

# Economic Issues

## Community Goals

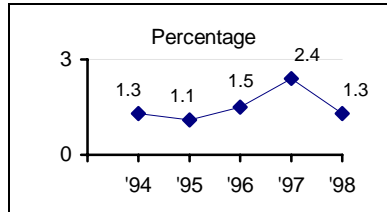
By the Year 2004, the number of jobs in Santa Cruz County will increase in proportion to the workforce.

By the Year 2004, the County's unemployment rate will be at or below the State rate.

By the Year 2004, more residents of Santa Cruz County will have access to housing they can afford.

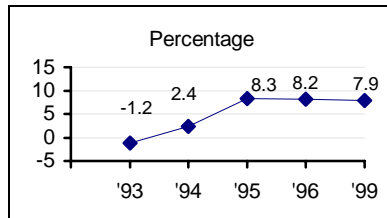
### Benchmarks

#### Net Job Growth



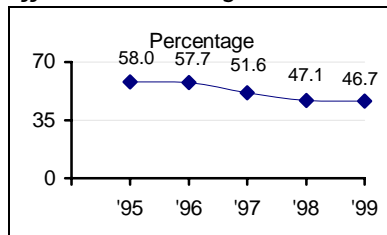
✓ Net Job growth

#### Taxable Sales



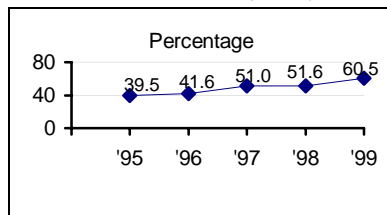
✓ Taxable sales growth

#### Affordable Housing



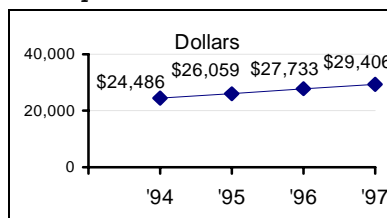
✓ Respondents reporting that the cost of housing has a big impact on their household

#### Population Reporting they are Better Off



✓ Respondents indicating they are better off economically this year than last

#### Per Capita Personal Income



✓ Per capita personal income

## **Community Quotes:**

*“Wages seem to remain stagnant as housing costs rise.”*

*“Employment is very difficult to find here. Many people are forced to choose between low paying jobs locally, or a time consuming and frustrating commute.”*

*“The disproportionate amount of money spent on housing leaves little left over for amenities provided by local businesses.”*

# Economic Summary

Economic activity in Santa Cruz County continues to be strong. From job growth to increased business activity, people feel they are better off economically this year than last. Yet, fewer job opportunities and the cost of housing remain big issues for many residents when looking at their quality of life.

The overall net job growth, as defined by the number of workers employed by Santa Cruz County industries, rose by 1.3% between 1997 and 1998, adding 1,700 new non-farm jobs over the year, with the greatest growth occurring in the service-related sectors, including retail trade (+300 jobs), business services (+400 jobs), and employment provided by social service and member organizations (+500 jobs).

Jobs associated with farm industries declined by 3.6% between 1997 and 1998 and the total gross value of agricultural crops and products plunged by 20% over the previous year. At \$230.8 million, the gross value was \$58.4 million less than the previous year's record high of \$289.2 million. Approximately \$30 million of the reduction can be attributed to the effects of El Niño, with the remaining amount attributed to foreign competition and the dynamics of the marketplace.

While our annual average employment rate declined from 7.6% to 7.3% in 1998, it is still higher than the statewide average of 5.9%. Unemployment rates recorded for the unincorporated areas and the cities of Capitola and Scotts Valley were below the state average; in the city of Santa Cruz the rate was 6.4%, and in Watsonville, the rate was considerably higher at 15.2%.

Residents of Santa Cruz County are earning more this year. While employment in various sectors has increased by 1.3% since last year, the annual payroll associated with them has increased 7.2%. The sharpest wage increase has been for persons working in the construction industry. Per capita income rose by 6% from 1997 to 1998, expanding at a higher rate than the growth experienced state and nation-wide (4.7%). Similarly, estimates of annual median family income rose to \$61,000, a 3.9% increase over the previous year. Out of the top 20 occupations with the greatest projection of growth, more than half (11) pay less than the self-sufficiency hourly wage of \$16.23 per hour for a single adult with 2 children. The Calworks average placement wage for the month of August was \$7.95, less than half of the self-sufficiency wage.

An increasing majority (60.5%) of CAP survey respondents reported that they felt economically better off this year than last. Responses to the question varied by residence location- 58.3% of North County residents, 57.6% of South County residents, and 75% of San Lorenzo Valley residents reported that they were better off. Fifty-three percent of the respondents who were Latino reported they were better off, compared to 61.8% of the respondents who were Caucasian.

Respondents felt there were more opportunities to work in the area - 66.1% of CAP survey respondents said "Yes", down from 68% who said "Yes" last year.

The most frequently cited reason for a “No” answer was the low wages paid in the area.

Tourism continued to boom as the total hotel and motel taxes collected in Santa Cruz County topped the \$6 million mark, a 9.7% increase over the previous year, indicating expansion in the visitor serving industries. Travel expenditures, local sales tax, and employment attributed to the visitor industry also increased.

Total taxable sales increased by 7.9% last year, and taxable sales per person grew by 7.2%, a higher rate of gain than recorded statewide (4.4%).

According to the *Housing Opportunity Index - National Association of Home Builders, First Quarter, 1999*, only 32% of all homes sold in the County were affordable to families who earn the median household income (\$61,000). When looking at the 10 least affordable areas in the nation in terms of housing, Santa Cruz ranks as the 2<sup>nd</sup> least affordable area, just after San Francisco.

In line with those figures, almost half (46.7%) of CAP survey respondents said that the cost of housing had a “big impact” in their household, with 48.2% indicating that one half or more of all income goes to rent/housing costs.

The value of building permits issued for commercial uses more than tripled from those recorded in 1997, growing from \$20.1 million to \$71.3 million in 1998.

The only increase in the value of building permits issued in 1998 for residential uses over the previous year was in the additions and alterations category. The value of permits issued for both new single and multi unit residential units decreased when compared to the permit valuation in 1997.

Special thanks to Susan Pearlman of the Santa Cruz County Administration Office for contributing to this summary.

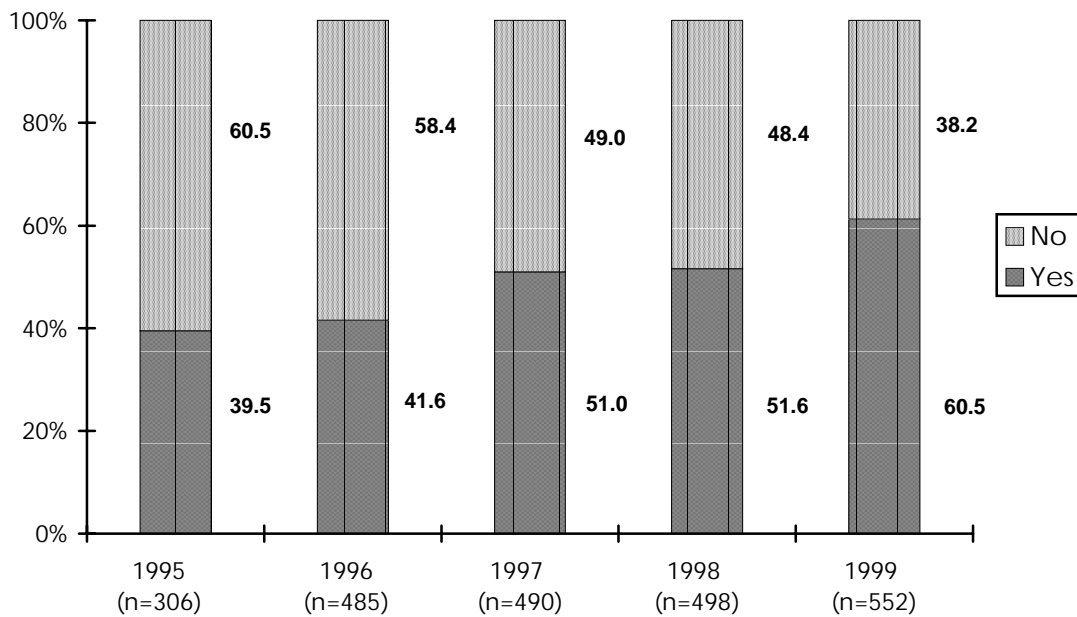
*Quality of Life  
Indicator 1*

**📞 Economic Well-being**

Reflects people's sense of economic well-being this year as compared to last year.

✓ **Benchmark Indicator**

*Do you feel you are better off this year than last year?*



*Note: Due to low numbers the “don’t know” response is not included in the graph.*

*If no, why do you feel this way? (Top three responses)*

| Response                 | 1997 | 1998 | 1999 |
|--------------------------|------|------|------|
| Cost of living increased | 35.3 | 32.4 | 39.1 |
| On a fixed income        | 17.9 | 28.2 | 26.7 |
| Less income              | 17.9 | 13.9 | 13.4 |

*Source: Santa Cruz County Community Assessment Project, Telephone Survey.*

*Quality of Life  
Indicator 1*

 **Economic Well-being (Continued)**  
**Demographic Comparisons**

*Percent of respondents who felt they were economically better off this year than last year:*

| <b>Response</b>              | <b>1998</b> | <b>1999</b> |
|------------------------------|-------------|-------------|
| Caucasian                    | 50.4        | 61.8        |
| Latino                       | 53.4        | 53.5        |
| North County                 | 45.5        | 58.3        |
| South County                 | 54.9        | 57.6        |
| San Lorenzo Valley           | 59.6        | 75.0        |
| 18-24 years of age           | -           | 59.5        |
| 25-44 years of age           | -           | 66.0        |
| 45-64 years of age           | -           | 64.0        |
| 65 and older                 | -           | 38.5        |
| Male                         | -           | 62.2        |
| Female                       | -           | 59.6        |
| Less than \$15,000 per year  | -           | 26.5        |
| \$15,000 - \$34,999 per year | -           | 52.8        |
| \$35,000 - \$64,000 per year | -           | 65.9        |
| Over \$65,000 per year       | -           | 79.5        |
| <b>Total Respondents</b>     | 498         | 552         |

*Source: Santa Cruz County Community Assessment Project, Telephone Survey.*

## Quality of Life Indicator 2

### Retail Sales

A measure of all taxable sales reported by sales outlets in Santa Cruz County indicates the level of consumer spending and confidence.

✓ **Benchmark Indicator**

#### Annual Taxable Sales by Jurisdiction, Santa Cruz County

| Jurisdiction                   | 1994               | 1995               | 1996               | 1997               | % Change   |
|--------------------------------|--------------------|--------------------|--------------------|--------------------|------------|
| Capitola                       | \$326,874          | \$363,732          | \$366,477          | \$380,811          | 3.9        |
| Santa Cruz                     | 345,553            | 499,232            | 550,962            | 605,283            | 9.9        |
| Scotts Valley                  | 131,485            | 158,168            | 164,688            | 167,624            | 1.8        |
| Watsonville                    | 274,265            | 291,177            | 307,070            | 317,738            | 3.5        |
| Unincorporated/<br>Unallocated | 584,235            | 616,399            | 698,533            | 781,953            | 11.9       |
| <b>County</b>                  | <b>\$1,780,923</b> | <b>\$1,928,708</b> | <b>\$2,087,730</b> | <b>\$2,253,409</b> | <b>7.9</b> |

Source: California State Board of Equalization, Taxable Sales in California, Thirty-Seventh Annual Report, 1998.

Note: Sales shown in thousands (000's) of dollars.

#### Annual Taxable Sales by County and State

| County       | 1994                 | 1995                 | 1996                 | 1997                 | % Change   |
|--------------|----------------------|----------------------|----------------------|----------------------|------------|
| Monterey     | \$2,981,207          | \$3,161,181          | \$3,437,830          | \$3,643,016          | 6.0        |
| San Benito   | 257,401              | 282,592              | 328,365              | 357,785              | 9.0        |
| Santa Clara  | 19,633,186           | 22,585,949           | 25,260,854           | 26,951,487           | 6.7        |
| Santa Cruz   | 1,780,923            | 1,928,708            | 2,087,730            | 2,253,409            | 7.9        |
| <b>State</b> | <b>\$285,974,711</b> | <b>\$300,956,449</b> | <b>\$321,076,250</b> | <b>\$341,091,634</b> | <b>6.2</b> |

Source: California State Board of Equalization, Taxable Sales in California, Thirty-Seventh Annual Report, 1998.

Note: Figures shown in thousands (000's) of dollars.

*Quality of Life  
Indicator 2*

## Retail Sales (Continued)

A measure of total taxable transactions per person by type of business.

### Per Capita Taxable Sales, Santa Cruz County

| Type of Business                        | 1994           | 1995           | 1996            | 1997           | % Change   |
|---|----------------|----------------|-----------------|----------------|------------|
| Apparel stores group                    | \$256          | \$248          | \$260           | \$267          | 2.9        |
| General merchandise stores              | 903            | 1,055          | 1,083           | 1,100          | 1.6        |
| Specialty stores group                  | 682            | 762            | 798             | 911            | 14.2       |
| Food stores selling all types of liquor | 323            | 306            | 331             | 347            | 4.7        |
| All other food stores                   | 194            | 196            | 188             | 197            | 5.0        |
| Packaged liquor stores                  | 97             | 104            | 105             | 106            | 0.9        |
| Eating and drinking group               | 834            | 846            | 882             | 928            | 5.2        |
| Household and home furnishings          | 134            | 125            | 133             | 150            | 12.7       |
| Household appliance dealers             | 37             | 38             | 43              | 109            | 153.9      |
| Second-hand merchandise                 | 15             | 17             | 18              | 15             | -19.6      |
| Farm and garden supply stores           | 103            | 112            | 110             | 127            | 15.7       |
| Fuel and ice dealers                    | 19             | 18             | 35 <sup>2</sup> | 14             | -96.1      |
| Building material group                 | 592            | 619            | 672             | 771            | 14.7       |
| Automotive group                        | 1,227          | 1,308          | 1,430           | 1,453          | 1.6        |
| Retail stores total                     | 5,434          | 5,767          | 6,087           | 6,571          | 7.9        |
| Business and personal services          | 377            | 402            | 442             | 471            | 6.6        |
| All other outlets                       | 1,647          | 1,818          | 1,979           | 2,074          | 4.8        |
| <b>Total all outlets</b>                | <b>\$7,458</b> | <b>\$7,986</b> | <b>\$8,507</b>  | <b>\$9,116</b> | <b>7.2</b> |

*Source: California State Board of Equalization, Taxable Sales in California, Thirty-Seventh Annual Report, 1998.*

*Note: Per capita taxable sales figures are derived by dividing taxable sales by the total population for a given area. Department of Finance figures are used for yearly population estimates.*

*Quality of Life  
Indicator 2*

## Retail Sales (Continued)

### Per Capita Taxable Sales – California

| <b>Type of Business</b>                 | <b>1994</b>    | <b>1995</b>    | <b>1996</b>    | <b>1997</b>     | <b>% Change</b> |
|---|----------------|----------------|----------------|-----------------|-----------------|
| Apparel stores group                    | \$330          | \$327          | \$342          | \$350           | 2.3             |
| General merchandise stores              | 1,042          | 1,062          | 1,071          | 1,108           | 3.5             |
| Specialty stores group                  | 823            | 888            | 967            | 1,026           | 6.1             |
| Food stores selling all types of liquor | 312            | 316            | 330            | 336             | 1.8             |
| All other food stores                   | 134            | 135            | 138            | 147             | 6.5             |
| Packaged liquor stores                  | 53             | 54             | 54             | 54              | 0.0             |
| Eating and drinking group               | 763            | 794            | 826            | 857             | 3.8             |
| Household and home furnishings          | 157            | 163            | 172            | 180             | 4.7             |
| Household appliance dealers             | 135            | 144            | 129            | 112             | -13.2           |
| Second-hand merchandise                 | 11             | 12             | 12             | 13              | 8.3             |
| Farm implement dealers                  | 48             | 52             | 55             | 59              | 7.3             |
| Farm and garden supply stores           | 49             | 53             | 57             | 59              | 3.5             |
| Fuel and ice dealers                    | 12             | 11             | 12             | 12              | 0.0             |
| Building material group                 | 409            | 419            | 437            | 475             | 8.7             |
| Automotive group                        | 1,543          | 1,633          | 1,752          | 1,740           | -0.7            |
| Retail stores total                     | 5,821          | 6,062          | 6,354          | 6,592           | 0.0             |
| Business and personal services          | 433            | 456            | 485            | 515             | 6.2             |
| All other outlets                       | 2,644          | 2,868          | 3,076          | 3,243           | 5.4             |
| <b>Total all outlets</b>                | <b>\$8,898</b> | <b>\$9,386</b> | <b>\$9,914</b> | <b>\$10,350</b> | <b>4.4</b>      |

*Source: California State Board of Equalization, Taxable Sales in California, Thirty-Seventh Annual Report, 1998.*

*Note: Per capita taxable sales figures are derived by dividing taxable sales by the total population for a given area. Department of Finance figures are used for annual population estimates (July estimates).*

*Quality of Life  
Indicator 3*

## Building Permit Valuation

Building permit valuation provides an indication of the volume of residential and commercial infrastructure development that is a component of the county's economic development.

### Santa Cruz County

| <b>Residential</b>             | <b>1994</b>      | <b>1995</b>      | <b>1996</b>      | <b>1997</b>      | <b>1998</b>      | <b>% Change</b> |
|--------------------------------|------------------|------------------|------------------|------------------|------------------|-----------------|
| Single                         | \$65,792         | \$68,398         | \$69,897         | \$99,590         | \$96,185         | -3.4            |
| Multi                          | 8,767            | 8,163            | 12,417           | 19,013           | 16,579           | -12.8           |
| Additions and Alterations      | 21,549           | 21,091           | 23,944           | 23,180           | 29,994           | 29.4            |
| <b>Total</b>                   | <b>96,108</b>    | <b>97,652</b>    | <b>106,258</b>   | <b>141,783</b>   | <b>142,757</b>   | <b>0.7</b>      |
| <b>Private Non-Residential</b> |                  |                  |                  |                  |                  |                 |
| Commercial                     | 11,659           | 5,565            | 13,905           | 20,113           | 71,294           | 254.5           |
| Industrial                     | 1,649            | —                | 970              | 2,606            | 3,926            | 50.6            |
| Other                          | 5,114            | 5,560            | 5,554            | 6,146            | 18,002           | 192.9           |
| Additions and Alterations      | 14,205           | 23,080           | 16,515           | 16,844           | 15,868           | -5.8            |
| <b>Total</b>                   | <b>32,627</b>    | <b>34,205</b>    | <b>36,944</b>    | <b>45,709</b>    | <b>109,090</b>   | <b>138.7</b>    |
| <b>Total Valuation</b>         | <b>\$128,735</b> | <b>\$131,857</b> | <b>\$143,202</b> | <b>\$187,492</b> | <b>\$251,847</b> | <b>34.3</b>     |

*Source: California Department of Finance, Construction Industry Research Board, 1998.*

*Note: Figures shown in thousands (000's) of dollars.*

*Quality of Life  
Indicator 4*

## New Business

A count of the sales tax permits issued by the State Board of Equalization to Santa Cruz County businesses over a specified period of time.

### Net Sales Permits Growth / Loss

| <b>Jurisdiction</b>           | <b>1993</b>  | <b>1994</b>  | <b>1995</b>  | <b>1996</b>  | <b>1997</b>  | <b>% Change</b> |
|-------------------------------|--------------|--------------|--------------|--------------|--------------|-----------------|
| Capitola                      | 581          | 587          | 582          | 593          | 587          | -1.0            |
| Santa Cruz                    | 1,874        | 1,952        | 2,015        | 2,101        | 2,154        | 2.5             |
| Scotts Valley                 | 516          | 506          | 518          | 508          | 511          | 0.6             |
| Watsonville                   | 970          | 985          | 994          | 916          | 956          | 4.4             |
| Other areas/ Unincorporated * | 4,923        | 5,038        | 5,051        | 5,039        | 4,810        | -4.5            |
| <b>County</b>                 | <b>8,864</b> | <b>9,068</b> | <b>9,160</b> | <b>9,157</b> | <b>9,018</b> | <b>-1.5</b>     |

*Source: California State Board of Equalization, Taxable Sales in California, Thirty-Seventh Annual Report, 1998.*

*\* County total less reported jurisdictions = remaining jurisdictions and unincorporated.*

*Quality of Life  
Indicator 5*

## Agricultural Production

Measures crop production value and vitality of the farming industry.

### Annual Crop Production Value

| <b>Crops</b>                  | <b>1994</b>    | <b>1995</b>    | <b>1996</b>    | <b>1997</b>    | <b>1998</b>    | <b>% Change</b> |
|-------------------------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| Berries                       | \$120.2        | \$108.3        | \$108.7        | \$122.2        | \$100.1        | -18.1           |
| Tree and Vine Fruits          | 9.0            | 11.5           | 12.2           | 19.2           | 10.0           | -47.7           |
| Vegetables                    | 58.8           | 60.6           | 57.1           | 61.9           | 52.5           | -15.2           |
| Nursery/ Ornamental Crops     | 43.8           | 51.8           | 63.0           | 73.1           | 56.7           | -22.5           |
| Animal Products               | 2.2            | 2.8            | 2.8            | 2.2            | 2.4            | 9.1             |
| Field Crops                   | 0.10           | 0.13           | 0.17           | 0.19           | 0.17           | -10.5           |
| <b>Total Crops Value</b>      | <b>234.0</b>   | <b>235.0</b>   | <b>244.0</b>   | <b>278.7</b>   | <b>221.8</b>   | <b>-20.4</b>    |
| Timber Farming                | 12.6           | 11.0           | 11.5           | 10.5           | 8.9            | -14.6           |
| <b>Total Production Value</b> | <b>\$246.5</b> | <b>\$246.1</b> | <b>\$255.4</b> | <b>\$289.2</b> | <b>\$230.8</b> | <b>-20.2</b>    |

*Source: County Agricultural Commissioner, Santa Cruz County Crop Report, 1999.*

*Note: Figures shown in millions (000,000's) of dollars.*

### Top 7 Crops by Production Value

| <b>Crops</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>% Change</b> |
|-------------------|-------------|-------------|-------------|-------------|-------------|-----------------|
| Strawberries      | \$93.7      | \$79.0      | \$82.5      | \$91.8      | \$72.3      | -21.2           |
| Raspberries       | 23.8        | 27.1        | 20.3        | 24.8        | 24.4        | -1.6            |
| Iceberg Lettuce   | 24.5        | 27.1        | 23.9        | 28.7        | 19.0        | -33.8           |
| Landscape Plants  | 6.5         | 6.7         | 21.8        | 25.5        | 14.3        | -43.9           |
| Roses, Hybrid Tea | 18.6        | 21.1        | 17.7        | 14.9        | 13.0        | -12.8           |
| Apples            | 8.7         | 11.0        | 11.1        | 17.0        | 9.3         | -45.3           |
| Cut Field Flowers | \$7.7       | \$6.6       | \$11.5      | \$11.5      | \$7.4       | -35.7           |

*Source: County Agricultural Commissioner, Santa Cruz County Crop Report, 1999.*

*Note: Figures shown in millions (000,000's) of dollars.*

*Quality of Life  
Indicator 6*

## Tourism and Related Impacts

Santa Cruz is a popular weekend and holiday destination, the economic impacts of which are detailed below. The transient occupancy tax measures the taxes levied on out of town visitors for lodging.

### Santa Cruz County

| Category                     | 1993      | 1994      | 1995      | 1996      | 1997      | % Change |
|------------------------------|-----------|-----------|-----------|-----------|-----------|----------|
| Total travel expenditures    | \$422,990 | \$426,330 | \$444,660 | \$477,440 | \$524,540 | 9.9      |
| Total payroll                | \$80,830  | \$81,290  | \$85,620  | \$92,740  | \$101,510 | 9.5      |
| Total employment (# of jobs) | 4,780     | 4,820     | 4,920     | 5,110     | 5,330     | 4.3      |
| Local Tax Receipts           | \$9,360   | \$9,350   | \$9,650   | \$10,610  | \$11,190  | 5.5      |
| State Tax Receipts           | \$17,310  | \$17,470  | \$18,630  | \$19,880  | \$21,830  | 9.8      |

*Source: California Trade and Commerce Agency, Division of Tourism, Travel Spending and Related Impacts, 1997.*

*Note: Values shown in thousands (000's) of dollars.*

### Transient Occupancy Tax by Jurisdiction

| City / Area    | 1993             | 1994             | 1995             | 1996             | 1997             | % Change   |
|----------------|------------------|------------------|------------------|------------------|------------------|------------|
| Capitola       | \$216.1          | \$232.1          | \$241.0          | \$262.3          | \$260.1          | -0.8       |
| Santa Cruz     | 2,392.1          | 2,176.5          | 2,227.9          | 2,570.6          | 2,710.9          | 5.5        |
| Scotts Valley  | 89.8             | 89.2             | 91.1             | 98.1             | 98.2             | 0.1        |
| Watsonville    | 220.1            | 212.0            | 223.7            | 223.8            | 272.7            | 21.8       |
| Unincorporated | 1,866.2          | 2,071.3          | 2,113.3          | 2,362.2          | 2,709.0          | 14.7       |
| <b>County</b>  | <b>\$4,804.3</b> | <b>\$4,781.1</b> | <b>\$4,896.9</b> | <b>\$5,517.0</b> | <b>\$6,050.9</b> | <b>9.7</b> |

*Source: California Trade and Commerce Agency, Division of Tourism, Travel Spending and Related Impacts, 1997.*

*Note: Values shown in thousands (000's) of dollars.*

*Quality of Life  
Indicator 7*

## Net Job Growth

A measure of workers employed by firms that are located in Santa Cruz County (and file unemployment tax), by industry.

✓ **Benchmark Indicator**

### Net Job Growth, by Industry Division, Santa Cruz County

| <b>Industry</b>                   | <b>1993</b>   | <b>1994</b>   | <b>1995</b>   | <b>1996</b>   | <b>1997</b>    | <b>1998</b>    | <b>% Change</b> |
|-----------------------------------|---------------|---------------|---------------|---------------|----------------|----------------|-----------------|
| Mining                            | 0             | 0             | 0             | 100           | 100            | 100            | 0.0             |
| Construction                      | 2,900         | 2,800         | 3,200         | 3,400         | 3,700          | 4,100          | 10.8            |
| Manufacturing                     | 12,100        | 12,000        | 12,800        | 12,700        | 12,200         | 11,900         | -2.5            |
| Transportation                    | 1,800         | 1,900         | 1,800         | 1,900         | 2,100          | 2,300          | 9.5             |
| Communications & Public Utilities | 1,000         | 900           | 700           | 800           | 900            | 900            | 0.0             |
| Trade                             | 22,700        | 22,900        | 23,400        | 23,700        | 24,600         | 24,500         | -0.4            |
| Finance, Insurance & Real Estate  | 3,300         | 3,200         | 3,100         | 3,000         | 3,300          | 3,500          | 6.1             |
| Services                          | 23,500        | 24,400        | 24,200        | 24,900        | 25,900         | 26,900         | 3.9             |
| Government                        | 16,100        | 16,300        | 16,700        | 16,900        | 17,600         | 18,000         | 2.3             |
| <b>Total: Non-farm industries</b> | <b>83,400</b> | <b>84,400</b> | <b>86,000</b> | <b>87,500</b> | <b>90,400</b>  | <b>92,100</b>  | <b>1.9</b>      |
| Farm industries                   | 12,000        | 12,200        | 11,700        | 11,700        | 11,200         | 10,800         | -3.6            |
| <b>All Industries</b>             | <b>95,400</b> | <b>96,600</b> | <b>97,700</b> | <b>99,200</b> | <b>101,600</b> | <b>102,900</b> | <b>1.3</b>      |
| Comparison: Labor Force           | 139,700       | 141,700       | 139,800       | 138,700       | 141,700        | 141,600        | -0.1            |

*Source: California Employment Development Department, Labor Market Information Division, 1999.*

*Quality of Life  
Indicator 7*

## Net Job Growth (Continued)

A measure of projected job growth for individual occupations and their median hourly wages.

### Twenty Occupations with the Greatest Projection of Growth

| <b>Occupation</b>  | <b>Number of<br/>Jobs 1995</b> | <b>Number of<br/>Jobs 2002</b> | <b>% Change</b> | <b>Median Hourly<br/>Wage, 1997</b> |
|--|--------------------------------|--------------------------------|-----------------|-------------------------------------|
| Cashiers   | 2,670                          | 3,070                          | 15.0            | \$7.34                              |
| General Managers, Top Executives                                       | 2,750                          | 3,080                          | 12.0            | \$27.92                             |
| Salespersons, Retail   | 3,520                          | 3,800                          | 8.0             | \$7.39                              |
| Waiter and Waitresses  | 1,490                          | 1,770                          | 18.8            | \$5.55                              |
| Computer Engineers   | 520                            | 750                            | 44.2            | \$34.38                             |
| Systems Analysts- Electronic Data Processing                           | 330                            | 500                            | 51.5            | \$31.17                             |
| General Office Clerks  | 2,750                          | 2,920                          | 6.2             | \$9.89                              |
| Electrical, Electronic Assemblers                                      | 550                            | 710                            | 29.1            | N/a                                 |
| Assemblers and Fabricators<br>(except machine, electrical, electronic) | 440                            | 590                            | 34.1            | \$8.16                              |
| Electrical and Electronic Engineers                                    | 410                            | 550                            | 34.1            | \$35.67                             |
| Secretaries, General   | 1,590                          | 1,730                          | 8.8             | \$12.12                             |
| Personal and Home care aides   | 270                            | 410                            | 51.9            | \$7.65                              |
| Food Preparation Workers   | 1,010                          | 1,140                          | 12.9            | \$6.38                              |
| Receptionists- Information clerks                                      | 900                            | 1,020                          | 13.3            | \$9.71                              |
| Nurses Aides, Orderlies and Attendants                                 | 990                            | 1,110                          | 12.1            | \$7.55                              |
| Financial Managers   | 650                            | 760                            | 16.9            | \$26.59                             |
| Registered Nurses  | 890                            | 1,000                          | 12.4            | \$30.99                             |
| Teachers Aides and Educational assistants,<br>Clerical                 | 850                            | 960                            | 12.9            | \$13.03                             |
| Electrical, Electronic Engineering Technicians                         | 300                            | 400                            | 33.3            | \$20.46                             |
| Teachers- Secondary School   | 730                            | 830                            | 13.7            | N/a                                 |
| <b>Total</b>   | <b>25,605</b>                  | <b>29,102</b>                  | <b>13.7</b>     | <b>* \$16.78</b>                    |

*Source: Employment Development Department, Labor Market Information, Santa Cruz County Occupations with Greatest Growth, 1995-2002, 1999.*

*Note: Average Median Wage of the top twenty jobs, 1997.*

*Quality of Life*  
*Indicator 8*

## Annual Payroll

Provides an additional indication of the vitality and value of selected major industries in the county.

### Total Combined Annual Payroll by Industry Division (in millions)

| <b>Industry</b>                                   | <b>1994</b>  | <b>1995</b>  | <b>1996</b>  | <b>1997</b>  | <b>1998</b>  | <b>% Change</b> |
|---|--------------|--------------|--------------|--------------|--------------|-----------------|
| Farm  | 195          | 192          | 208          | 243          | 232          | -4.5            |
| Mining  | 2            | 2            | 3            | 3            | 3            | 0.0             |
| Construction                                      | 83           | 99           | 112          | 119          | 149          | 25.2            |
| Manufacturing                                     | 432          | 490          | 535          | 520          | 502          | -3.5            |
| Transportation, Communications & Public Utilities | 85           | 80           | 86           | 99           | 106          | 7.1             |
| Wholesale Trade                                   | 131          | 138          | 136          | 142          | 154          | 8.5             |
| Retail Trade                                      | 267          | 282          | 291          | 322          | 357          | 10.9            |
| Finance, Insurance & Real Estate                  | 80           | 78           | 82           | 93           | 113          | 21.5            |
| Services  | 583          | 595          | 621          | 674          | 760          | 12.8            |
| Government  | 412          | 428          | 454          | 490          | 523          | 6.7             |
| <b>Total</b>                                      | <b>2,270</b> | <b>2,384</b> | <b>2,528</b> | <b>2,705</b> | <b>2,899</b> | <b>7.2</b>      |

*Source: California Employment Development Department, Labor Market Information Division, 1999.*

*Quality of Life*  
*Indicator 9*

## Median Wages for Selected Occupations

Estimates the median wages for common occupations in Santa Cruz County versus statewide

### Santa Cruz County

| <b>Job Category</b>                     | <b>1996</b> | <b>1997</b> | <b>% Change</b> |
|---|-------------|-------------|-----------------|
| Computer Engineers                      | \$33.70     | \$34.38     | 2.0             |
| Dental Hygienists                       | 32.35       | 33.15       | 2.5             |
| General Managers and Top Executives     | 27.60       | 27.92       | 1.2             |
| Accountants and Auditors                | 18.22       | 18.95       | 4.0             |
| Social Workers, Medical and Psychiatric | 15.99       | 13.47       | -15.8           |
| Truck Drivers, Heavy or Tractor-Trailer | 15.40       | 13.55       | -12.0           |
| Artists and Related Workers             | 12.97       | 14.75       | 13.7            |
| Laborers, Landscaping, and Repairers    | 12.61       | 7.70        | -38.9           |
| Secretaries, Except Legal and Medical   | 12.16       | 12.12       | -0.3            |
| Carpenters                              | 11.02       | 19.29       | 75.0            |
| General Office Clerks                   | 9.33        | 9.89        | 6.0             |
| File Clerks                             | 9.25        | 7.45        | -19.5           |
| Helpers, Laborers, and Material Movers  | 8.75        | 9.54        | 8.0             |
| Data Entry Keyers, Except Composing     | 8.21        | 9.10        | 10.8            |
| Cashiers                                | 6.38        | 7.34        | 15.0            |
| Child Care Workers                      | 6.27        | 7.20        | 14.8            |
| Cooks, Restaurant                       | \$5.76      | \$8.18      | 42.0            |

*Source: California Employment Development Department, Labor Market Information Division, 1999.*

*Quality of Life*  
*Indicator 9*

## Median Wages for Selected Occupations (Continued)

### California

| <b>Job Category</b>                     | <b>1996</b> | <b>1997</b> | <b>% Change</b> |
|---|-------------|-------------|-----------------|
| Computer Engineers                      | \$28.99     | \$29.05     | 0.2             |
| Dental Hygienists                       | 29.43       | 29.52       | 0.3             |
| General Managers and Top Executives     | 31.68       | 33.52       | 5.8             |
| Accountants and Auditors                | 18.00       | 18.07       | 0.4             |
| Social Workers, Medical and Psychiatric | 17.70       | 17.47       | -1.3            |
| Truck Drivers, Heavy or Tractor-Trailer | 13.40       | 13.84       | 3.3             |
| Artists and Related Workers             | 15.97       | 16.12       | 0.9             |
| Laborers, Landscaping, and Repairers    | 13.23       | 8.32        | -37.1           |
| Secretaries, Except Legal and Medical   | 12.23       | 13.01       | 6.4             |
| Carpenters                              | 16.42       | 16.78       | 2.2             |
| General Office Clerks                   | 9.72        | 10.07       | 3.6             |
| File Clerks                             | 7.31        | 8.05        | 10.1            |
| Helpers, Laborers, and Material Movers  | 8.86        | 8.17        | -7.8            |
| Data Entry Keyers, Except Composing     | 9.73        | 10.11       | 3.9             |
| Cashiers                                | 6.49        | 6.87        | 5.9             |
| Child Care Workers                      | 7.00        | 7.40        | 5.7             |
| Cooks, Restaurant                       | \$7.58      | \$7.87      | 3.8             |

*Source: California Employment Development Department, Labor Market Information Division, 1999.*

*Quality of Life  
Indicator 10*

## Annual Unemployment Rates

Annual unemployment rates indicate how well the labor market is able to absorb the existing supply of labor.

### Unemployment by Jurisdiction

|               | 1994 | 1995 | 1996 | 1997 | 1998 | % Change |
|---------------|------|------|------|------|------|----------|
| Aptos         | 4.7  | 4.5  | 4.0  | 3.7  | 3.5  | -5.4     |
| Ben Lomond    | 7.1  | 6.9  | 6.1  | 5.6  | 5.3  | -5.4     |
| Capitola      | 7.2  | 6.9  | 6.2  | 5.6  | 5.4  | -3.6     |
| Live Oak      | 4.5  | 4.3  | 3.8  | 3.5  | 3.3  | -5.7     |
| Rio Del Mar   | 5.2  | 5.0  | 4.4  | 4.0  | 3.9  | -2.5     |
| Santa Cruz    | 8.5  | 8.2  | 7.3  | 6.7  | 6.4  | -4.5     |
| Scotts Valley | 5.4  | 5.2  | 4.6  | 4.2  | 4.0  | -4.8     |
| Soquel        | 6.8  | 6.6  | 5.9  | 5.3  | 5.1  | -3.8     |
| Watsonville   | 19.6 | 18.9 | 17.1 | 15.8 | 15.2 | -3.8     |
| County        | 9.7  | 9.3  | 8.3  | 7.6  | 7.3  | -3.9     |
| State         | 8.6  | 7.8  | 7.2  | 6.7  | 5.9  | -11.9    |
| National      | 6.4  | 5.5  | 5.5  | 5.0  | 5.7  | 14.0     |

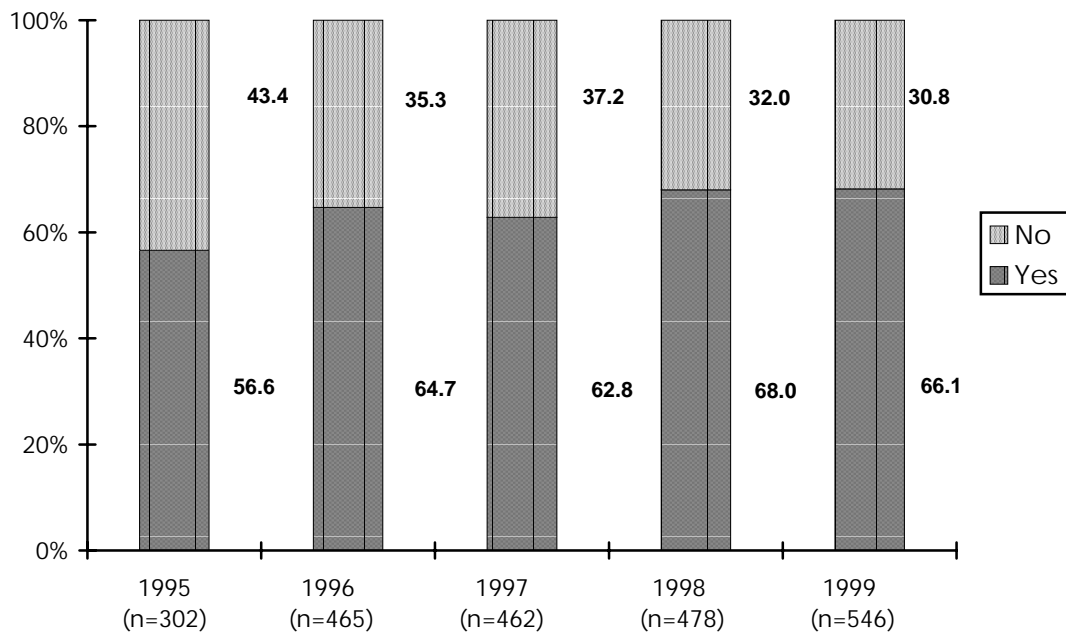
*Source: California Employment Development Department, Labor Market Information Division, 1998.*

*Quality of Life  
Indicator 11*

**📞 Job Opportunities**

Reflects residents' perceptions of whether or not they have opportunities to work in the Santa Cruz County area.

*Do you feel you have opportunities to work in this area?*



*Note: Due to low numbers the “don’t know” response is not included in the graph.*

*If no, why do you feel this way? (Top three responses)*

| Response  | 1998 | 1999 |
|---|------|------|
| Low paying jobs                                     | 31.7 | 48.4 |
| Not enough jobs                                     | 44.1 | 40.6 |
| Not enough jobs in certain fields / have to commute | 20.7 | -    |

*Source: Santa Cruz County Community Assessment Project, Telephone Survey.*

*Quality of Life  
Indicator 11*

**☎ Job Opportunities (Continued)**  
**Demographic Comparisons**

*Percent of respondents who feel they have opportunities to work in the area:*

| <b>Response</b>              | <b>1998</b> | <b>1999</b> |
|------------------------------|-------------|-------------|
| Caucasian                    | 70.3        | 66.3        |
| Latino                       | 59.3        | 64.8        |
| North County                 | 73.0        | 67.8        |
| South County                 | 61.3        | 64.9        |
| San Lorenzo Valley           | 70.5        | 57.9        |
| 18-24 years of age           | -           | 78.0        |
| 25-44 years of age           | -           | 69.6        |
| 45-64 years of age           | -           | 68.0        |
| 65 and older                 | -           | 39.7        |
| Male                         | -           | 68.4        |
| Female                       | -           | 64.9        |
| Less than \$15,000 per year  | -           | 67.2        |
| \$15,000 - \$34,999 per year | -           | 66.1        |
| \$35,000 - \$64,000 per year | -           | 64.4        |
| Over \$65,000 per year       | -           | 70.3        |
| Total Respondents            | 478         | 546         |

*Source: Santa Cruz County Community Assessment Project, Telephone Survey.*

*Quality of Life  
Indicator 12*

## Household Income

Measures income earned in Santa Cruz County compared to state and national levels.

### Per Capita Personal Income

| Income            | 1994     | 1995     | 1996     | 1997     | % Change |
|-------------------|----------|----------|----------|----------|----------|
| Santa Cruz County | \$24,486 | \$26,059 | \$27,733 | \$29,406 | 6.0      |
| State             | 23,024   | 23,983   | 25,142   | 26,314   | 4.7      |
| National          | 22,186   | 23,059   | 24,164   | 25,288   | 4.7      |

*Source: U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, 1999.*

*Note: Per capita personal income (PCPI) is calculated by dividing the total personal income by the total population for a given county. Total personal income (TPI) includes the earnings (wages and salaries, other labor income, proprietors' income); dividends, interest, and rent; and transfer payments received by the residents of Santa Cruz.*

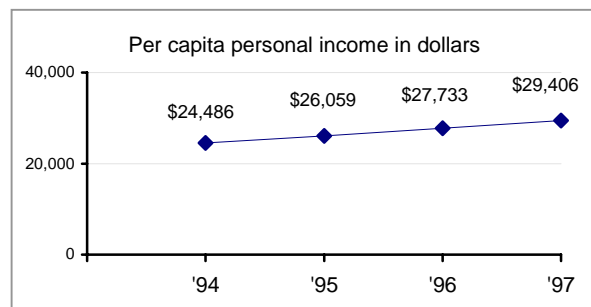
### Median Family Income

| Income            | FY 1996  | FY 1997  | FY 1998  | FY 1999  | % Change |
|-------------------|----------|----------|----------|----------|----------|
| Santa Cruz County | \$53,100 | \$55,200 | \$58,700 | \$61,000 | 3.9      |
| State             | 48,400   | 50,000   | 52,600   | 54,100   | 2.9      |
| National          | 41,600   | 43,500   | 45,300   | 47,800   | 5.5      |

*Source: U.S. Department of Housing and Urban Development, 1999.*

*Note: Median family income estimates are calculated for each metropolitan and non-metropolitan area, and are based on 1990 Census median family income estimates updated to 1999 with a combination of Bureau of Labor Statistics earnings and employment data.*

### Benchmark Snapshot




*Quality of Life  
Indicator 13*

## Household Income By Ethnicity

Santa Cruz County

| <b>Income</b>   | <b>Caucasian</b> | <b>African<br/>American</b> | <b>Am. Ind.<br/>Eskimo</b> | <b>Asian /<br/>Pacific</b> | <b>Hispanic</b> | <b>Other</b> | <b>Total</b> |
|-----------------|------------------|-----------------------------|----------------------------|----------------------------|-----------------|--------------|--------------|
| <\$5,000        | 3.3              | 0.0                         | 2.7                        | 3.2                        | 3.8             | 4.6          | 3.3          |
| \$5,000-9,999   | 7.3              | 6.6                         | 17.3                       | 3.9                        | 7.5             | 7.9          | 7.4          |
| \$10,000-14,999 | 6.4              | 18.4                        | 13.0                       | 5.0                        | 9.0             | 11.1         | 6.7          |
| \$15,000-24,999 | 14.0             | 22.6                        | 13.6                       | 19.6                       | 19.3            | 20.3         | 14.7         |
| \$25,000-34,999 | 14.3             | 18.2                        | 10.5                       | 14.8                       | 18.7            | 18.7         | 14.6         |
| \$35,000-49,999 | 18.3             | 16.1                        | 19.7                       | 19.6                       | 19.0            | 19.6         | 18.4         |
| \$50,000-74,999 | 20.1             | 11.4                        | 13.2                       | 16.4                       | 15.7            | 14.6         | 19.6         |
| \$75,000-99,999 | 8.2              | 3.3                         | 7.9                        | 10.2                       | 4.6             | 2.2          | 7.9          |
| >\$100,000      | 7.9              | 3.3                         | 2.2                        | 7.3                        | 2.2             | 1.0          | 7.4          |
| <b>Total</b>    | 100.0            | 100.0                       | 100.0                      | 100.0                      | 100.0           | 100.0        | 100.0        |

*Source: U.S. Census Bureau, 1990.*

 **New data not available**

*Quality of Life*  
*Indicator 14*

## Housing Affordability

### Trends in Median Sale Price, All Home Types

| <b>Metro Area</b>      | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>1999</b> | <b>% Change</b> |
|------------------------|-------------|-------------|-------------|-------------|-----------------|
| Santa Cruz-Watsonville | \$ 209,000  | \$ 217,000  | \$ 248,000  | \$ 273,000  | 10.1            |
| Salinas                | 168,000     | 171,000     | 186,000     | 195,000     | 4.8             |
| San Jose               | 237,000     | 260,000     | 292,000     | 325,000     | 11.3            |
| San Francisco          | 275,000     | 288,000     | 335,000     | 366,000     | 9.3             |
| National               | \$118,000   | \$120,000   | \$129,000   | \$134,000   | 3.9             |

*Source: National Association of Home Builders, Housing Opportunity Index, 1<sup>st</sup> Quarter 1999.*

*Note: Includes new, existing, condominiums and other types of homes.*

### 10 Highest Median Sale Prices in California, New Homes Only

| <b>County</b> | <b>Price</b> | <b>1997-1998<br/>% Change</b> |
|---------------|--------------|-------------------------------|
| Marin         | \$545,000    | 3.6                           |
| San Mateo     | 400,000      | -2.4                          |
| Santa Clara   | 372,000      | 2.1                           |
| Santa Cruz    | 365,000      | 20.4                          |
| Alameda       | 340,000      | 12.0                          |
| Orange        | 335,000      | 34.4                          |
| San Francisco | 318,000      | 15.2                          |
| Ventura       | 302,100      | 23.3                          |
| Los Angeles   | 292,000      | 13.6                          |
| San Diego     | 266,900      | 13.1                          |
| California    | 208,500      | 4.8                           |
| United States | \$151,600    | 3.8                           |

*Source: California Building Industry Association, "Characteristics of New Homes Sold California and Selected Counties, 1982-1998," (prepared by the Construction Industry Research Board), February 1999.*

*Quality of Life  
Indicator 14*

## Housing Affordability (Continued)

Affordability indexes describe the percentage of income which residents must spend on housing.

### Percent of Income Spent on Rent

| Income Spent on Rent           | Annual Income |                        |                        |                        |                      |
|--------------------------------|---------------|------------------------|------------------------|------------------------|----------------------|
|                                | < \$10,000    | \$10,000 -<br>\$19,999 | \$20,000 -<br>\$34,999 | \$35,000 -<br>\$49,999 | \$50,000<br>and over |
| < 20% of income spent on rent  | 1.1           | 4.3                    | 10.0                   | 28.1                   | 61.8                 |
| 20-24% of income spent on rent | 4.0           | 5.5                    | 12.6                   | 22.9                   | 22.8                 |
| 25-29% of income spent on rent | 6.9           | 5.1                    | 17.8                   | 22.6                   | 8.2                  |
| 30-34% of income spent on rent | 5.0           | 9.0                    | 15.7                   | 11.0                   | 5.3                  |
| 35% and over spent on rent     | 72.1          | 72.5                   | 40.6                   | 14.0                   | 0.3                  |
| Not computed                   | 10.5          | 3.6                    | 3.4                    | 1.3                    | 1.7                  |
| <b>Total number of renters</b> | 5,558         | 6,638                  | 9,128                  | 5,873                  | 5,482                |

Source: U.S. Census Bureau, 1990.

Note: 13,380 or 40.9% of total renters spend 35% or more of their income on rent. 16,625 or 50.8% of total renters spend 30% or more of their income on rent.

 **New data not available**

### Percent of Income Spent on Home Costs by Owners

| Income Spent on Home Costs           | Annual Income |                        |                        |                        |                      |
|--------------------------------------|---------------|------------------------|------------------------|------------------------|----------------------|
|                                      | < \$10,000    | \$10,000 -<br>\$19,999 | \$20,000 -<br>\$34,999 | \$35,000 -<br>\$49,999 | \$50,000<br>and over |
| < 20% of income spent on home costs  | 10.6          | 47.2                   | 45.6                   | 41.3                   | 45.4                 |
| 20-24% of income spent on home costs | 9.2           | 10.2                   | 7.2                    | 8.5                    | 16.6                 |
| 25-29% of income spent on home costs | 7.1           | 4.3                    | 5.7                    | 8.6                    | 13.6                 |
| 30-34% of income spent on home costs | 3.1           | 4.3                    | 6.8                    | 9.6                    | 10.1                 |
| 35% and over spent on home costs     | 57.2          | 33.3                   | 34.6                   | 31.9                   | 14.1                 |
| Not computed                         | 12.9          | 0.6                    | 0.0                    | 0.0                    | 0.2                  |
| <b>Total number of owners</b>        | 2,084         | 3,163                  | 9,128                  | 7,357                  | 19,350               |

Source: U.S. Census Bureau, 1990.

Note: 9,657 or 23.5% spend 35% or more of their income on home costs and 12,973 or 31.6% spend 30% or more of their income on home costs.

 **New data not available**

*Quality of Life  
Indicator 14*

## Housing Affordability (Continued)

### Trends in Percent Share of Homes Affordable for Median Income Families

| <b>Metro Area</b>      | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>1999</b> | <b>% Change</b> |
|------------------------|-------------|-------------|-------------|-------------|-----------------|
| Santa Cruz-Watsonville | 35.8        | 35.4        | 34.3        | 32.0        | -6.7            |
| Salinas                | 34.6        | 36.8        | 39.1        | 41.3        | 5.6             |
| San Jose               | 48.3        | 39.4        | 41.7        | 41.0        | -1.7            |
| San Francisco          | 26.4        | 23.0        | 24.8        | 21.3        | -14.1           |
| <b>National</b>        | <b>67.5</b> | <b>66.5</b> | <b>67.6</b> | <b>69.6</b> | <b>3.0</b>      |

*Source: National Association of Home Builders, Housing Opportunity Index, 1st Quarter 1999.*

### 10 Least Affordable Areas in the Nation, 1999

| <b>Area</b>  | <b>% Homes<br/>Affordable for Median<br/>Family Incomes</b> | <b>Median Family<br/>Incomes</b> | <b>Median Sales<br/>Price</b> | <b>National Rank</b> |
|--|---|----------------------------------|-------------------------------|----------------------|
| San Francisco, CA PMSA                             | 21.3  | \$72,400                         | \$366,000                     | 181                  |
| Santa Cruz-Watsonville, CA PMSA                    | 32.0  | 61,000                           | 273,000                       | 180                  |
| Eugene-Springfield, OR MSA+                        | 37.8  | 41,200                           | 128,000                       | 179                  |
| Santa Rosa, CA PMSA+                               | 40.0  | 55,900                           | 218,000                       | 178                  |
| Laredo, TX MSA*                                    | 40.6  | 30,200                           | 104,000                       | 177                  |
| San Jose, CA PMSA                                  | 41.0  | 82,600                           | 325,000                       | 176                  |
| Salinas, CA MSA+                                   | 41.3  | 49,400                           | 195,000                       | 175                  |
| Portland-Vancouver, OR-WA PMSA                     | 42.6  | 52,400                           | 158,000                       | 174                  |
| San Luis Obispo-Atascadero-<br>Paso Robles, CA MSA | 42.8  | 48,000                           | 180,000                       | 173                  |
| San Diego, CA MSA                                  | 45.3  | \$52,500                         | \$ 196,000                    | 172                  |

*Source: National Association of Home Builders, Housing Opportunity Index, 1<sup>st</sup> Quarter 1999.*

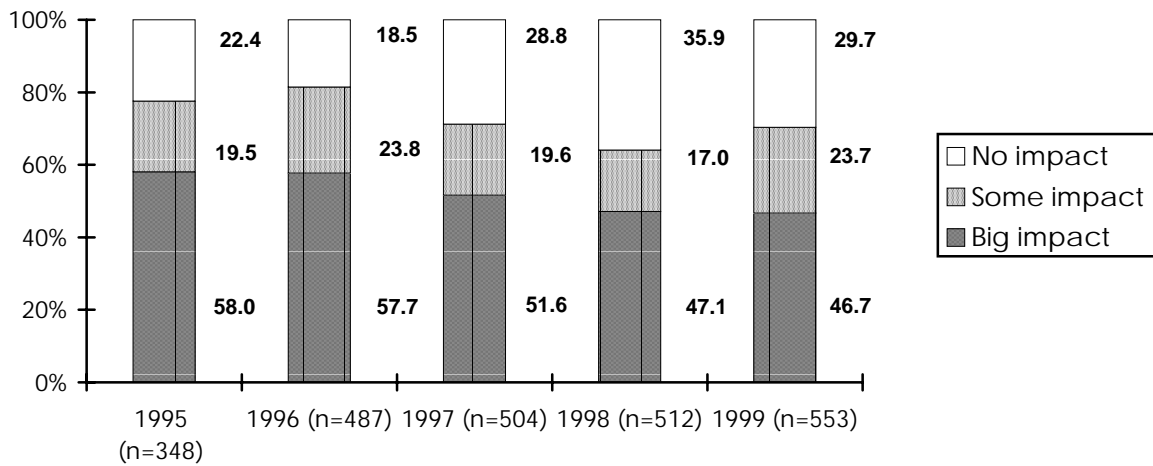
*Note: The Housing Opportunity Index (HOI) is calculated on a quarterly basis and measures the percentage of homes sold in a specific market that a family earning the median income in that market could afford to buy. The latest national HOI score means that only 32% of median priced homes are affordable to Santa Cruz County families earning the median income of \$61,000.*

*MSA refers to the metropolitan statistical area, or urban hubs surrounding certain cities. For instance, the Salinas MSA also includes surrounding cities of Monterey, Pacific Grove, etc.*

*Quality of* Benchmark Snapshot  
*Indicator 14*

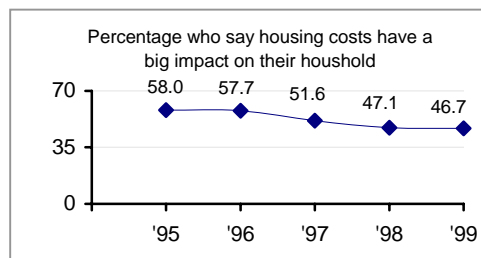
## Housing Affordability (Continued)

*How much of an impact does the cost of housing have on you and your household?*



*How does this affect your household? (Top three responses)*

| Response  | 1999 |
|---|------|
| Limits discretionary funds                      | 16.8 |
| Limits luxuries / entertainment                 | 12.1 |
| No effect/ Little effect / It's OK / Used to it | 11.3 |



*Quality of Life  
Indicator 14*

** Housing Affordability (Continued)  
Demographic Comparisons**

*Percent of respondents who say that the cost of housing has a “big impact” on them:*

| <b>Response</b>              | <b>1998</b> | <b>1999</b> |
|------------------------------|-------------|-------------|
| Caucasian                    | 43.2        | 44.8        |
| Latino                       | 60.9        | 61.2        |
| North County                 | 44.4        | 50.0        |
| South County                 | 50.8        | 45.6        |
| San Lorenzo Valley           | 45.7        | 40.0        |
| 18-24 years of age           | -           | 53.8        |
| 25-44 years of age           | -           | 60.8        |
| 45-64 years of age           | -           | 42.0        |
| 65 and older                 | -           | 12.5        |
| Male                         | -           | 44.8        |
| Female                       | -           | 48.0        |
| Less than \$15,000 per year  | -           | 64.2        |
| \$15,000 - \$34,999 per year | -           | 49.1        |
| \$35,000 - \$64,000 per year | -           | 46.3        |
| Over \$65,000 per year       | -           | 41.4        |
| <b>Total Respondents</b>     | <b>512</b>  | <b>553</b>  |

*Source: Santa Cruz County Community Assessment Project, Telephone Survey.*

*Quality of Life  
Indicator 14*

 **Housing Affordability (Continued)**

*Does one half or more of your income go to rent / housing costs?*

| <b>Response</b>          | <b>1999</b> |
|--------------------------|-------------|
| Yes                      | 48.2        |
| No                       | 50.2        |
| Don't Know               | 1.6         |
| <b>Total Respondents</b> | <b>554</b>  |

*Source: Santa Cruz County Community Assessment Project, Telephone Survey.*

*Quality of Life  
Indicator 15*

## Self Sufficiency Income Standards

Self Sufficiency Income Standards are a measure of the minimum amount of income a family needs to meet their basic needs.

### Self Sufficiency Income Standards, Santa Cruz County, 1996

| <b>Expense Category</b>       | <b>Single Adult</b> | <b>Single Adult +<br/>2 school-age children</b> | <b>Two Adults +<br/>2 school-age children</b> |
|-------------------------------|---------------------|---|---|
| Housing                       | \$ 709.00           | \$ 948.00                                       | 948.00  |
| Child care                    | 0.00                | 610.00  | 610.00  |
| Food                          | 125.00              | 355.90  | 498.00  |
| Transportation                | 114.16              | 117.81  | 231.97  |
| Medical care                  | 77.35               | 157.68  | 206.35  |
| Miscellaneous                 | 102.55              | 218.94  | 249.43  |
| Taxes                         | 261.69              | 528.07  | 597.90  |
| Earned Income Tax credit (-)  | 0.00                | 0.00  | 0.00  |
| Child Care Tax credit (-)     | 0.00                | ( 80.00 )                                       | ( 80.00 )                                     |
| Monthly self sufficiency wage | 1,389.75            | 2,856.40  | 3,261.65                                      |
| Annual self sufficiency wage  | 16,677.00           | 34,276.80                                       | 39,139.80                                     |
| Hourly self sufficiency wage  | \$7.90              | \$16.23   | \$9.27 per adult                              |

*Source: Wider Opportunities For Women, 1996.*

*Note: The Self Sufficiency Income Standard is a measure of how much money working adults need to meet their family's basic needs for housing, child care, food, transport, medical care and taxes, without any public subsidies. Otherwise stated, it is the minimum livable wage needed to become independent of welfare or other subsidies.*

*Quality of Life  
Indicator 16*

## Poverty Level

Poverty guidelines are used by government agencies to determine eligibility for public assistance.

### Federal Poverty Guidelines, by Family Size

| Family Size | Annual Income |          |          |          |          | % Change |
|-------------|---------------|----------|----------|----------|----------|----------|
|             | 1995          | 1996     | 1997     | 1998     | 1999     |          |
| 1           | \$7,470       | \$7,740  | \$7,890  | \$8,050  | \$8,240  | 2.4      |
| 2           | 10,030        | 10,360   | 10,610   | 10,850   | 11,060   | 1.9      |
| 3           | 12,590        | 12,980   | 13,330   | 13,650   | 13,880   | 1.7      |
| 4           | 15,150        | 15,600   | 16,050   | 16,450   | 16,700   | 1.5      |
| 5           | 17,710        | 18,220   | 18,770   | 19,250   | 19,520   | 1.4      |
| 6           | 20,270        | 20,840   | 21,490   | 22,050   | 22,340   | 1.3      |
| 7           | 22,830        | 23,460   | 24,210   | 24,850   | 25,160   | 1.2      |
| 8           | \$25,390      | \$26,080 | \$26,930 | \$27,650 | \$27,980 | 1.2      |

Source: Department of Health and Human Services, 1999.

*Note: The poverty thresholds are the original version of the federal poverty measure, and are based on three times the cost of a nutritionally-adequate Department of Agriculture food plan (assuming the average family spent one third of their income on food). Since 1963, annual adjustments have been based on changes in the Consumer Price Index.*

*The poverty guidelines, shown above, are the other version of the federal poverty measure. The guidelines are a simplification of the poverty thresholds to use for administrative purposes, such as determining financial eligibility for certain federal programs. However, all official poverty population figures are calculated using the poverty thresholds, not the guidelines.*

*Quality of Life*  
*Indicator 16*

## Poverty Level (Continued)

A measure of the number of people that fall below the poverty threshold and are unable to meet their basic needs.

### Poverty Rate, all Persons

|                   | 1990 | 1993 | 1995 | 1993-95<br>% Change |
|-------------------|------|------|------|---------------------|
| Santa Cruz County | 11.1 | 13.8 | 13.3 | -3.6                |
| State             | 12.7 | 17.4 | 16.5 | -4.0                |
| National          | 12.8 | 15.1 | 13.8 | -8.6                |

### Poverty Rate, all Persons under 18

|                   | 1990 | 1993 | 1995 | 1993-95<br>% Change |
|-------------------|------|------|------|---------------------|
| Santa Cruz County | 15.6 | 18.3 | 17.8 | -2.7                |
| State             | 21.3 | 26.4 | 24.3 | -8.0                |
| National          | 19.6 | 22.7 | 20.8 | -8.4                |

Source: U.S. Census Bureau, Small Area Income and Poverty Estimates, 1999.

*Quality of Life  
Indicator 16*

## Poverty Level (Continued)

### Poverty Status, by Ethnicity

| <b>Santa Cruz County</b>    | <b>Caucasian</b> | <b>African Am.</b> | <b>Am. Indian Eskimo</b> | <b>Pac. Is.</b> | <b>Other</b> | <b>Hispanic</b> | <b>All<sup>1</sup></b> |
|-----------------------------|------------------|--------------------|--------------------------|-----------------|--------------|-----------------|------------------------|
| Total Population            | 192,849          | 2,632              | 1,821                    | 8,512           | 23,920       | 46,797          | 229,734                |
| Population at Poverty Level | 17,385           | 379                | 309                      | 687             | 5,010        | 8,530           | 23,770                 |
| Percent at Poverty Level    | 9.0              | 14.4               | 17.0                     | 8.1             | 20.9         | 18.2            | 10.3                   |

Source: U.S. Census Bureau, 1990.

 **New data not available**

### Poverty Status, by Family Type

| <b>Family Characteristics</b>                                  | <b>Total</b> | <b>Married Couple</b> | <b>Male Head of House</b> | <b>Female Head of House</b> |
|--|--------------|-----------------------|---------------------------|-----------------------------|
| Total Families in Santa Cruz County                            | 54,663       | 44,125                | 2,914                     | 7,624                       |
| Number of families below poverty                               | 3,415        | 1,626                 | 163                       | 1,626                       |
| Percent of families below poverty                              | 6.2          | 3.7                   | 5.6                       | 21.3                        |
| Number of families below poverty with children < 18 years old  | 2,688        | 1,050                 | 121                       | 1,517                       |
| Percent of families below poverty with children < 18 years old | 78.7         | 64.6                  | 74.2                      | 93.3                        |

Source: U.S. Census Bureau, 1990.

 **New data not available**

<sup>1</sup> Caucasian, African American and Other ethnic categories include Hispanics.

*Quality of Life  
Indicator 17*

## Temporary Assistance for Needy Families (TANF) / CalWorks

A measure of the number public assistance recipients and their related characteristics.

| <b>Characteristics of Recipients</b> | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>% Change</b> |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|-----------------|
| Children                             | 4,282       | 7,394       | 6,861       | 5,957       | 4,707       | -21.0           |
| Persons 16+                          | 3,980       | 3,982       | 3,640       | 3,150       | 2,490       | -21.0           |
| Total Persons                        | 8,262       | 11,376      | 10,501      | 9,107       | 7,197       | -21.0           |

### **Gender of Recipients**

|               |       |       |       |       |       |       |
|---------------|-------|-------|-------|-------|-------|-------|
| Adult Females | 3,220 | 3,225 | 2,940 | 2,550 | 2,010 | -21.2 |
| Adult Males   | 760   | 757   | 700   | 600   | 480   | -20.0 |

### **Ethnicity of Recipients**

|                          |       |       |       |       |       |       |
|--------------------------|-------|-------|-------|-------|-------|-------|
| Caucasian                | 2,080 | 1,911 | 1,700 | 1,460 | 1,130 | -22.6 |
| Hispanic                 | 1,700 | 1,871 | 1,750 | 1,520 | 1,230 | -19.1 |
| African American         | 120   | 120   | 110   | 100   | 70    | -30.0 |
| Asian / Pacific Islander | 30    | 40    | 40    | 40    | 30    | -25.0 |
| Other                    | 50    | 40    | 40    | 40    | 20    | -50.0 |

### **Age of Recipients**

|       |       |       |       |       |       |       |
|-------|-------|-------|-------|-------|-------|-------|
| 16-20 | 840   | 836   | 770   | 660   | 530   | -19.7 |
| 21-44 | 2,840 | 2,827 | 2,590 | 2,250 | 1,770 | -21.3 |
| 45-54 | 240   | 239   | 220   | 190   | 150   | -21.1 |
| 55+   | 60    | 80    | 60    | 50    | 40    | -20.0 |

*Source: Employment Development Department, Labor Market Information, 1999.*

*Note: The Temporary Assistance for Needy Families (TANF) Program became effective July 1, 1997, and replaced what was commonly known as welfare (AFDC). The Welfare To Work Act of 1997, AB 1542, establishes welfare reform in California. The new program assures that welfare is a temporary support in times of crisis, rather than long term support; encourages and rewards personal responsibility and accountability by recipients; and fosters a "Work First" attitude by applying strict work requirements. The California Work Opportunity and Responsibility to Kids (CalWorks) program became effective statewide in January 1998.*

*Recipient counts are as of each month of July. The Labor Market Information division of the Employment Development Department makes estimates to derive demographic breakdowns.*

*Quality of Life  
Indicator 17*

## Temporary Assistance for Needy Families (TANF) / CalWorks (Continued)

### Welfare to Work Enrollment and Participation, 1999

| <b>Activity</b>                              | <b>Number</b> | <b>Percent</b> |
|--|---------------|----------------|
| Referred to orientation                      | 148           | 10.0           |
| Complete Orientation/ waiting for assignment | 169           | 11.0           |
| Extended Appraisal (Career Transitions)      | 148           | 10.0           |
| Barriers/ Pre-plan intensive services        | 43            | 3.0            |
| Network Center-Job Search                    | 46            | 3.0            |
| Assessment Activities                        | 46            | 3.0            |
| Employment 26-35 hours                       | 275           | 18.0           |
| Employment less than 26-35 hours             | 146           | 10.0           |
| Vocational training program                  | 203           | 13.0           |
| Basic Skills, ESL or GED                     | 32            | 2.0            |
| Mental Health in Welfare to Work plan        | 10            | 1.0            |
| Substance Abuse in Welfare to Work plan      | 5             | 0.3            |
| Domestic Violence in Welfare to Work plan    | 0             | 0.0            |
| Other personal services                      | 31            | 2.0            |
| <b>Total Participants with Active Status</b> | <b>1,525</b>  | <b>100.0</b>   |

*Source: Santa Cruz County Human Resources Agency, Welfare to Work Status Report, August 1, 1999.*

*Note: Figures are for the month of August 1, 1999*

### Welfare to Work Employment Placement profile, 1999

|  | <b>Number</b> | <b>Percent</b> |
|--|---------------|----------------|
| Employment 26-35 hours                                       | 275           | 18.0           |
| Employment less than 26-35 hours                             | 146           | 10.0           |
| Participants transferred to a Post Plan or working Full Time | 500           | 32.8           |
| Average placement wage- August                               | \$7.95        | -              |

*Source: Santa Cruz County Human Resources Agency, Welfare to Work Status Report, August 1, 1999.*

*Note: Figures are for the month of August 1, 1999*

*Quality of Life*  
*Indicator 18*

## Child Care Need

### Number and Percent Employed Mothers Who Have Preschool-age Children

| <b>San Lorenzo Valley</b>        | <b>Number</b> | <b>Percent</b> |
|----------------------------------|---------------|----------------|
| Ben Lomond                       | 201           | 18.8           |
| Boulder Creek                    | 255           | 20.4           |
| Felton                           | 132           | 12.5           |
| Los Gatos, Monte Sereno          | 448           | 16.4           |
| <b>San Lorenzo Area Subtotal</b> | <b>1,036</b>  | <b>17.4</b>    |

| <b>North County</b>                      | <b>Number</b> | <b>Percent</b> |
|--|---------------|----------------|
| Capitola                                 | 137           | 15.2           |
| Davenport / Bonny Doon                   | 1             | 12.5           |
| North Coast area                         | 791           | 19.1           |
| Santa Cruz                               | 732           | 20.6           |
| UC Santa Cruz                            | 42            | 22.2           |
| Santa Cruz                               | 154           | 14.1           |
| Santa Cruz / Graham Hill / Scotts Valley | 258           | 19.6           |
| Soquel                                   | 200           | 20.7           |
| <b>North County Subtotal</b>             | <b>2,315</b>  | <b>19.3</b>    |

| <b>South County</b>          | <b>Number</b> | <b>Percent</b> |
|------------------------------|---------------|----------------|
| Aptos / La Selva             | 407           | 14.4           |
| Freedom                      | 96            | 13.9           |
| Watsonville                  | 1,584         | 17.7           |
| <b>South County Subtotal</b> | <b>2,087</b>  | <b>16.9</b>    |

|                          | <b>Number</b> | <b>Percent</b> |
|--------------------------|---------------|----------------|
| <b>Santa Cruz County</b> | <b>5,438</b>  | <b>18.0</b>    |

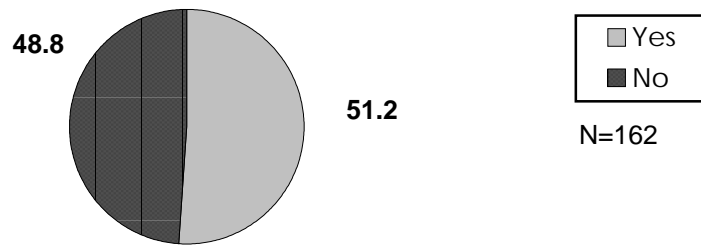
*Source: Policy Analysis for California Education, Child Care Indicators 1998.*

*Quality of Life  
Indicator 18*

**☎ Child Care**

The need for affordable child care will continue to increase as families transition off of public assistance and in to the workforce.

*Does someone care for your children in order for you to work, go to school or be in training?*



*Source: Santa Cruz County Community Assessment Project, Telephone Survey.*

*Quality of Life  
Indicator 18*

 **Child Care (Continued)**  
**Demographic Comparisons**

*Percent of respondents who have someone care for their children in order for them to work, go to school or be in training:*

| <b>Response</b>              | <b>1999</b> |
|------------------------------|-------------|
| Caucasian                    | 46.2        |
| Latino                       | 60.0        |
| North County                 | 47.4        |
| South County                 | 58.5        |
| San Lorenzo Valley           | 38.9        |
| 18-24 years of age           | 85.7        |
| 25-44 years of age           | 56.3        |
| 45-64 years of age           | 21.4        |
| 65 and older                 | 0.0         |
| Male                         | 51.0        |
| Female                       | 50.0        |
| Less than \$15,000 per year  | 73.3        |
| \$15,000 - \$34,999 per year | 56.7        |
| \$35,000 - \$64,000 per year | 56.5        |
| Over \$65,000 per year       | 36.7        |
| Total Respondents            | 162         |

*Source: Santa Cruz County Community Assessment Project, Telephone Survey.*