

Community Assessment Project  
**Community  
Report Card**  
Santa Cruz County,  
*Year 5*

*1999*

*What is the quality of life like in Santa Cruz County? Do residents feel safe? Are there enough employment opportunities? Do people feel they have access to good schools and services? Is our community healthy?*

*These are just a few of the questions that a consortium of public and private health, education, human service and civic organizations set out to answer when they began the Santa Cruz County Community Assessment Project five years ago.*

*On the following pages are selected findings that give a snapshot of the quality of life for people in Santa Cruz County today. We call it a Report Card because it can help us see our improvement and challenges with regard to specific issues over time.*

Community Assessment Project Products: The Community Assessment Project's Year 5/1999 Comprehensive Report – hundreds of pages of data and survey results is available for \$25.00 at the United Way Office, 1220 41<sup>st</sup> Avenue, Capitola, CA 95010. Tel: 831-479-5466 ▪ Fax: 831-479-5477

Customized reports, tailored to geographic and demographic specifications, are available by contacting:  
Applied Survey Research, P.O. Box 1927 - Watsonville, CA 95077  
23 East Beach Street, Suite 210 - Watsonville, CA 95076  
Tel: 831-728-1356 Fax: 831-728-3374

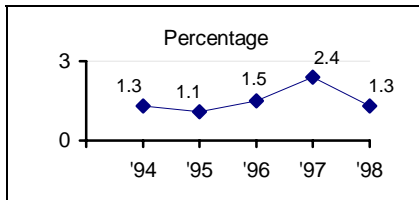
Also available at no charge are the Community Report Card and a sixteen-page color magazine (Summary Report) of the Year Five, Community Assessment Project findings.

The report is also available on the World Wide Web at: [www.appliedsurveyresearch.org](http://www.appliedsurveyresearch.org) and <http://iccs.monterey.edu>. For statewide comparisons, see The Healthy California Progress Report on the World Wide Web at: [www.ncccsf.org](http://www.ncccsf.org).

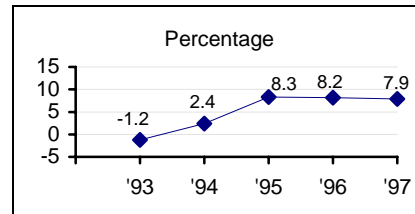
Design Sheffield Graphics

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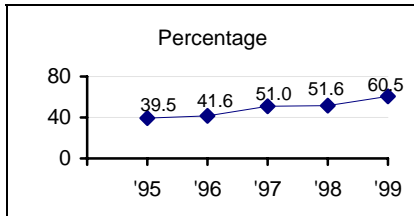
# The Economy



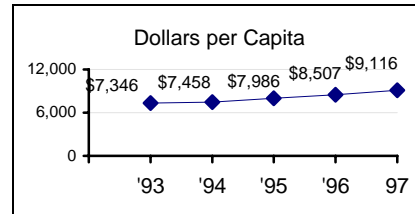
✓ Net job growth



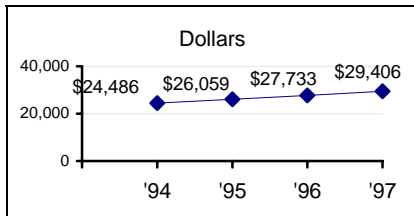
✓ Taxable sales growth



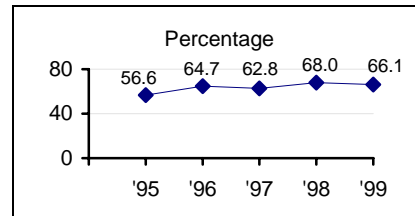
✓ Respondents indicating they are better off economically this year than last



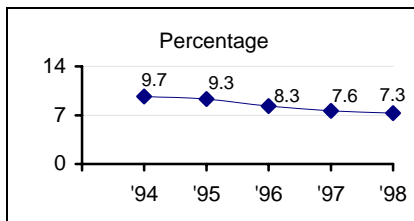
Per capita taxable sales of all outlets



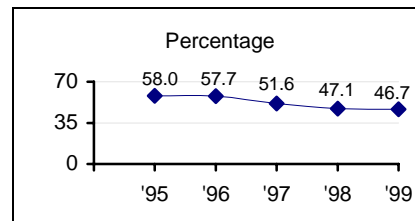
✓ Per capita personal income



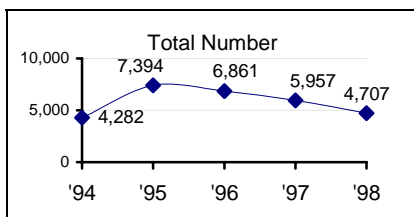
Respondents indicating that they feel they have opportunities to work in this area



County unemployment



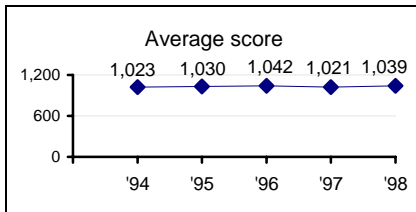
✓ Respondents reporting that the cost of housing has a big impact on their household



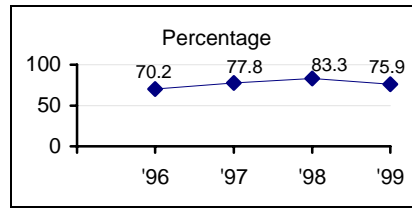
Children receiving TANF/AFDC benefits

✓ Indicates Benchmark Indicators throughout this document

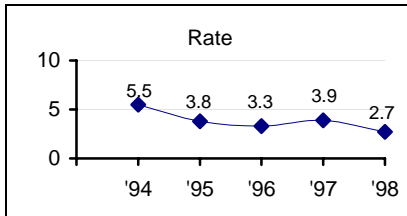
# Education



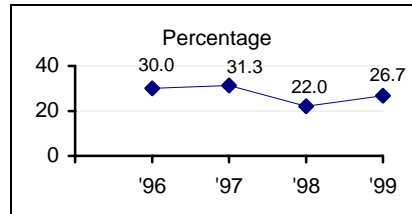
Average County SAT scores



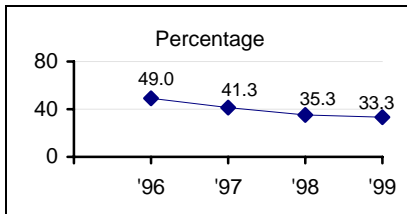
Parents reporting their child(ren)'s high school provides a safe environment for learning



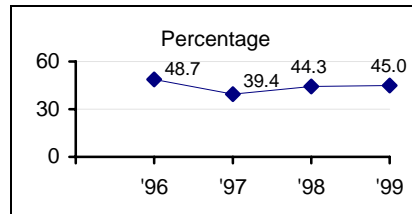
✓ High school drop out rate



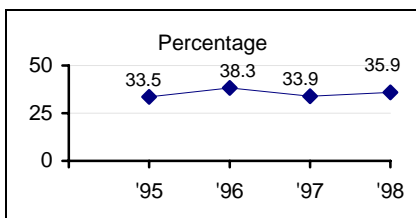
Parents reporting that they often participate in activities at their child(ren)'s middle school



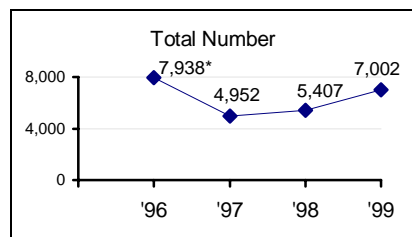
✓ Parents reporting being very satisfied with their child(ren)'s high school education



Respondents indicating that they use the library on a regular basis

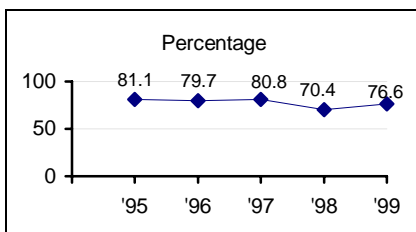


Graduates completing college prep classes



Total enrollment in all preschool and day care programs

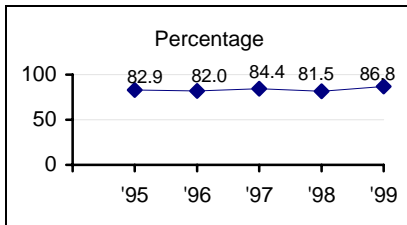
\*includes children enrolled in after school recreation programs



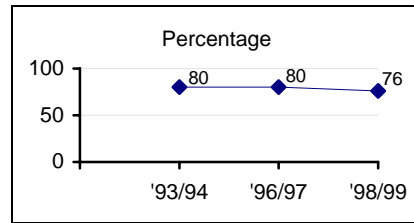
Respondents who think bilingual education is somewhat or very important

✓ Indicates Benchmark Indicators throughout this document

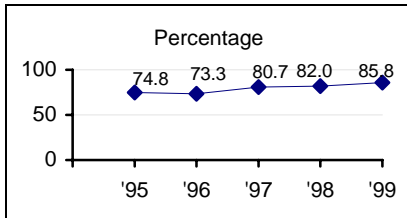
# Health



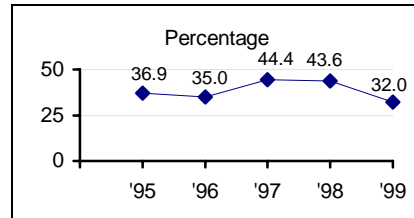
✓ Respondents reporting that they have a regular source of primary health care



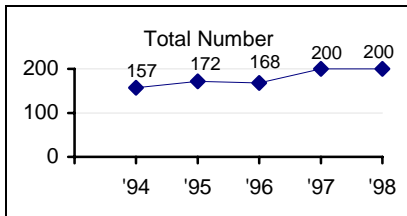
✓ Percent of eleventh graders reporting use of alcohol in the last 12 months\*



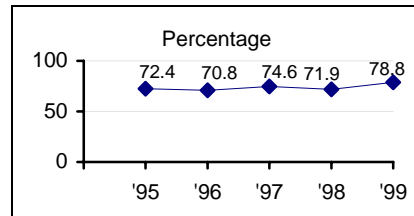
Respondents with health insurance



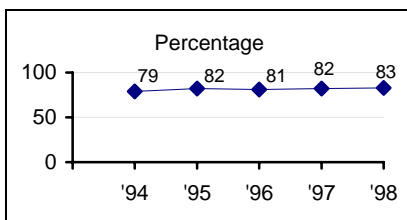
Respondents reporting that they think our community finds the use of marijuana very acceptable



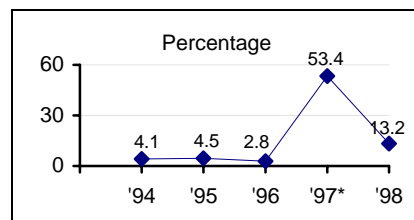
✓ Birth weight – Low weight births (under 2,499 grams)



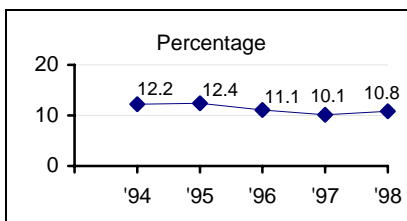
Respondents reporting that they have a regular source of dental care



Prenatal care received in the first trimester



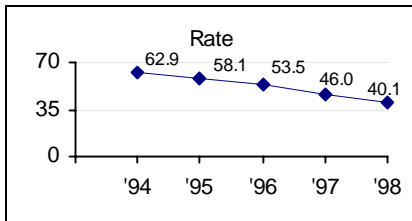
Kindergarten students needing one or more immunizations for admission to school  
\*In 1997, the State required that incoming kindergartners complete the three dose Hepatitis B vaccine series. Because this requirement is new, many children are out of compliance.



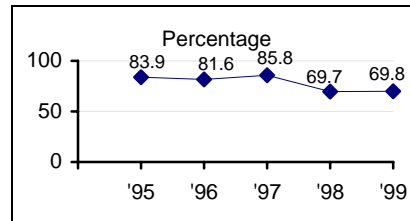
Teen Birth (percent of total births)

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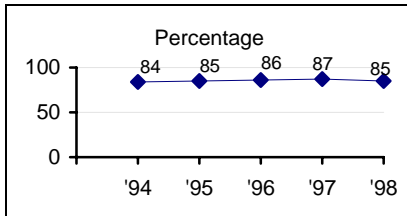
# Public Safety



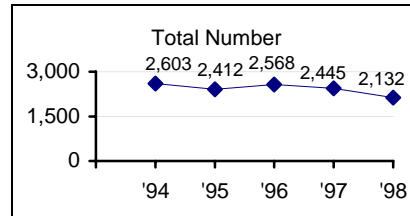
✓ Crime rate per 1,000 people



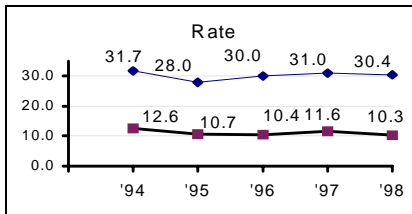
Respondents reporting that their children have a safe place to play in their neighborhood



Repeat offenders in Water Street Jail facility

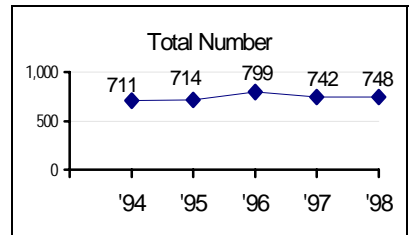


Misdemeanor DUI arrests

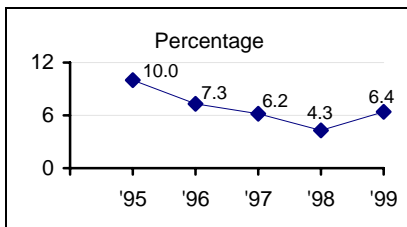


✓ Juvenile Crime Rate

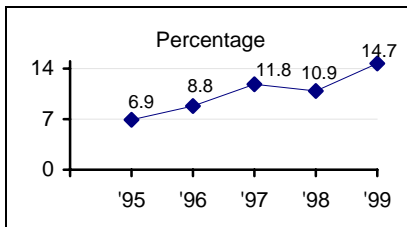
◆ Misdemeanor  
■ Felony



✓ Domestic violence calls for assistance



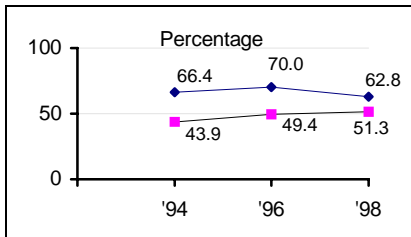
Respondents indicating that local police response is not at all effective



✓ Respondents who reported that they are not at all concerned about crime in Santa Cruz County

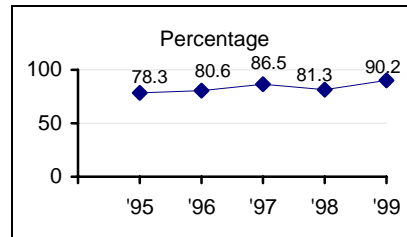
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# Social Environment Issues

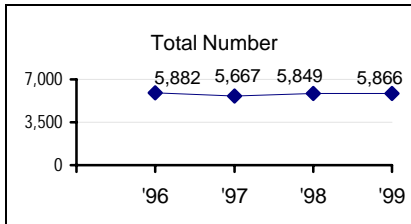


✓ Registered voter turnout for most recent state or national elections

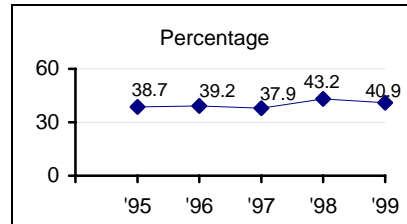
◆ General elections  
■ Primary election



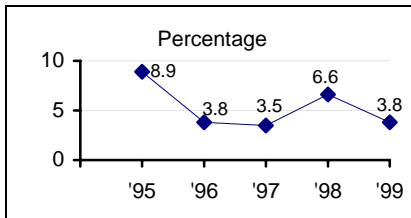
Parents reporting that their child(ren) have enough activities after school and on weekends



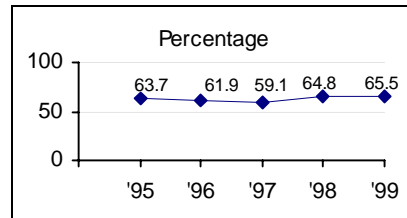
✓ Number of occupied Government-financed or Nonprofit Housing units



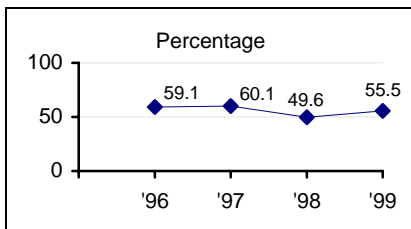
Respondents reporting that they regularly do volunteer work in the community



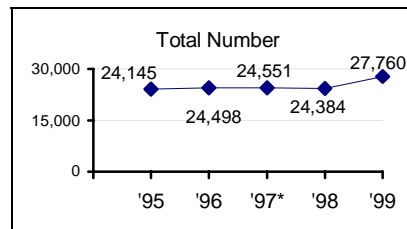
Respondents reporting that they have been without a home locally in the last 5 years



Respondents reporting that they regularly contribute money to charitable organizations

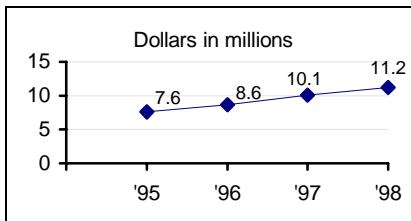


✓ Respondents reporting that racism is a problem locally



People served by Food Bank in March

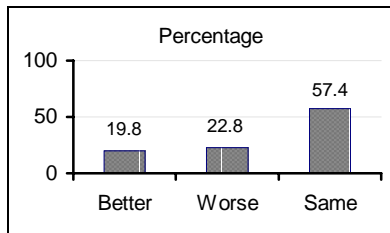
\*Includes children enrolled in after school recreation programs



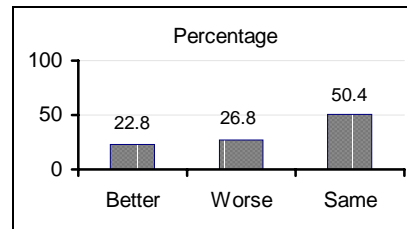
Child support collections

✓ Indicates Benchmark Indicators throughout this document

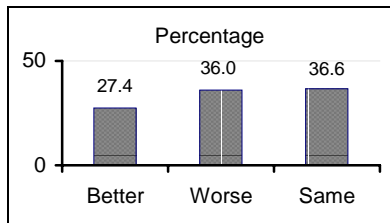
# Natural Environment Issues



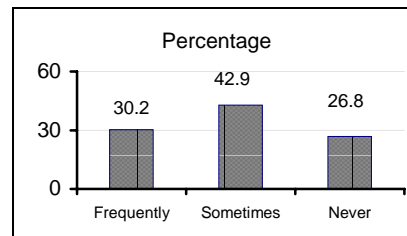
✓ Respondent's views on the County is doing in addressing drinking water quality.



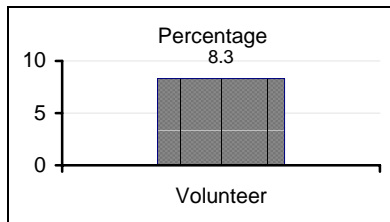
Respondent's views on how the County is doing in promoting alternative transportation.



✓ Respondent's views on how the County is doing to preserve open space.



Respondents reporting how often they use parks.



✓ Percent of respondents who indicate they volunteer in environmental organizations and activities

✓ Indicates Benchmark Indicators throughout this document