \$28.00 at the United Way Office, 1220 41st Avenue, Capitola, CA 95010. Tel: 831-479-5466 Fax: 831-479-5477.

Customized reports, tailored to geographic, issue related, and demographic specifications, are available by contacting Applied Survey Research.

Also available at no charge is the sixteen-page color magazine (Summary Report) of the Year Thirteen, Community Assessment Project findings.

To learn more about the Community Assessment Project or to get involved please visit our website at www.santacruzcountycap.org.

About the Researcher



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

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

Watsonville Office:

55 Brennan Street
Watsonville, CA 95076
Tel: 831-728-1356 - Fax: 831-728-3374
www.appliedsurveyresearch.org

San Jose Office:

991 West Hedding Street, Suite 102
San Jose, CA 95126
Tel: 408-247-8319 – Fax: 408-260-7749
www.appliedsurveyresearch.org

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Community Assessment Project Overview

Over the past thirteen years, a consortium of public and private health, education, human service, and civic organizations convened by the United Way of Santa Cruz County have sponsored the Community Assessment Project of Santa Cruz County (CAP), a collaborative project to measure and improve the quality of life in Santa Cruz County over this thirteen year period.

The goal of CAP is to continually improve the quality of life for Santa Cruz County residents by:

- raising public awareness of human needs, changing trends, emerging issues, and community problems;
- providing accurate, credible and valid information on an ongoing basis to human service planners, and those providing funds;
- providing information for individual institutions to guide decision-making about creation, management and redesign of programs; setting community goals using measurable quality of life indicators that will lead to positive healthy development for individuals, families, and communities; and
- supporting and assisting with the establishment of collaborative action plans to achieve the community goals.

The Community Assessment Project's philosophy, envisioned by its founders and steering committee, 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 and serendipity. The CAP Steering Committee has attempted 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.

Applied Survey Research (ASR), a not-for-profit social research firm, was originally contracted by the United Way to incorporate best practices from other assessment efforts across the nation into a community assessment model that would provide public and private

interests with clear information about past trends and current realities. Under the guidance of the CAP Steering Committee, ASR continues to manage the project, collecting secondary (pre-existing) data and conducting the annual community survey through 2003 and a bi-annual community survey after 2003 for primary (original) data. The CAP, one of the originators of community report cards thirteen years ago, continues to be recognized for its community involvement, sustainability, and methodology. One of the successes of the CAP has been the implementation of annual measurement and reporting.



The Santa Cruz County CAP was chosen in 2007 as an example of one of the best community indicator projects in the United States; the project won first place in the 2007 Community Indicators Consortium Innovation Awards sponsored by the Brookings Institution in Washington D.C.

The Santa Cruz County CAP is also profiled in a new book about best practices in community indicator projects throughout the world.¹ The United States General Accounting Office (GAO) has mentioned the Santa Cruz County CAP project in one of their reports about best practices for indicator reports and staff of the GAO interviewed CAP stakeholders and ASR staff about the history of the CAP.

We wish to acknowledge all of those individuals serving on the Steering Committee whose commitment of time, resources, and expert counsel have guided the CAP over the past thirteen years. A project of this scale requires financial support. A special thank you is extended to the generous financial sponsors of the CAP. (See the lists of Steering Committee Members and CAP Sponsors later in this section.)

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

Model Summary

The CAP community assessment model, now implemented for its thirteenth year, provides a comprehensive view of the quality of life in Santa Cruz County. It is based on credible primary data and secondary data that are gathered for a series of indicators in six areas: Economy, Education, Health, Public Safety, the Natural Environment, and the Social Environment. The Comprehensive Report is a tool for concerned citizens from the private and public sectors to come together to review the numbers and turn them into a picture of where our County is headed. While the Comprehensive Report is the culmination of one year's activity, it outlines the trends over time and helps to lay the groundwork for planning and community action.

The CAP has nurtured and encouraged a common community focus by establishing Community Goals for improvement. There are several goals for each of the six topical areas of Economy, Education, Health, Public Safety, the Natural Environment, and the Social Environment. Progress toward these goals has been tracked each year through measurable quality of life indicators. An analysis of trends towards the achievement of the Community Goals is presented as summaries at the beginning of the subject chapters of the Comprehensive Report.

The Community Goals for the year 2010 have been determined involving more than 1,000 community members, stakeholder groups, and organizations. Committed groups and organizations are now being solicited to champion the community involvement necessary to achieve the Community Goals. The following groups led the community goal-setting process: The Workforce Investment Board, The Volunteer Center, Ecology Action, The Health Improvement Partnership Council, the County Probation Department, and representatives of Cabrillo College. To become and see what progress has been made, visit www.santacruzcountycap.org.

As mentioned previously, one of the primary purposes of CAP is to encourage collaborative community action that will positively impact the Community Goals. The Committee is pleased to note that

community action has occurred at the individual organizational level as well as the community group level over this twelve-year period.

Early in the CAP findings, the Steering Committee found that Santa Cruz County youth were using drugs and alcohol above state and national averages. To redirect youthful experimentation away from drugs and alcohol, Together for Youth/Unidos Para Los Jovenes was convened and began its outreach and educational programs.

Another collaborative created due to CAP findings is Go for Health!. The Go for Health! goals are to increase healthy eating and regular physical activity for all children and youth in Santa Cruz County, and reduce the incidence of those who were obese or overweight. CAP data showed an alarming number of local children and youth who were overweight and obese, and in order to address this public health crisis, the Go for Health! collaborative was created. Go for Health! has a five year plan to promote healthy eating and regular physical activity, and has over 150 member organizations working to achieve the 24 outcomes set forth in the plan.

To support the CAP goal: Students will graduate from high school job-ready or prepared for higher education, the Santa Cruz County Children's Network (Network) developed the Got School? project. The mission of the Santa Cruz County Children's Network is to improve opportunities for all young people and their families. By focusing on the early years of schooling, they hope to help students and their families bond with their schools and continue this bond as they move through their education.

CAP results regarding housing and homelessness in Santa Cruz County led to the development of the Homeless 2000 Committee. This committee convened to gain a deeper understanding of homelessness in Santa Cruz County by commissioning an in-depth Homeless 2000 Census and Needs Assessment. The final report was released in August 2000, and those data were critical in securing additional funds and other resources to further study and service homeless persons.

In March of 2005 and January of 2007, Santa Cruz County conducted the Santa Cruz County Homeless Census as part of a U.S. Department

of Housing and Urban Development (HUD) mandate that every community conduct an enumeration of their street homeless every two years. In addition to providing Santa Cruz County with an updated census of the homeless population, this study enabled the County to track the progress of homeless services in eliminating homelessness, and to identify trends within the County's homeless population between 2005 and 2007.

Throughout the years of CAP surveys, we found that thousands of families were without access to regular medical and dental care. Latinos especially went without these services. The Central Coast Alliance for Health (Alliance) as it is now known, became the HMO for Medi-Cal eligible individuals and improved access to health care. More recently, First Five Santa Cruz, the County of Santa Cruz, Community Foundation, United Way, Alliance, hospitals and others have joined together in formation of the Healthy Kids Health Plan to provide health insurance to children.

The CAP has annually honored community heroes, special individuals whose efforts help move Santa Cruz County toward the achievement of the community goals. These true-life heroes can be found throughout the community and are wonderful examples of making Santa Cruz County a better place to live. A special thank you goes to the Santa Cruz Sentinel, our local newspaper, for sponsoring the selection of the annual Community Heroes (see the lists of both past and present CAP Community Heroes at the end of this section).

Quality of Life Indicators

The CAP community assessment model relies on indicators as the primary measures to illustrate the status of a system or issue that might otherwise be too large and complex to understand. 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 over one hundred quality-of-life indicators. These committees were represented by a rich

mixture of professionals, advocates, and community volunteers, all of whom were experts in the respective areas under review.

The TACs used special criteria to develop the quality of life indicators used for this project. These criteria stipulated that indicators need to be understandable to the general user and the public, responsive quickly and noticeably to change, relevant for policy decisions, and available annually.

Key Quality of Life Indicators

In addition to quality of life indicators, this community assessment model also uses Key Indicators to present a snapshot of the changing conditions in each area. This snapshot is meant to be readily understood by the general public. The Key Indicators are not necessarily the most important quality of life indicators, but the most indicative of the overall condition of that particular subject area. If Key Indicators are improving or worsening, it is likely that trends in the whole area are moving in the same direction.

Primary Data

Indicator Selection

Measures of community progress depend upon consistent, reliable, and scientifically accurate sources of data. As noted previously, one of the types of data gathered for this project is primary data. The central 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. For instance, in the area of public safety, crime rates may be going down while perceptions of danger are going up.

For this reason, Applied Survey Research conducts a telephone survey, in both English and Spanish, with over 700 randomly selected County residents. The intent of the survey is to measure the opinions, attitudes, desires, and needs of a demographically representative sample of the County's residents. Respondents are asked open-ended questions as well as questions that present confined options. It should be noted that

the telephone survey was not conducted in 2004, but resumed again in 2005 and 2007 and will be conducted bi-annually hereafter.

Sample Selection and Data Weighting

In 2007, telephone contacts were attempted with a random sample of residents 18 years or older in Santa Cruz County. Potential respondents were selected based on phone number prefixes, and quota sampling was employed to obtain the desired geographic distribution of respondents across the North and South County areas and the San Lorenzo Valley. Surveys were completed with 711 respondents in the County, and each completed survey took an average of 18.5 minutes.

As mentioned above, quotas were used with respect to respondents' location of residence. The quotas were designed to obtain sufficient samples to allow generalization to the overall population within each of the three geographic areas (North County, South County, and the San Lorenzo Valley). This method of sampling necessitated an over-sample of the San Lorenzo Valley, relative to its proportion of the population of the entire County. This over-sampling of San Lorenzo Valley also allowed for reliable comparisons with the other two regions, and with respect to the overall survey results, was compensated for through a process of data weighting.

Data from the CAP year 13 survey were "weighted" along several demographic dimensions prior to data analysis. Data weighting is a procedure that adjusts for discrepancies between demographic proportions within a sample and the population from which the sample was drawn. For example, within the CAP year 13 survey, the sample was 57.3% female and 42.7% male, whereas the population in Santa Cruz County is very near to evenly split between the two genders. When the data are weighted to adjust for the over-sampling of females, answers given by each female respondent are weighted slightly downward, and answers given by each male respondent are weighted slightly upward, thus compensating for the disproportionate sampling.

The survey data for CAP year 13 were simultaneously weighted along the following demographic characteristics: gender, ethnicity, and

geographic location. Weighting for both ethnicity and gender was performed to be region-specific (based on 2000 Census data) to account for differences across the three regions of Santa Cruz County. The weighted data were used in the generation of the overall frequency tables, and all of the cross-tabulations, with the exception of the regional comparisons. For the regional comparisons, the regional weights were dropped so that the San Lorenzo Valley oversample could be utilized.

Two important characteristics of weighted data need to be mentioned. First, within a weighted data set, the weight 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. Further, the weights that are produced are fractional, and the counts within frequency tables are of these individual-specific fractional values rather than counts of individuals, considering each respondent equally.

Sample Representativeness

We are 95% confident that the opinions of survey respondents do not differ from those of the general population of Santa Cruz County by more than +/- 3.7%. This "margin of error" is useful in assessing how likely it is that the responses observed in the sample would be found in the population of all residents in Santa Cruz County if every resident were to be polled. For example, within the CAP year 13 sample, 88.8% of respondents indicated that they have health insurance. Therefore, we are 95% confident that across all residents of Santa Cruz County the percentage of people that have health insurance is between 85.1% and 92.5% (88.8% +/- 3.7%).

The geographic quota sampling produced a confidence interval of +/- 6.5% at the level of each of the three geographic regions (North County, South County, and the San Lorenzo Valley). This confidence interval can be applied when examining the results of the regional comparisons.

It is important to note that the margin of error is increased as the sample size is reduced. This becomes relevant when focusing on particular breakdowns or subpopulations in which the overall sample is broken down into smaller groups. In these instances, the margin of error will be larger than the initially stated interval of 3.7%; this margin of error only applies to the overall sample.

It should be understood that all surveys have subtle and inherent biases. ASR has worked diligently with the project committee to reduce risks of bias and to eliminate identifiable biases. One remaining bias in this study appears in the area of respondent self-selection, the capturing of opinions only of those willing to contribute approximately 20 minutes of their time to participate in this community survey.

Data Analysis

Significance testing on the overall CAP year 13 data was performed using chi-square tests in combination with confidence interval estimations, to determine whether differences observed within the CAP year 13 data would be likely to be expected across the population of the entire Santa Cruz County. An asterisk indicates when statistically significant differences were found in the overall survey data. In addition, a detailed listing of questions with statistically significant findings is included in the appendix.

Analysis of Breakdowns

Significance testing between subpopulations in the CAP year 13 report was conducted using confidence interval comparisons. For each comparison tested, 95% confidence intervals were calculated for the proportions observed in each of the groups (e.g., the percentages of males and females who have health insurance, respectively). These confidence intervals represent the interval within which we have 95% confidence that the population proportion for each group would be found. If the confidence intervals around the proportions of the groups being compared (males vs. females) do not overlap, statistical significance is reported. This means that we would be 95% confident that a difference would exist in the population between the

proportion of men who would respond “yes” and the proportion of women who would respond “yes” to this question. In a similar manner, this type of statistical testing for significant differences between groups was performed for all possible comparisons in cross-tabulations containing more than two groups. For example, in the region breakdown, each of the following comparisons was tested: South County vs. North County, South County vs. San Lorenzo Valley, and North County vs. San Lorenzo Valley. An asterisk indicates when significant differences were found in the survey data, and asterisks are provided identifying which specific comparisons were significant. In addition, a listing of sub-group comparisons specifying which were found to be statistically significant is included in Appendix II.

When a cross-tabulation is performed, only those respondents for whom we have information on the variable of interest are able to be included. For example, if a respondent does not provide his/her age, we could not include this person in our age cross-tabulation. Therefore, the number of respondents included in a cross-tabulation will often be less than the overall number of respondents who completed the survey. In general, it is not uncommon for respondents to not answer every question on a survey.

Secondary Data

Secondary data are collected from a variety of sources, including but not limited to: the U.S. Census; federal, state, and local government agencies; academic institutions; economic development groups; health care institutions; libraries; schools; local police, sheriff and fire departments; and computerized sources through online databases and the Internet.

Note on Population Figures

Unless otherwise noted, population data are drawn from the California Department of Finance’s annual estimates for January of each year.

California Health Interview Survey, 2001, 2003, and 2005

Some responses from the California Health Interview Survey (CHIS) are included in the Health section in this report. CHIS is the largest health survey of its kind in the nation. Further, CHIS is the largest telephone survey in California. The major areas covered in the survey include health-related behaviors, health insurance coverage, health status and conditions, and access to health care services. To ensure diverse populations were included in the survey, telephone interviews were conducted in six languages: English, Spanish, Chinese (Mandarin and Cantonese dialects), Vietnamese, Korean, and Khmer (Cambodian).

Data Presentation

As was begun with Year 6, demographic breakdowns of survey results are presented on the web rather than in the report. (The overall results continue to remain in the report, and demographic comparisons on key indicators appear throughout the document.) Question-by-question cross-tabulations for ethnicity, region, age, gender and income are available on the Applied Survey Research Website at: www.santacruzcountycap.org or www.appliedsurveyresearch.org.

What's New This Year

A special profile of survey data for the South County area, which includes ZIP codes 95076 and 95019, was commissioned by the Pajaro Valley Community Health Trust. These data provide a profile of South County residents. The complete report is available at the Pajaro Valley Community Health Trust website at www.pvhealthtrust.org.

What's Next?

As the Community Assessment Project enters its thirteenth year it will continue to evolve to provide the most useful and up-to-date information for the residents of Santa Cruz County to use in their community improvement initiatives.






Among the improvements include a state-of-the-art website (www.santacruzcountycap.org) that will be continuously updated as new quality of life indicators become available. Charts and graphs of the data along with the entire report can now be downloaded for reports and funding proposals.

The Community Survey continues to be conducted every other year so that special studies and reports on particular community issues and population groups can be done in alternate years.

The Community Assessment Project Steering Committee and financial sponsors have affirmed their commitment to provide the most accurate information available so that the people of Santa Cruz County can continue their efforts to make the quality of life here the best it can be.

Legend

No. County	North County – includes Bonny Doon, Capitola, Davenport, Live Oak, Santa Cruz, Scotts Valley and Soquel.
So. County	South County – includes Aptos, Corralitos, Freedom, La Selva Beach, Pajaro and Watsonville.
SLV	San Lorenzo Valley – includes Ben Lomond, Boulder Creek, Brookdale, Felton, Lompico, Mount Hermon and Zayante.
*	Indicates statistically significant differences in survey responses between sub-groups in the 2007 telephone survey data. Absence of this symbol indicates no statistical significance differences between sub-groups for the 2007 data. For comparisons involving more than 2 groups (region, age, and income), footnotes at the bottom of the page indicate which specific comparisons are significant. Note that for the ethnicity analyses, there were three categories: Caucasian, Latino, and all others. See Appendix II for a complete list of significance testing results.

✓	Indicates a Key Indicator.
	Indicates that no new data for a particular indicator are available.
	Indicates a telephone survey question for which percentages do not total 100 because each respondent was allowed to select more than one answer.
% Change	Describes a change in value between the current and first year's data. This only applies when the data are <i>not</i> percentages or rates.
Net Change	Describes the net change between the current and first year's data.
	Denotes a telephone survey question.
	Indicates a community profile.
	Indicates data from the California Health Interview Survey (CHIS).
NA	Indicates data are not available.
- (dash)	Indicates that it would not be correct to calculate this value.

Suggested Uses of this Report

Due to the wide scope, it will take each reader some time to become familiar with the data and format of the CAP report. There is a wealth of information on a wide range of issues in each of six research areas – Economy, Education, Health, Public Safety, Natural Environment, and Social Environment. This section is provided to make the report more useful by illustrating possible applications of the data within it.

The Steering Committee recommends that each reader first review the opening page of each of the sections, which begins by listing the Community Goals specific to the content of that section. Next is a summary that includes graphs of the Key Indicators for that section, which are measures that are suggestive of the overall condition of the section's particular subject area. The summary also details noteworthy findings within each section, going beyond the Key Indicators to pull scores of items into a cohesive story.

The majority of each section contains the presentation of (primary) data from telephone surveys of County residents, as well as (secondary) data collected from hundreds of stakeholders throughout the County and beyond. This detailed information is useful not only to understand the County holistically, but also to focus on specific issues of import or interest to the reader. For example, the data may help identify new customers or emerging needs, or explain changes in the local environment that will have an impact on your business or organization.

In the following paragraphs, we present four levels at which the data gathered for this study might be utilized.

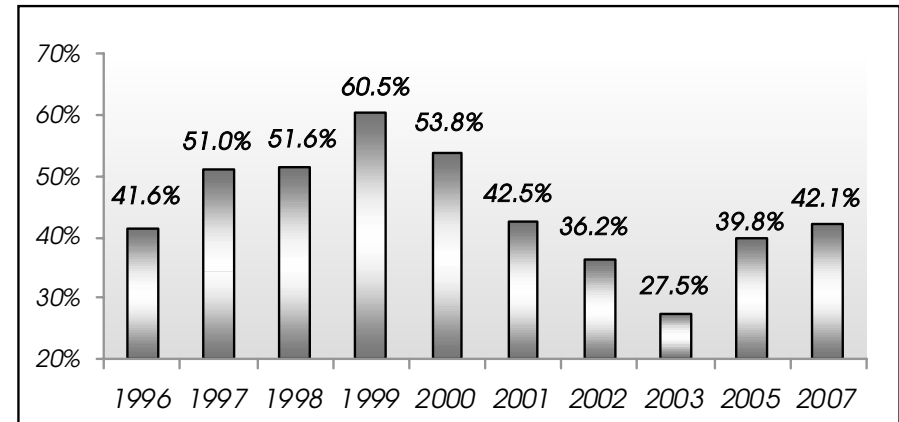
Core Information about the County and its Directions

One use of the CAP data is by citizens and visitors, as well as businesses in the area or ones considering coming here. The CAP reports summarize hundreds of issues to help understand what is unique about the County, using the most recent and powerful data available, including established sources as well as an original survey.

Trends That Impact Businesses and Organizations

While the CAP data are useful for point-in-time descriptions of various issues, the thirteen-year scope of the CAP project also allows comparisons of these snapshots across many years. Both primary and secondary data are presented across several years (as available) in table or chart form. Indeed, one of the most informative features of this report is precisely this trend data. These data allow the reader to see not only where the County is, but where it has been.

For example, consider the following bar chart which summarizes “yes” answers to the question, “Do you feel you are better off this year than last year (economically)?” from 10 years of the CAP study. These data assess respondents’ sense of their own financial well-being.



Even a quick glance shows that the percentage (or proportion, or sub-sample) who said “yes” increased at least a small amount each year from 1996 through 1999. In other words, personal perceptions of financial well-being were on the upswing for five consecutive years, with notable jumps in 1997 and 1999.

However, respondents to the 2000 survey indicated more concern about their financial well-being: The proportion who said “yes” dropped 6.7%, well before economists were predicting that the high-tech downturn would spread to other sectors and the economy in general. In 2003, the survey data show an even larger drop. The percentage of respondents who said they felt better off fell 8.7% from 2002, and fell a full 33% from 1999. Data from 2005 and 2007 show an increase in the percentage of residents reporting feeling better off economically this year than last year.

Throughout the CAP report, charts like this one are powerfully descriptive, and make it easy for the reader to visualize the data and see the path of any trends over time.

Breakdowns That Increase Understanding of Particular Subgroups

In many places, particularly with data from the telephone survey, results have also been disaggregated by ethnicity, age, gender, income, and geography. These demographic variables allow a deeper level of analysis. The combination can be powerful as well as persuasive, without needing a substantial background in statistics or mathematics.

To continue the previous example, looking at those who said “yes” they “feel... better off this year than last year (economically),” consider the percentages if we isolate each income group separately:

By Income	1999	2000	2001	2002	2003	2005	*2007
\$34,999 per year or less	42.6	39.4	42.8	30.5	22.3	28.7	37.7
\$35,000-\$65,499 per year	65.9	59.4	39.6	38.5	35.1	41.2	31.5
Over \$65,500 per year	79.5	70.9	46.5	44.4	32.4	49.7	47.9

For example, while 42.1% of the sample as a whole said “yes,” only 37.7% of those earning \$34,999 or less per year, and 31.5% of those earning between \$35,000 and \$65,499 annually, said “yes.” In other words, residents with lower and middle incomes were less likely than higher income groups to say they are better off this year than last. By contrast, those earning over \$65,000 annually were more likely to say “yes” (47.9%) than those earning less.

These breakdowns also allow one more step to ensure that the results are completely understood. The asterisk preceding “2007” in that table’s column heading indicates that the differences for that column are statistically significant (in this case, those earning \$65,500 or more were significantly more likely to respond “Yes” than were those earning \$35,000 - \$65,499). Every survey has a small amount of error, because a small sample is used to find out about an entire population (ASR’s scientific methods of random sampling, quota sampling, and

demographic analysis ensure that the sample is sufficient to say things about the County’s population of over 260,000 people).

Similar findings throughout the report will help service organizations, government agencies, and others to pinpoint how different parts of the County’s population are experiencing changes. For example, if we know that the recent economic pinch is harder on lower income residents, relief in the form of services or credits can be targeted at those individuals.

Similar results throughout the report might suggest regional or ethnic differences in the need for some services, which would tell providers something about the languages or locations they should target.

The entire survey and a description of statistically significant results are available in the appendix section of this report. More information about the demographic breakdowns is available on the ASR Website: www.appliedsurveyresearch.org.

Additional Data to Support or Refine Your Work

The information in each CAP report is intended for use in your own services and products, including other reports and proposals, and as a baseline for performance systems. Display graphics are available for much of the data, as are trained presenters who can speak to groups about the information within and behind this report.

Data in this report can be mixed and matched to help agencies determine their clients’ needs. Special reports can be created to reflect targeted populations, and cross-comparisons can be established with data from other projects. Please contact ASR for assistance or to contract for such deliverables.

Acknowledgments

Applied Survey Research

Project Directors: Susan Brutschy and Kelly Pleskunas

Analysts and Researchers: Angie Aguirre, Katie Albee, Laura Connery, Ken Ithiphol, Tracy Keenan, Holly Maclure, Hope Malcom Maltz, Mónica Morales, Sunya Ojure, Javier Salcedo, Abbie Stevens, Deanna Zachary

Steering Committee Members

Donna Blitzer

University of California, Santa Cruz

Jess Brown

Santa Cruz County Farm Bureau

Susan Brutschy

Applied Survey Research

Paula Comunelli

SCC Coalition for Mental Health

Judy Cox

Santa Cruz County Probation Department

Christina Cuevas

The Community Foundation of Santa Cruz County

Karen Delaney

Volunteer Center

Cecilia Espinola

County of Santa Cruz, Human Resources Agency

Peggy Flynn

ETR Associates

Mary Lou Goeke

United Way of Santa Cruz County

Dan Haifley

O'Neill Sea Odyssey

Tom Honig

Santa Cruz Sentinel

United Way

Mary Lou Goeke, Executive Director

Michelle Stephenson, Director of Administrative Services

Mary James

Housing Authority of Santa Cruz County

Christine Johnson-Lyons

Community Action Board

Bob Kennedy

County of Santa Cruz, Health Services Agency

Scott Kennedy

Resource Center for Nonviolence

Rama Khalsa

County of Santa Cruz, Health Services Agency

Kathleen King

Pajaro Valley Community Health Trust

Kirsten Liske

Ecology Action

Dave McNutt

Community Volunteer

Paul O'Brien

Santa Cruz Community Counseling Center

Doug Patrick

Special Parents Information Network

Rock Pfothenauer

Cabrillo College

Kelly Pleskunas

Applied Survey Research

Janet Reed

Community Volunteer

Edmundo Rodriquez

Watsonville Police Department

Susan Rozario

Santa Cruz County Sheriff's Office

Lucila Sanchez

City of Watsonville

Sam Storey

Community Bridges

Ellen Timberlake

County of Santa Cruz, Human Resources Agency

Susan True

First 5 Santa Cruz County

Michael Watkins

County Office of Education

George Wolfe, M.D.

Community Volunteer

Kathy Zwart

County of Santa Cruz, Human Resources Agency

Community Assessment Project Year 13 Financial Sponsors

AT&T	Community Action Board	PG&E
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City of Santa Cruz	County Office of Education	University of California, Santa Cruz
City of Scotts Valley	Dominican Hospital	The Volunteer Center
City of Watsonville	First 5 Santa Cruz County	Waste Management of Santa Cruz County
Coast Commercial Bank	Pajaro Valley Community Trust	Watsonville Community Hospital

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

2007 Community Goals & Heroes

Each year the Santa Cruz Sentinel, in association with the United Way, seeks nominations from the public of people who have worked toward meeting the CAP community goals in the past year.

The following community goals were selected by a broad cross-section of Santa Cruz County residents to guide decision-making, planning, and social action in the years to come. The purpose of these community goals is to focus attention and energy to improve the quality of life for the people of the County.



These community goals are generally broad in nature. Detailed action plans involving people from all sectors of the community must be developed to realize the community goals. In many ways, the community goals are interrelated. In some ways, they may even be in conflict or compete with each other for resources, energy, and attention.

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.

Front Row (seated; left to right): Tracy Freeman (TAPS); Maria Hernandez (Healthy Start); Yvette Cook; Michael Chavez; Mary Boyd

Own Row: Doris Downs (Healthy Start)

Second Row: David Brown; Georgette Dufresne; Manuel Osorio; Jennifer Hastings; Christina Cuevas

Third Row: Jorge Savala; Aleah Lawrence-Pine (Cleaner Beaches Coalition); Robert Montague; Meg Campbell; Cathy Crowe (TAPS); Cece Pinheiro; Paul O'Brien

Fourth Row: Molly Ober (Cleaner Beaches Coalition); Rock Pfothenauer; Rama Khalsa; Deborah Maddock Elston (Santa Cruz Neighbors); J.D. Sotelo (Santa Cruz Neighbors)

Fifth Row: Richard Ferdinand (Cleaner Beaches Coalition); Bob Culbertson; Kim Clary; Michael Bethke (Santa Cruz Neighbors); Mary Miller (Santa Cruz Neighbors)

Not pictured: Teresa Buika (TAPS); Ginny Clark; Laura Kasa (Cleaner Beaches Coalition); Katie LeBaron; Ruth Leon (Healthy Start); Larry Pagelar (TAPS); Stuart Rosenstein; David True

Economy

Goal 1 By the year 2010, the annual Median Family Income will increase by a higher percentage than the Bay Area Consumer Price Index.

—ROCK PFOTENHAUER
DEAN OF CAREER EDUCATION AND ECONOMIC DEVELOPMENT,
CABRILLO COLLEGE

Goal 2 By the year 2010, housing will be available and affordable to meet the needs of the local work force.

—MEG CAMPBELL
COPA LEADER

Goal 3 By the year 2010, county performance in key economic sectors such as agriculture, tourism and retail will meet or exceed the state average.

Education

Goal 1 By the year 2010, more students will be working at grade level with a curriculum that spirals in rigor throughout the K-14 system.

—YVETTE COOK
AMESTI ELEMENTARY SCHOOL

Goal 2 By the year 2010, more students will be ready for college and transfer ready from the community college into four-year colleges and universities.

—MANUEL OSORIO
CABRILLO COLLEGE

Goal 3 By the year 2010, more schools will have a pre-kindergarten program available for all children.

—DAVID BROWN
COASTAL COMMUNITY PRESCHOOL

Health

Goal 1 By the year 2010, Santa Cruz County residents will have improved access to primary, specialty and emergency medical services. Appropriate planning and training will have been accomplished for medical response to disasters.

—CHRISTINA CUEVAS
PROGRAM OFFICER, COMMUNITY FOUNDATION OF SANTA CRUZ COUNTY

—JENNIFER HASTINGS
MEDICAL DIRECTOR, PLANNED PARENTHOOD MAR MONTE/WESTSIDE
HEALTH

Goal 2 By the year 2010, 80% of health care providers will use Health Information Technology to improve patient safety, enhance health care systems efficiency, and provide community-wide secure health data to improve population health for Santa Cruz County residents.

—RAMA KHALSA, PH.D
DIRECTOR OF THE SANTA CRUZ COUNTY HEALTH SERVICES AGENCY

Goal 3 By the year 2010, 50% of Santa Cruz County residents over the age of 60 will receive education and information regarding end of life choices and opportunities; thus empowering them to make self-determined decisions regarding health care.

—GINNY CLARK
HOSPICE CARING PROJECT / FRIENDS OF HOSPICE

Goal 4 By the year 2010, the prevalence of childhood obesity in Santa Cruz County will be reduced by 5%.

—KATIE LEBARON
SANTA CRUZ COUNTY HEALTH SERVICES AGENCY

Public Safety

Goal 1 By the year 2010, crime within Santa Cruz County will continue to decrease and residents will have increased confidence in their personal safety at home and in the community.

—SANTA CRUZ NEIGHBORS

—DAVID TRUE
COMMUNITY ACTION BOARD

Goal 2 By the year 2010, children in Santa Cruz County will live in safer families and communities.

—MICHAEL CHAVEZ

—GEORGETTE DUFRESNE
WOMEN'S CRISIS SUPPORT – DEFENSA DE MUJERES

Social Environment

Goal 1 By the year 2010, more people will be educated and engaged in activities that strengthen our community and civic life.

—KIM CLARY
THE CORE

—JORGE SAVALA

Goal 2 By the year 2010, families and children will have access to the information, resources and support they need to succeed.

—RUTH LEON, MARIA CARMEN HERNANDEZ, DORIS DOWNS
HEALTHY START PROGRAM OF PAJARO VALLEY UNIFIED SCHOOL DISTRICT

—STUART ROSENSTEIN
QUEER YOUTH TASK FORCE OF SANTA CRUZ COUNTY

Goal 3 By the year 2010, all people in Santa Cruz will have a way to meet their basic needs for food, housing, health care, child care and transportation.

—ROBERT MONTAGUE
LOAVES AND FISHES

—MARY BOYD

Goal 4 By the year 2010, County residents with disabilities will be able to obtain services needed to support increasing options, pursue goals and participate in community life at levels consistent with their ability.

—CECE PINHEIRO
SPECIAL PARENTS INFORMATION NETWORK (S.P.I.N.)

Natural Environment

Goal 1 By the year 2010, the health of rivers and the ocean is improved by reducing erosion, reducing pollution and increasing summer stream flows.

—CLEANER BEACHES COALITION

—BOB CULBERTSON
WATSONVILLE WETLANDS WATCH

Goal 2 By the year 2010, open space is preserved and increased while the percentage of housing units is increased which are environmentally sound, green, affordable, and near transit and job centers.

Goal 3 By the year 2010, single-passenger auto use is reduced by improving cyclist safety, increasing miles of bike lanes and increasing use of public transportation.

—UC SANTA CRUZ TRANSPORTATION & PARKING SERVICES
DEPARTMENT (TAPS)

Community Heroes 1996-2006

Year 12, 2006

Sybil Anderson-Adams, Santa Cruz Family & Children's Services
Carmelita Austin-Schreher, ABC Health Group
Deborah Blumberg, Community Volunteer
Roberta Bristol, Community Volunteer
Maria Callejas, Coastal Community Preschool
Karina Cervantez, Community Action Board
Linda Clevenger
Jimmy Cook, Santa Cruz Family & Children's Services
Gail Cosby, Coastal Community Preschool
Roberta DePiana, Coastal Community Preschool
Patrick J. Fitz, Community Volunteer
Veronica Foos, Santa Cruz Family & Children's Services
Nancy Gimmons, Watsonville Farmer's Market
Jim Howes, Santa Cruz Police Department Public Services
Department
Suzanne Koebler
Jennifer Laskin, Teacher at Renaissance High School
Judy Leguillon, Coastal Community Preschool
Paul McGrath
Lee Mercer, Second Harvest Food Bank
Rob Mullens, Coastal Community Preschool
Jim Naragon, Families in Transition
Nell Newman, Newman's Organics
Terri Noto, Santa Cruz Family & Children's Services
Charles Paulden, Community Volunteer
Elise Perlin, Santa Cruz Family & Children's Services

Bob Rittenhouse, Community Volunteer
Eddie Rittenhouse, Community Volunteer
Linda Robinson, Ombudsman Program
Francisco Rodriguez, Pajaro Valley Unified School District
Robert Rodriquez
Marcia Soler, Coastal Community Preschool
Chris Tracy, Santa Cruz Family & Children's Services
Victoria Williams, Santa Cruz Family & Children's Services
Mardi Wormhoudt

Year 11, 2005

Foster Anderson, Shared Adventures
Austin Armstrong, Community Volunteer
Brenda Armstrong, Santa Cruz County Health Services Agency
Dave Bartlett, Court Appointed Special Advocates (CASA)
Kay Bartlett, Court Appointed Special Advocates (CASA)
Catherine Cooper, UCSC Department of Psychology
Tamara Doan, Coastal Watershed Council
Lisa Dobbins, Action Pajaro Valley
Elizabeth Dominguez, Cabrillo College
Juan Gomez, Reclaiming Futures and Friday Night Live
Clay Kempf, Regional Diabetes Collaborative
Lynda Lewit, Santa Cruz County Health Services Agency
Scott MacDonald, Santa Cruz County Probation Department
Leslyn McCallum, Train of Consciousness
Ryan McNamara, Team Member with Quest4aCure

Maria Cristina Negrete, Community Volunteer
Matt O'Brien, Team Member with Quest4aCure
Wells Shoemaker, M.D., Physicians' Medical Group
Judy Webster, Community Volunteer
Tom Webster, Community Volunteer
Carol Whitehill, Watsonville Wetlands Watch
Danielle Winkler, Team Member with Quest4aCure
Joya Winwood, Mothersong

Year 10, 2004

Luis Alejo, CRLA / Watsonville Schools
Piet Canin, Bike to Work Program
Cathy Cavanaugh, Community Bridges WIC Program
Karen Christensen, Santa Cruz County Resource Conservation District
Jinny Corneliussen, Jack Farr, and Theresa Kramer, Alzheimer's Association of Santa Cruz Volunteers
Melissa Cowles, Community Volunteer
Selby Drake, Suicide Prevention Center Volunteers
Ecology Action
Marcia "Duffy" Grant, Community Volunteer
Anita Ibarra, Community Action Board
Gail Levine, Branciforte Elementary
Elnora Lewis, Community Volunteer
Jaime Molina, County Mental Health Services
Phil Reader, Community Volunteer
Ride a Wave and Balance 4 Kids
Jerri Ross, Santa Cruz County Health Care Outreach Coalition
Patricia Schroeder, Student Health Services
Judy Williams, Community Volunteer

Year 9, 2003

Dan Cope, Special Education Local Planning Area
Don Eggleston, New School
Jill Gallo, Community Volunteer
Mary Hammer, Community Volunteer
Mas Hashimoto, Japanese American Citizens League
Roland and Violetta Law, Community Volunteers
Dean Lundholm, Pleasant Acres Tenant Association
Marcia Meyer, Childcare Ventures
Omega Nu
Yolanda Perez-Logan, Probation Department
Amy Pine, Survivors Healing Center
R.E.A.L.
Randy Repass, West Marine
Joseph Rivers, Dragonslayers
Ann Ruper, Volunteer Book Buddy
Theresa Thomae, Small Business Development Center
Phyllis and Dick Wasserstrom, Community Volunteers
George Wolfe, Community Volunteer

Year 8, 2002

Mary Balzer, SPIN
Ruth Barker, We Care Program
David Beaudry, Community Builder
Michael Bethke, Community Volunteer
Toni Campbell
Angie Christmann, Land Trust of Santa Cruz County
Jena Collier, Health Families
Daniel Dodge, Community Activist
Heather Hite

Deutron Kebebew, UCSC
Marq Lipton, Seaside Company
Ellen Moir, New Teacher Center
Jorge Sanchez, Si Se Puede
Paul Tutwiler, Volunteer
Jim Van Houten, Community Volunteer
Linda Wilshusen, Live Oak Neighborhood Organization
Martina Zamilpa, Catholic Charities

Year 7, 2001

Jane Barr, Mid Peninsula Housing
Jess Brown, Santa Cruz County Farm Bureau
Virginia Butz
Alie Carey, Y.E.S. School
Destiny Castillo, Y.E.S. School
Amy Christey, Santa Cruz County Sheriff's Department
Aurelie Clivas, San Lorenzo Valley Healthy Start
Diane Cooley, Community Volunteer
Jonathan Cornejo, Head Start
Blanca Corrales
LaRue Foster, Ombudsman
Scott Kennedy, Santa Cruz City Council
Ken Meshke
Carrol Moran, UCSC Education Partner CTR
Chrissie Morrison, Y.E.S. School
Theresa Ontiveros, Planned Parenthood
Sally Smith, Surfrider Foundation
Barbara Sprenger, San Lorenzo Valley Teen Board
Jonas Stanley, San Lorenzo Valley Healthy Start
Lillian Westerman, Santa Cruz County Office of Education
Mike Wilker, CCIC Lutheran Church

Year 6, 2000

Jay Balzar, Dientes
Steve Beedle, Santa Cruz Tech Alliance
Kathy Bernard, Pajaro Valley Housing Corporation
Janet Boss, Boys and Girls Club of Santa Cruz County
Noah Brown, Youth Services
Judy Cox, Santa Cruz County Probation Department
Pam Elders, Head Start
Aranda Guillermo, c/o Don Eggleston
Francisco Jimenez, Student / Magic Apple
Janice Jimenez, Student / Magic Apple
Rama Khalsa, Health Services Agency
Bryan Loehr, Redwood Elementary
Vickie Morales, Santa Cruz County Probation Department
Bob Munsey, Crow's Nest
Dee O'Brian, Walnut Avenue Women's Center
Dennis Osmer, Energy Services
Laura Segura-Gallardo, Watsonville Parks and Recreation
Larry Tierney, Park Maintenance
Siri Vaeth, Big Brothers / Big Sisters

Year 5, 1999

Steve Belcher, Santa Cruz Chief of Police
Pat Clark, NAACP
Karen Delaney, Volunteer Center
Pam Falke
Lisa Fraser, Principal Aptos Junior High
Girl Scouts of the Monterey Bay Volunteers
John Janzen, Silicon Systems
Majel Jordan, Elderday

Irvin Lindsey, Outdoor Science Experience

Mary Jo May

Jack O'Neill, O'Neill Sea Odyssey

Jane Scherich

Michael Schmidt, Santa Cruz Chamber

Tim Siemsen

Erica Terence

Arcadio Viveros, Salud Para La Gente

Elisabeth Vogel, Mercy Charities Housing

Year 4, 1998

Patricia Arana, ALTO

Edison Jensen, Attorney

Susan Olsen, El Pajaro Community Development

Linda Perez, Pajaro Valley Prevention and Student Assistance

Maria Roman, Community for Violence Reduction

Manny Solano, Watsonville Police Department

Triangle Speakers

Bill Watt, Families in Transition

Sue Wilson, Grandma Sue's

Bruce Woolpert, Granite Rock

Year 3, 1997

Ciel Benedetto, Santa Cruz Women's Health Center

Dana Blumrosen, Street Youth Program

Kimberly Carter, Above the Line

Sharon Kinsey, Volunteer

Erik Larsen, Resource Center for Nonviolence

Norm Lezin, Delta School

Mark Ligon, Every Fifteen Minutes

Paula Mahoney, Every Fifteen Minutes

Maria Martinez, Head Start Volunteer

Bob McKinley, Every Fifteen Minutes

Michael Pruger, Every Fifteen Minutes

Maggie Reynolds, Children's Alliance

Patty Sapone, Every Fifteen Minutes

Ray Shurson, Every Fifteen Minutes

Year 2, 1996

Paul Brindel, Community Action Board

Judy Darnell, Volunteer

Linda Fawcett, League of Women Voters

Andrea Garcia, El Comite / Esperanza

Fred Keeley, SCCHO

Nancy Macy, Volunteer

Alan McCay, SCCHO

Terry Medina, Watsonville Police Chief

Michael Molesky, El Comite / Esperanza

Mónica Morales, Brown Berets

Harvey Nickelson, Coast Commercial Bank

Juana Ortiz-Gomez, El Comite / Esperanza

Leonard Smith, Pros for Youth

Marion Taylor, League of Women Voters

Marisa Villalon-Chapman, El Comite / Esperanza