



Social Environment Issues

“The one thing that contributes to my quality of life is the tolerance of people and their differences.”


—Telephone survey respondent


Legend

No. County North County – includes Bonny Doon, Capitola, Davenport, 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 a question for which percentages do not total 100 because each respondent was allowed to select more than one answer


 Indicates statistically significant survey responses in the 2000 data

✓ Indicates a key indicator

 Provides a description of what the indicator means or measures. Note: not every indicator has a description

 Indicates no new data for a particular indicator is available

% Change Describes change in value between the current and previous year data

 Denotes a telephone survey question

 Indicates a respondent profile

Community Goals

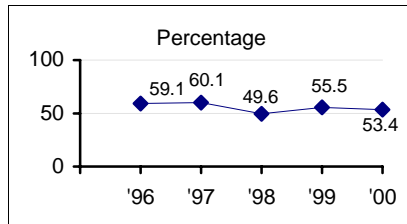
By the Year 2004, more residents will be engaged in community involvement to make Santa Cruz County a better place to live.

By the Year 2004, racism and discrimination in Santa Cruz County will be reduced.

By the Year 2004, children in Santa Cruz County will have access to affordable, high quality child care and after school/summer enrichment and recreation opportunities.

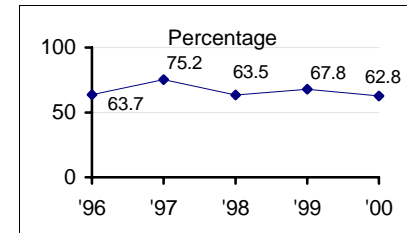
Key Indicators

Racism and Discrimination



✓ Respondents reporting that racism is a problem locally

Voting



✓ Respondents indicating they vote in every election

Social Environment Summary

Social environment indicators this year show some improvements but also some continued reasons for concern. Racism, discrimination, and hate crimes are down, but political participation has slowed and remains demographically varied. Homelessness is down within the past year or two, but dramatically up over the last decade. Overall opinions about the County – top likes, dislikes, and desired changes – remain fairly consistent with past years.

Voting participation is down, with 5% fewer saying they vote in every election. Caucasians remain more than twice as likely to vote in every election as Latinos, but this is an improvement from 1998 when they were three times as likely to vote in every selection. (There is not much difference between Caucasians and Latinos in how important they think voting is.) Voting was also more likely the older the respondent was and the more income they had.

Other community participation remains steady. The percentage who do volunteer work in the community is down slightly in the last two years, but remains within the narrow 5% range (38.7% to 43.2%) of the last six years. Similarly, the proportion who regularly contribute money to charitable organizations is down slightly but remains within a narrow 5% range (59.1% to 65.5%) of the last six years.

The percentage of respondents who think racism is a problem locally dropped only 2% in the last year, but continues a general trend downward since the CAP began. Latinos remain more likely to think racism is a problem locally, but less so (by 3.1%) than last year.

Barely a fifth of respondents (20.4%) said they had felt discriminated against in Santa Cruz County in the last three years, remaining at half the percentage observed in 1995 (48.1%). Respondents reported a drop in ethnic discrimination (50.4% to 42.9%) but a rise in linguistic

discrimination (11.5% to 18.8%), and Latinos are now three times as likely to say they have been discriminated against (36.6% vs. 13.0% of Caucasians) rather than two times in 1998 (34.8% vs. 17.7%).

Race-related hate crimes are up a third, but other categories of hate crimes (and hate crime overall) are down. Females are only slightly more likely than males to say they have been discriminated against (21.8% vs. 18.2%), and the gap is shrinking (2.4% down from 4.2% in 1999). Gender discrimination is also down (22.6% down from 24.4% in 1999).

There was a 3.3% rise in the percentage of respondents saying that in any given month they find themselves having to go without basic needs. Of those who said yes, the proportion reporting that they had gone without healthcare was down slightly (43.4% to 41.0%). However, other lack of basic needs were up, including dramatic rises in reported needs for food (30.0% to 56.6%) and childcare (5.7% to 19.3%).

Included this year is the point-in-time estimates from the *Santa Cruz County Homeless 2000 Census and Needs Assessment*. These numbers show that the number of homeless in the county has more than doubled (from 1,187 to 3,293) since 1990. The census enumeration in that report was accompanied by important data from a survey of homeless persons. The most common reason given for being homeless was lack of money (50.0%), followed by job (41.7%) and eviction (25.0%).

Scenery, geography, and climate remain most commonly named as the best contributor to quality of life in the County, while traffic, overcrowding, and cost of living remain the top detractors from the quality of life here. Affordable housing is now the one major change locally which is most favored, identified more than twice as often as in 1999 (25.8% vs. 12.7%).

Voting

Santa Cruz County Voter Registration and Turnout

Election	Registration	Turnout	% County Turnout	% State Turnout
June 1994 Primary	132,139	58,040	43.9	35.1
November 1994 General	140,960	93,644	66.4	60.5
December 1995 Primary	33,089	10,513	31.8	-
March 1996 Primary	133,652	65,981	49.4	41.9
November 1996 General	148,663	103,922	70.0	52.6
June 1998 Primary	130,197	66,826	51.3	42.6
November 1998 General	137,955	86,634	62.8	57.6
March 2000 Primary	134,997	79,754	59.0	53.8

Source: California Secretary of State, Department of Elections, 2000.

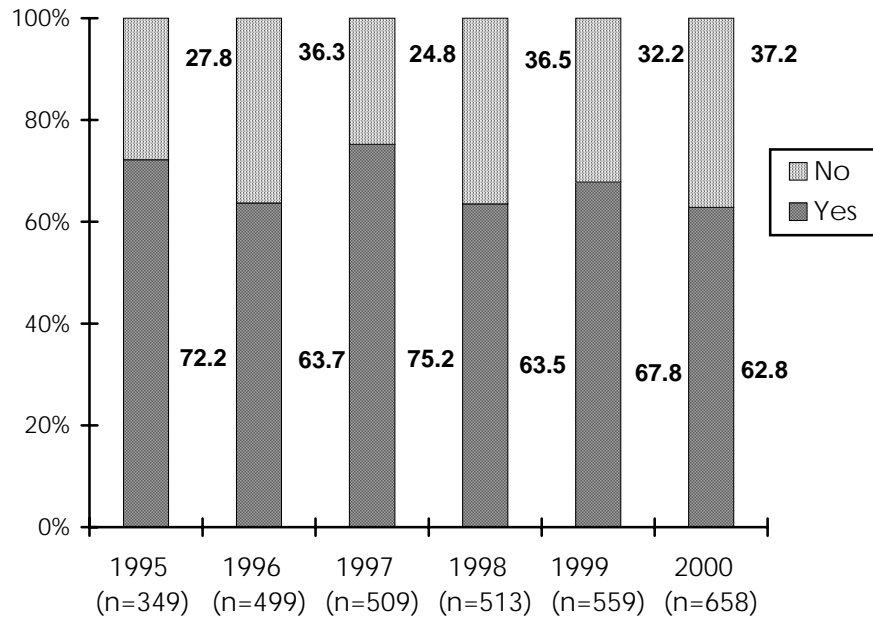
The December 1995 Primary was a 15th Congressional District Special Vacancy Primary Election.

✓ Key Indicator
 Reflects people's sense of ownership and responsibility for their community.

Quality of Life Indicator 85

Voting

Do you vote in every election?



✓ Key Indicator
 Reflects people's participation in voting and the reason they don't vote.

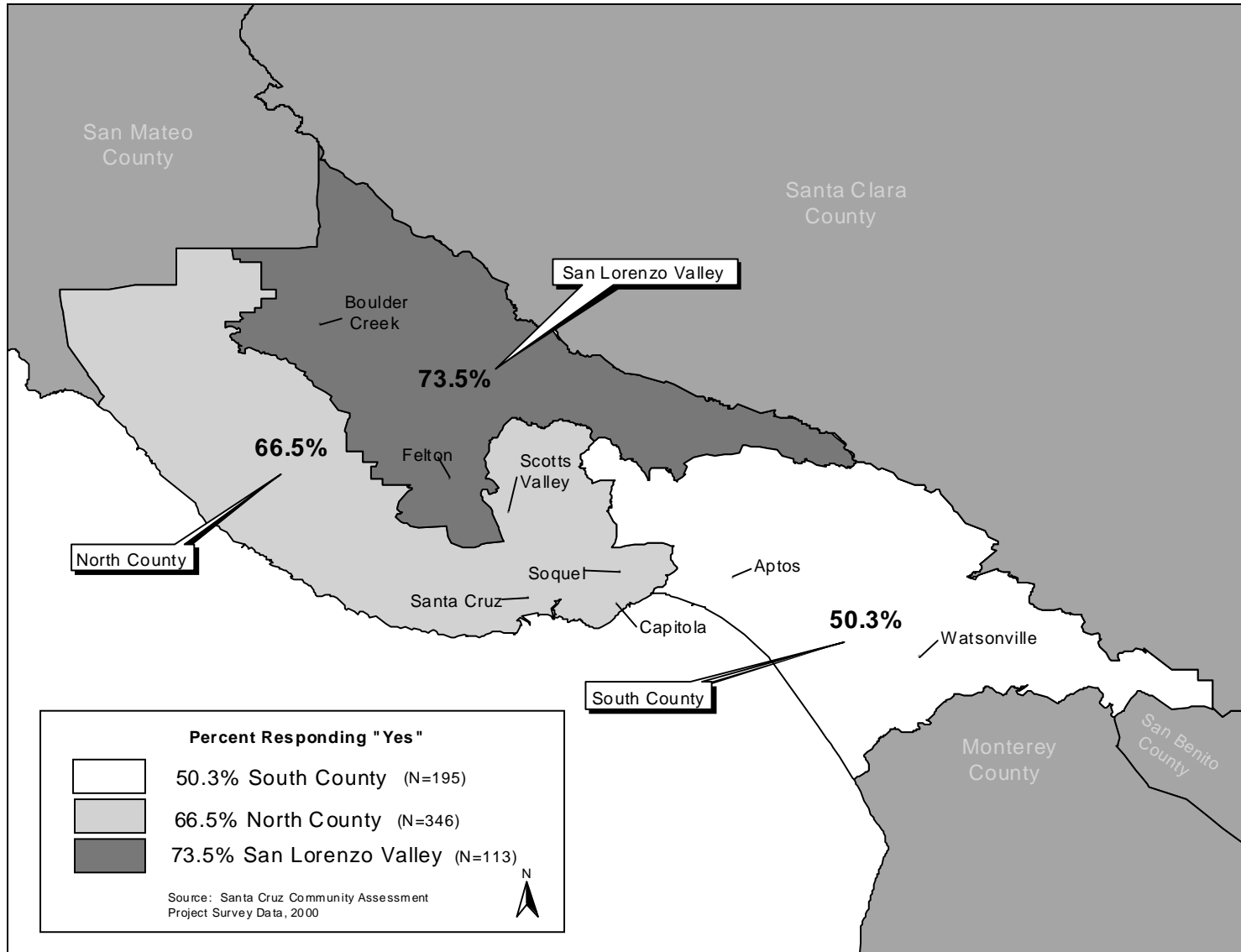
If no, why not? (Selected responses)

Reason for Not Voting	1995	1996	1997	1998	1999	2000
Not a citizen	49.4	27.6	42.3	32.0	28.2	22.9
Don't want to vote	-	-	13.4	19.7	14.7	4.6
No time	13.5	9.2	6.2	15.2	15.8	12.1
Not familiar with issues	7.4	20.4	4.1	4.5	10.7	12.5
Not registered	7.4	12.5	3.1	-	3.4	22.1
Total Respondents	81	152	97	178	177	240

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

Voting

Do you vote in every election?





Quality of Life Indicator 85

Voting

Respondent Profile

Percent of respondents who said “yes” to: “Do you vote in every election?”

 By Ethnicity	1998	1999	2000
Caucasian	74.1	76.6	71.9
Latino	22.8	31.5	38.0

 By Region	1998	1999	2000
North County	67.0	69.2	66.5
South County	58.5	60.7	50.3
San Lorenzo Valley	66.0	75.0	73.5

 By Age	1998	1999	2000
18-24	-	41.5	39.1
25-44	-	61.3	55.0
45-64	-	77.5	74.5
65 and older	-	90.1	85.1

By Gender	1998	1999	2000
Male	-	69.5	65.3
Female	-	68.0	61.0

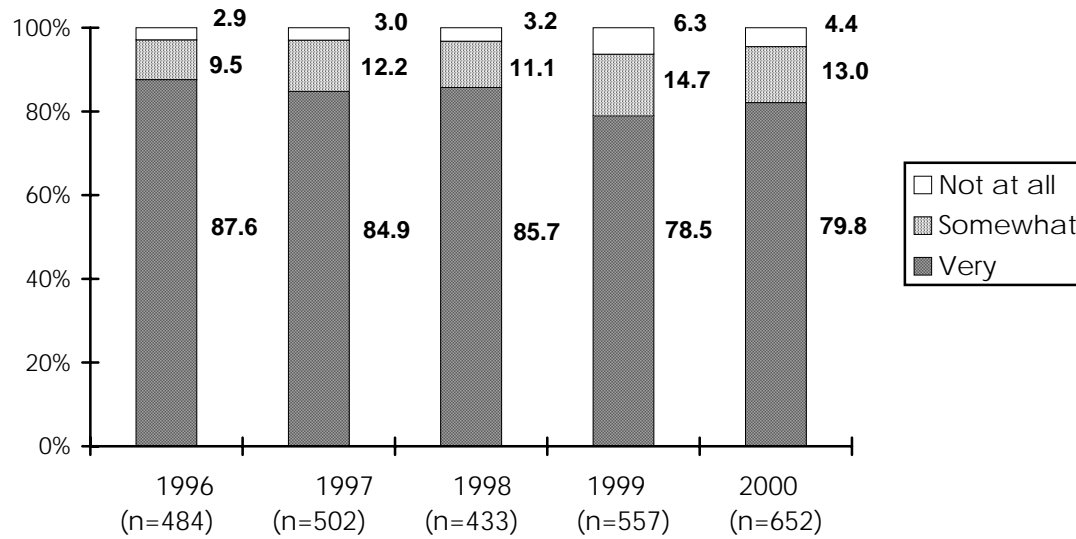
 By Income	1998	1999	2000
Under \$15,000 per year	-	44.9	46.3
\$15,000 - \$34,999 per year	-	52.7	48.5
\$35,000 - \$64,999 per year	-	75.8	70.7
Over \$65,000 per year	-	81.6	78.6

Total Respondents	513	559	658
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Source: Santa Cruz County Community Assessment Project, Telephone Survey.

Voting

In your opinion, how important is voting?



Due to their low numbers, respondents who said “don’t know” are not included in the graph

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

Quality of Life Indicator 85

 **Voting**

 **Respondent Profile**

Percent of respondents who think voting is “very important.”

By Ethnicity	1998	1999	2000
Caucasian	86.7	79.2	81.7
Latino	83.7	78.2	79.9

By Region	1998	1999	2000
North County	86.6	78.8	77.7
South County	87.2	77.8	82.5
San Lorenzo Valley	80.0	78.3	82.3

By Age	1998	1999	2000
18-24	-	67.5	76.9
25-44	-	76.0	75.9
45-64	-	80.3	81.2
65 and older	-	91.4	91.5

By Gender	1998	1999	2000
Male	-	76.4	77.5
Female	-	79.6	81.2

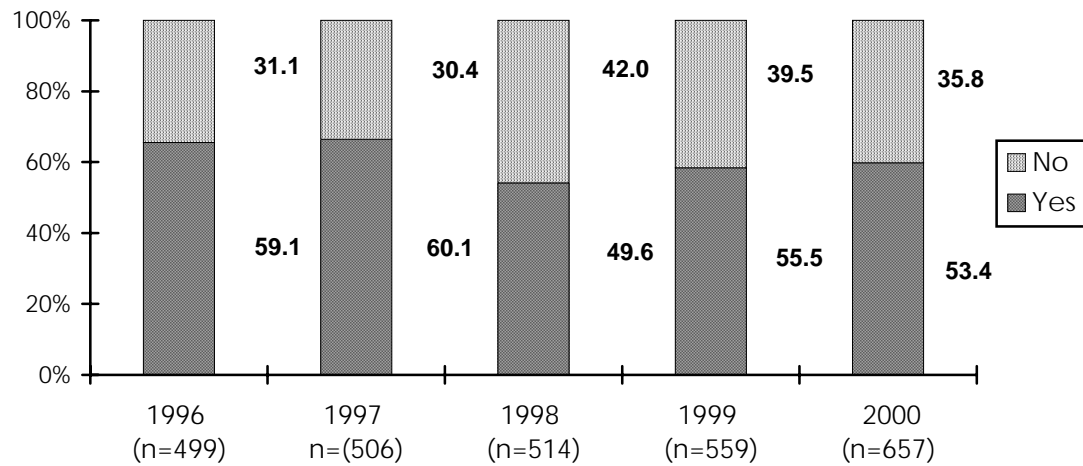
By Income	1998	1999	2000
Under \$15,000 per year	-	72.5	81.0
\$15,000 - \$34,999 per year	-	74.1	70.7
\$35,000 - \$64,999 per year	-	79.8	81.2
Over \$65,000 per year	-	80.9	88.0

Total Respondents	433	557	652
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Source: Santa Cruz County Community Assessment Project, Telephone Survey.

Racism

Do you think racism is a problem locally?



Due to their low numbers, respondents who said “don’t know” are not included in the graph.

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

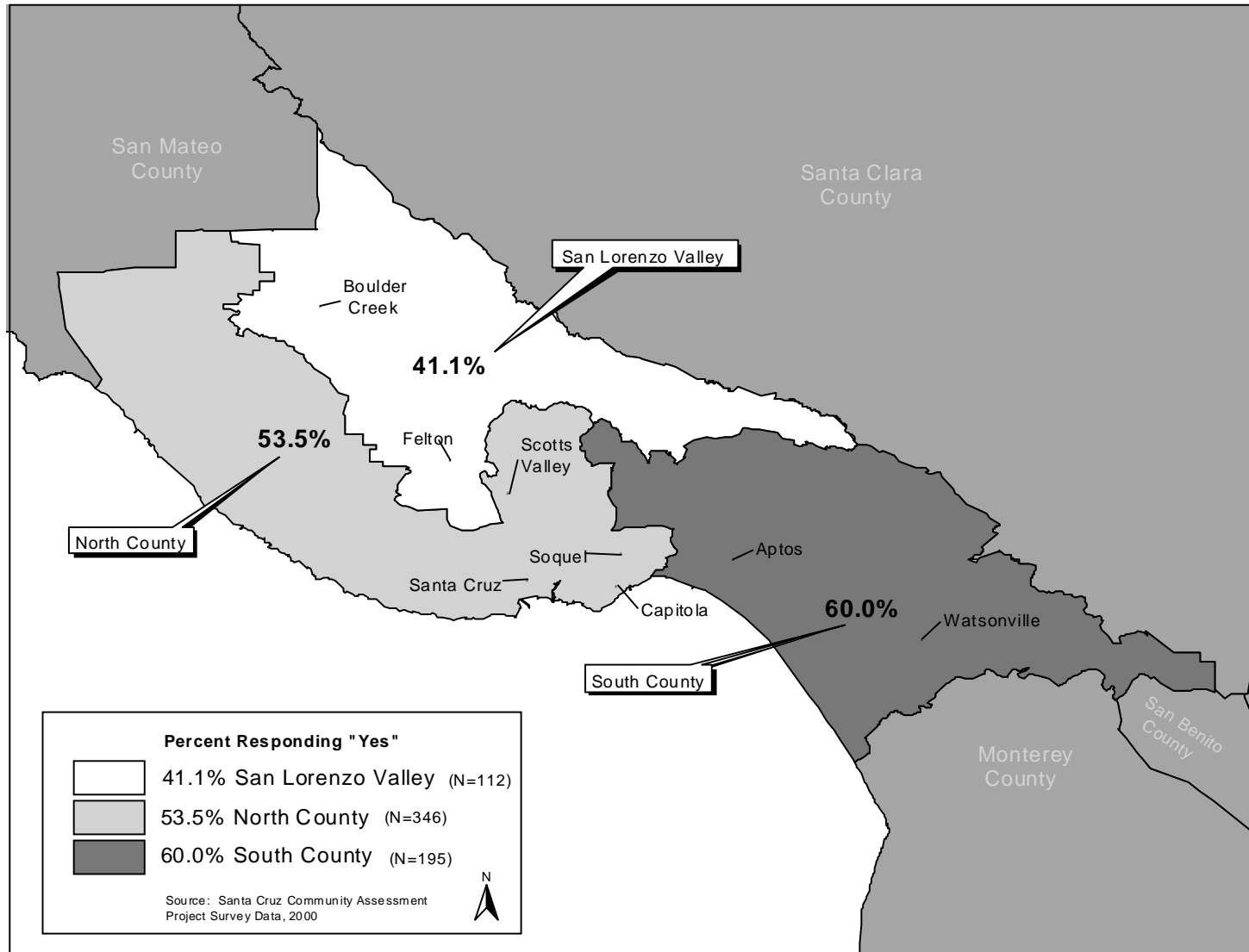
✓ Key Indicator

A measure of perceptions of tensions among ethnic and racial groups; a gauge of overall community cohesiveness.

Quality of Life Indicator 86

 **Racism**


Do you think racism is a problem locally?




Racism

Respondent Profile

Percent of respondents who said “yes” to: “Do you think racism is a problem locally?”

 By Ethnicity	1998	1999	2000
Caucasian	47.2	51.1	49.3
Latino	60.9	74.2	71.1

 By Region	1998	1999	2000
North County	45.3	51.6	53.5
South County	60.0	72.3	60.0
San Lorenzo Valley	38.3	30.0	41.1

By Age	1998	1999	2000
18-24	-	56.1	59.8
25-44	-	55.3	56.5
45-64	-	58.4	50.3
65 and older	-	49.4	44.7

 By Gender	1998	1999	2000
Male	-	54.9	50.0
Female	-	55.4	56.1

By Income	1998	1999	2000
Under \$15,000 per year	-	71.0	59.3
\$15,000 - \$34,999 per year	-	64.3	57.4
\$35,000 - \$64,999 per year	-	53.4	48.1
Over \$65,000 per year	-	48.7	50.9

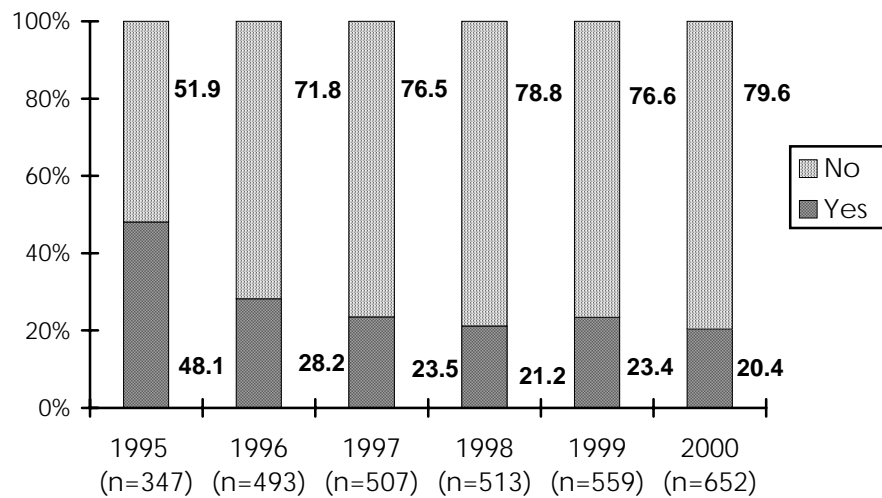
Total Respondents	514	559	657
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Source: Santa Cruz County Community Assessment Project, Telephone Survey.

Quality of Life Indicator 87

☎ Discrimination

Have you ever felt discriminated against in Santa Cruz County in the last three years?



✓ **Key Indicator**
 Measures the percent of people who report they have felt discriminated against.

✎ *If yes, for what reason? (Top three responses)*

Response	1995	1996	1997	1998	1999	2000
Ethnicity	21.2	34.8	29.1	44.4	50.4	42.9
Gender	31.1	15.7	17.2	11.9	24.4	22.6
Language	2.1	6.7	5.2	12.6	11.5	18.8

Year 2000: 136 respondents offering 191 responses.


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


Discrimination

Respondent Profile


Percent of respondents who said “yes” to: “Have you felt discriminated against in Santa Cruz County in the past three years?”

 By Ethnicity	1998	1999	2000
Caucasian	17.7	20.1	13.0
Latino	34.8	36.0	36.6

 By Region	1998	1999	2000
North County	19.6	21.8	18.3
South County	26.7	30.6	27.6
San Lorenzo Valley	13.8	15.0	13.5

 By Age	1998	1999	2000
18-24	-	31.7	23.9
25-44	-	22.6	23.0
45-64	-	24.7	21.9
65 and older	-	14.8	6.5

By Gender	1999	2000
Male	- 20.7	18.2
Female	- 24.9	21.8

 By Income	1999	2000
Under \$15,000 per year	- 33.3	35.5
\$15,000 - \$34,999 per year	- 33.0	23.8
\$35,000 - \$64,999 per year	- 22.5	14.5
Over \$65,000 per year	- 13.2	13.3

Total Respondents	513	559	652
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Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life Indicator 88***Hate Crimes****Hate Crimes, Santa Cruz County, by Bias Motivation**

Bias Motivation	1996	1997	1998	1999	% Change
Race	4	10	6	8	33.3
Sexual Orientation	7	4	5	3	-40.0
Religion	1	0	1	0	-100.0
Physical Disability	0	1	0	0	0.0
Total	12	15	12	11	-8.3

Source: California Department of Justice, Hate Crime Statistical System, 2000.

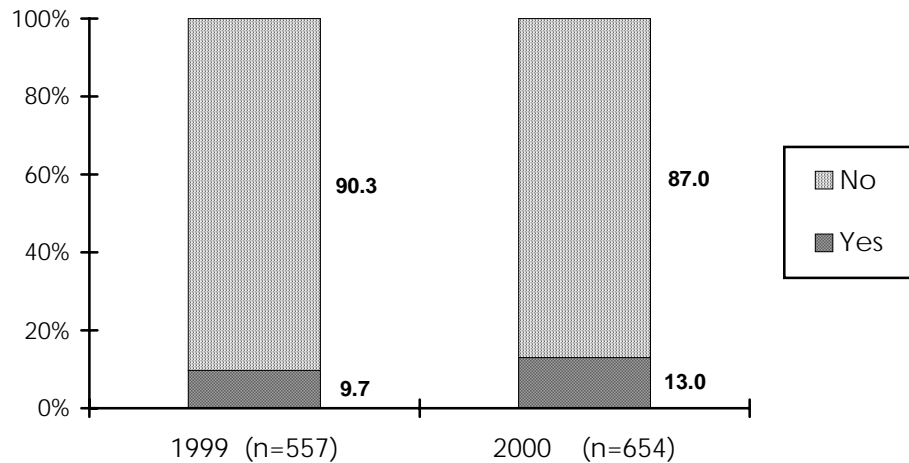
Hate Crime: A hate crime is considered to be any crime motivated by the victim's race, ethnicity, religion, sexual orientation, or physical or mental disability.

✓ Key Indicator


Almost 2,000 hate crime events, involving over 2,400 victims, were reported in California in 1999. In California over the past 4 years, 66% of these events were based on race / ethnicity, as opposed to 56% in Santa Cruz County.

Basic Needs

In any given month, do you find yourself having to go without basic needs such as child care, health care, food or clothing?



The inability to meet basic needs often underlies a whole host of related social and familial issues, such as education performance, family relationships, and health status.

 *If yes, what do you go without?*

Response	1999	2000
Health care (including dental)	43.4	41.0
Food / Limits food choices	30.2	56.6
Clothing	15.1	18.1
Child care	5.7	19.3
Other	5.7	10.8

Year 2000: 83 respondents offering 121 responses.

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

*Quality of Life Indicator 89***Basic Needs**

Percent of Children Receiving Free/Reduced Cost Meals

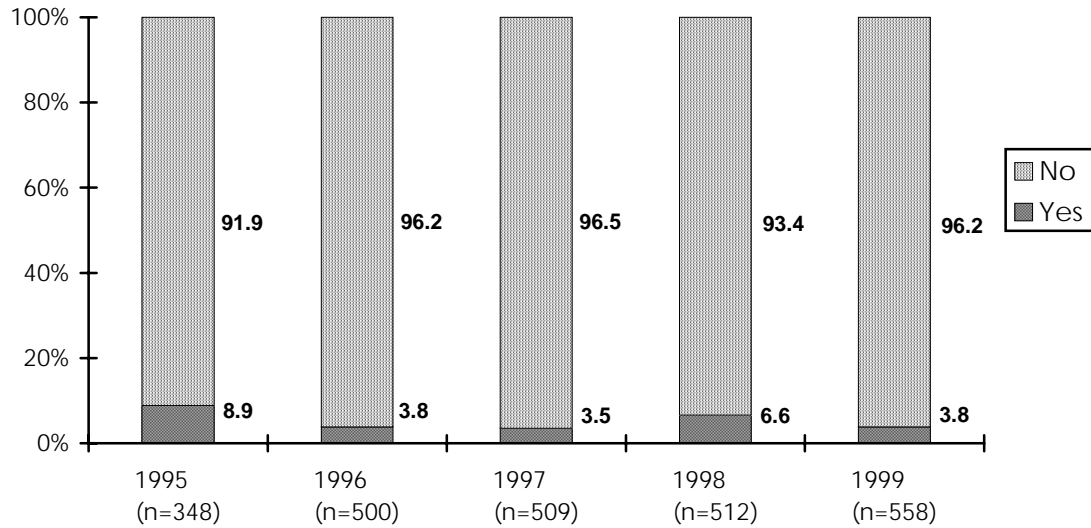
School Districts	1994/95	1995/96	1996/97	1997/98	1998/99
Bonny Doon	9.6	10.2	10.1	5.1	5.9
Happy Valley	12.0	13.2	8.3	10.9	9.4
Live Oak Elementary	44.3	42.2	42.1	41.1	36.4
Mountain Elementary	15.8	21.4	14.3	19.3	16.2
Pacific Elementary	47.7	40.3	23.7	26.8	20.5
Pajaro Valley Unified	52.9	56.3	55.2	55.0	54.0
San Lorenzo Valley Unified	15.6	14.5	14.5	13.2	14.1
Santa Cruz Elementary	35.9	36.8	37.9	38.1	33.8
Santa Cruz High School	14.3	13.3	13.1	12.7	11.6
Scotts Valley Unified	-	2.9	3.2	2.3	6.1
Soquel Elementary	25.9	23.7	27.3	26.1	24.6
County	36.0	37.0	36.8	37.2	36.2
State	44.6	46.4	47.1	47.4	47.6

Source: California Department of Education, Ed-Data, 1999.

Note: Pajaro Valley Unified School District includes 3 schools in Monterey County.

Homelessness

Have you ever been without a home locally (homeless, in a shelter, or on the street) in the last five years?



Question was re-worded in 2000 survey to read “Have you been without a home locally in the last year?” See following pages.

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

Quality of Life Indicator 90

 **Homelessness**

 **Respondent Profile**

Percent of respondents who said “yes” to: “Have you ever been without a home locally (homeless, in a shelter, or on the street) in the last five years?”

By Ethnicity	1998	1999
Caucasian	5.5	3.7
Latino	8.7	4.5

By Region	1998	1999
North County	6.7	4.2
South County	6.7	3.5
San Lorenzo Valley	6.4	3.3

By Age	1998	1999
18-24	-	8.5
25-44	-	4.6
45-64	-	2.2
65 and older	-	0.0

By Gender	1998	1999
Male	-	4.2
Female	-	3.6

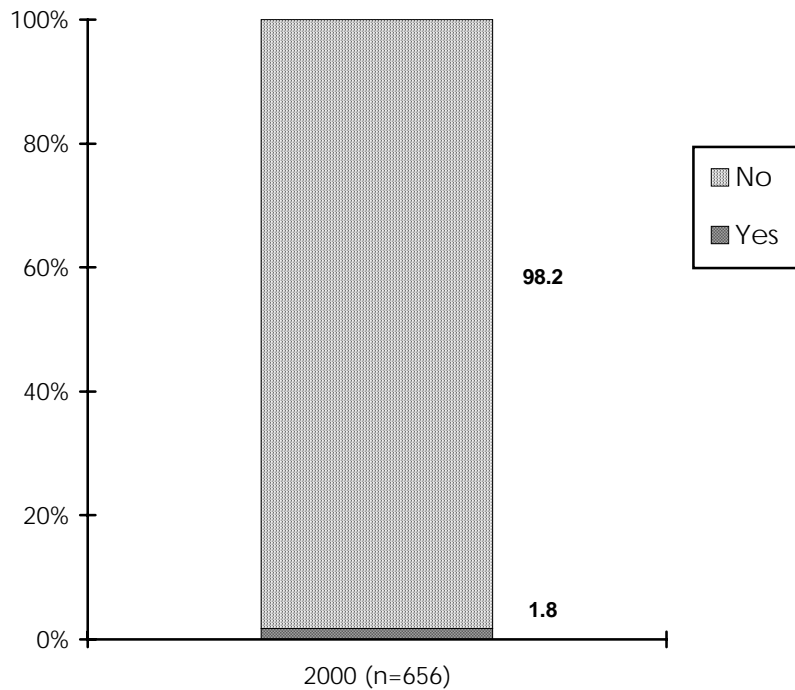
By Income	1998	1999
Under \$15,000 per year	-	13.0
\$15,000 - \$34,999 per year	-	5.4
\$35,000 - \$64,999 per year	-	1.7
Over \$65,000 per year	-	1.3


Total Respondents	512	558
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Source: Santa Cruz County Community Assessment Project, Telephone Survey.

Homelessness


Have you ever been without a home locally (homeless, in a shelter, or on the street) in the last year?



 *If yes, why did you become homeless?*

Response	Percent
No money	50.0
Unemployed/lost job	41.7
Evicted/lost home	25.0
Ran Away	8.3
Drug/alcohol problem	8.3

Year 2000: 12 respondents offering 16 responses.

 *If yes, has the lack of housing caused you / your family to:*

Response	Percent
Develop emotional/ stress-related problems	77.8
Develop health problems	55.6
Miss school	22.2
Lose a job	22.2

Year 2000: 9 respondents offering 16 responses.

Question was re-worded in 2000 survey. Previous years asked "Have you been without a home locally in the last five years?"

Source: Santa Cruz County Community Assessment Project, Telephone Survey

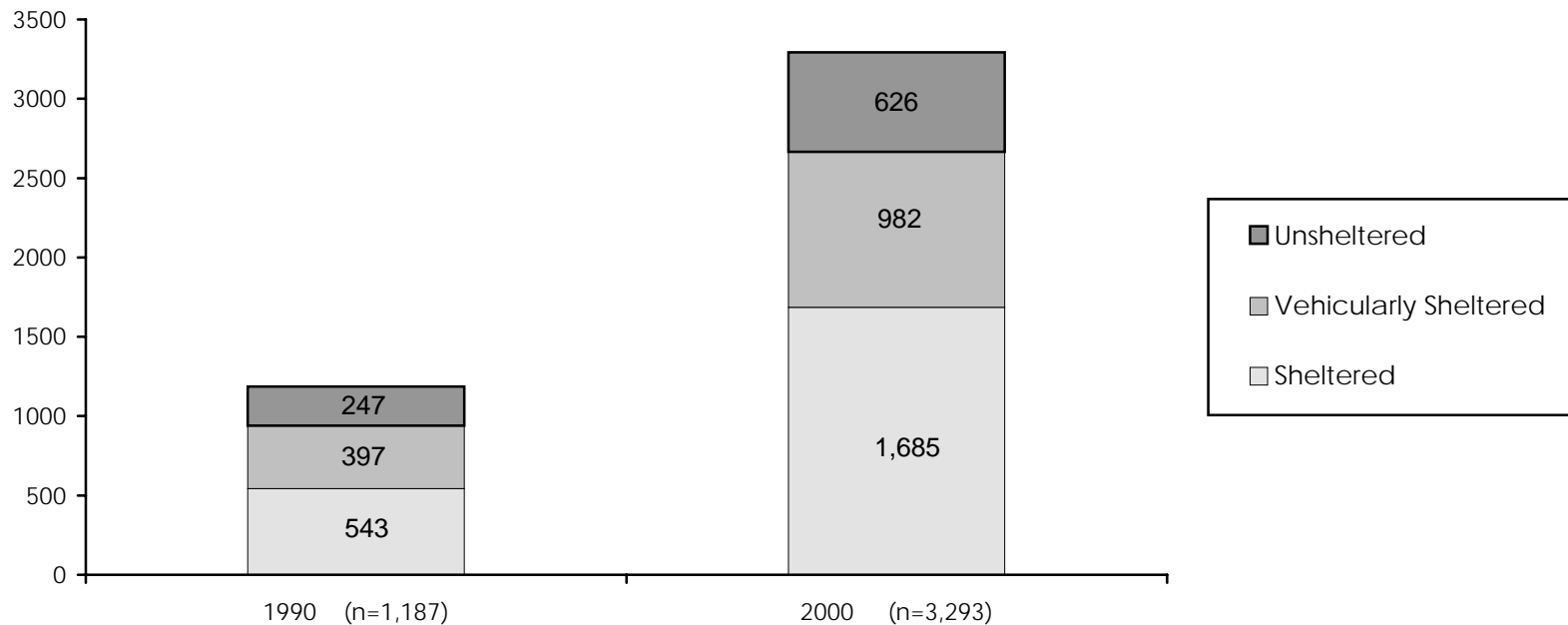
Quality of Life Indicator 90

Homelessness

Point-in-Time Homeless Census

In 1990, the first Homeless Census in Santa Cruz County was conducted. Although the Homeless 2000 Census was conducted using a similar, non-intrusive observation method, there were significant differences in the approach. The most dramatic of these differences was the use of U.S. census tracts for enumeration. The use of census tracts

enabled the researchers to cover the entire County of Santa Cruz, as opposed to focusing on key locations. While the methodological changes increased County coverage, the figures below are believed to be an undercount.



Source: Santa Cruz County Homeless 2000 Census and Needs Assessment, Applied Survey Research.

Homelessness

Homeless Needs Assessment

Category	Selected Findings
Residency	28.4% of homeless respondents grew up in Santa Cruz County
	76.8% have lived here for more than 5 years
	72.1% have no plans to leave the County
	17.1% live outdoors
	7.8% live in a vehicle
Length of Homelessness	50.1% of respondents have been homeless less than 1 year
	Long-term homelessness (greater than 2 years) is up – 12.6% in 1990 to 32.0% in 2000
Employment	Employed homeless persons are on the rise – 23.8% in 1990 to 32.6% in 2000
	32.6% are employed full or part-time or are self employed
	59.9% were actively looking for work
Health	29.9% do not get enough to eat
	27.6% did not receive health care when they needed it in the last year
	49.8 would accept drug or alcohol counseling if it were made available
Veterans	Homeless veterans are on the decline – 20.4% in 1990 to 13.0% in 2000
Assistance	30.1% are on a waiting list for housing assistance
	38.4% do not receive any type of government assistance
	20.9% have been turned away from a shelter at least once
Total Respondents	811

Source: Santa Cruz County Homeless 2000 Census and Needs Assessment, Applied Survey Research.

*Quality of Life Indicator 90***Homelessness****Number of Non-disaster Emergency Shelter Beds, 1999/2000**

Agency	Primary Client	Summer	Winter
Interfaith Satellite Shelter Project (ISSP)*	Adult men and women	28	56 - 156
Pajaro Rescue Mission	Adult men	40	40
River Street Shelter	Adult men and women	32	32
Pajaro Valley Shelter Services	Women and children	19	19
Salvation Army Homeless Shelters**	Adults and Families	85	85-150
Above the Line	Youths ages 13-17	12	12
Women's Crisis Support / Defensa de Mujeres	Battered women and their children	14	14
Total		230	258 - 423

Source: Respective service providers, 2000.

* Interfaith Satellite Shelter Project provides 28 beds from May 1 to Oct. 31, 56 beds during the period Nov.1-14, 156 beds from Nov. 15 to April 15, and 56 beds again during the period April 16-30.

** Salvation Army Homeless Shelters average 85 beds on any given night and increase by up to 65 beds during the winter months.

Measures the number of persons who can be accommodated by homeless shelters and provides basis for comparability with other locales.

Homelessness

Housing for Medical Emergencies Program

Agency	1996	1997	1998	1999	% Change
Number of Vouchers provided	363	507	405	414	2.2
Number of recipients (unduplicated)	312	390	360	362	0.6
- Number of children	74	97	96	98	2.1
- Number of adults	238	293	259	264	1.9

Source: Community Action Board, 1999.

The Housing for Medical Emergencies Program provides emergency shelter vouchers for individuals and their families who meet the following conditions: discharged from the hospital, afflicted with Tuberculosis or HIV/AIDS. Vouchers are good for up to one week in a motel, and individuals may receive additional vouchers if needed.

*Quality of Life Indicator 90***Homelessness**

Number of Children who are Homeless

	1997/98	1998/99	1999/00
Number of students enrolled in the Lead Education Agency (LEA)	39,200	54,500	40,018
Number of students who are homeless*	1,000+	1,000+	1,907
Number of students who are homeless and receiving services under the McKinney Act	505	581	819
Number of "At Risk" students under the McKinney Act	27	148	91

Housing Situations of Homeless Children

Living Arrangements	1997/1998	1998/99	1999/00*
Shelters	62	107	36
Doubled up homeless**	45	216	1,156
Motels	150	101	197
Transitional Housing	162	75	125
Total	419	499	1,514

Source: Santa Cruz County Office of Education, 1999 and 2000 Spring Surveys.

* Prior to 1999 / 2000, the number of homeless students was based on an estimate produced by the Santa Cruz County Office of Education, Homeless Education Outreach Program (funded through the McKinney Act). In 1999, the County Office of Education conducted a survey of all schools in the county, asking them how many homeless students they had. Information gathered in this survey is reflected in the tables above and accounts for the dramatic increase from previous years.

** Doubled up homeless includes families doubled or tripled up due to inability to find permanent housing.

Homelessness

Homeless Children Receiving Services Under the McKinney Act, by Age Group

Age Group	1997/98	1998/99	1999/00	% Change
Pre-school	26	21	150	614.3
Primary (grade K-3)	117	192	216	12.5
Intermediate (grade 4-6)	109	168	171	1.8
Middle School (grade 7-8)	132	88	212	140.9
High School (grade 9-12)	121	112	161	43.8
Total	505	581	910	56.6

Source: Santa Cruz County of Education, Homeless Education Outreach, 2000.

The McKinney Act is a legislative bill which enables the provision of government services to homeless individuals. The criteria used by McKinney Act to determine homelessness has now become the de facto definition:

1. An individual who lacks a fixed, regular and adequate nighttime residence and
2. An individual who has a primary nighttime residence that is:
 - (a) a supervised publicly or privately operated shelter designed to provide temporary living accommodations (including welfare hotels, congregate shelters, and transitional housing for the mentally ill),
 - (b) an institution that provides a temporary residence for individuals intended to be institutionalized, or
 - (c) a public or private place not designed for, or ordinarily used as, a regular sleeping accommodation for human beings.

This means that a person must satisfy both conditions 1 & 2 to receive services.

*Quality of Life Indicator 91***People Served by Food Bank**

Number of People Served by Jurisdiction

Jurisdiction	1996	1997	1998	1999	2000	% Change
Capitola	794	685	1,462	709	926	30.6
Santa Cruz	7,466	7,618	4,881	6,271	7,095	13.1
Scotts Valley	408	1,610	1,024	1,295	1,102	-14.9
Watsonville	6,412	7,722	8,852	11,181	11,273	0.8
Unincorporated	9,418	6,916	8,165	8,304	9,588	15.5
County Total	24,498	24,551	24,384	27,760	29,984	8.0

A proxy measure for poverty and hunger.

Number of People Served by Ethnicity

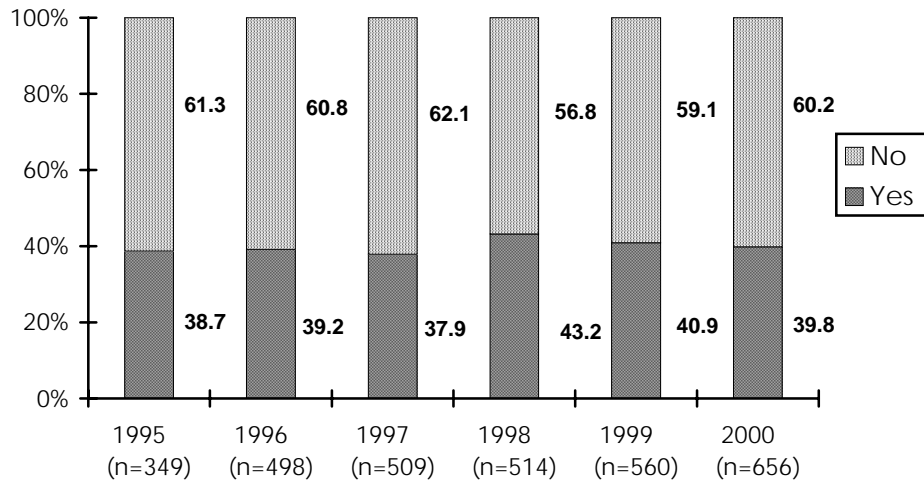
Ethnicity	1996	1997	1998	1999	2000	% Change
Caucasian	11,749	9,742	9,483	10,869	12,040	10.7
Latino	11,218	12,738	12,975	14,304	16,896	18.1
African American	606	795	754	763	1,215	59.2
Asian	333	610	578	925	840	-9.2
Native American	242	295	308	238	309	29.8
Pacific Islander	150	175	130	424	162	-61.7
Other	200	150	156	97	171	76.3
Total	24,498	24,505	24,384	27,620	31,633	14.5

Source: *Second Harvest Food Bank, 2000.*

Totals for ethnicity breakdowns differ due to the regions served by the Food Bank: The ethnicity data is not disaggregated by jurisdiction. Data collected is an unduplicated count of recipients for the month of March.

☎ Volunteerism

Do you regularly do volunteer work in the community?



Volunteerism is a key measure of people's sense of ownership and responsibility for the community.

If yes, where do you volunteer?

Organization	1995	1996	1997	1998	1999	2000
School	37.0	36.1	16.4	29.7	39.9	38.7
Church	30.4	23.0	15.9	27.9	15.8	20.7
Community organizations	-	52.9	38.5	52.7	68.4	-

Year 2000: 261 respondents offering 343 responses.

Note: the category for Community Organizations was expanded in 2000 and is not comparable to 1999. See survey appendix for detailed example.


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


Quality of Life Indicator 92

Volunteerism


Respondent Profile


Percent of respondents who said “yes” to: “Do you regularly do volunteer work in the community?”

 By Ethnicity	1997	1998	1999	2000
Caucasian	40.9	44.0	44.3	42.9
Latino	27.2	41.3	30.3	32.4

 By Region	1997	1998	1999	2000
North County	45.1	44.0	41.2	40.8
South County	32.2	44.6	37.0	30.4
San Lorenzo Valley	22.4	38.3	48.3	54.5

By Age	1997	1998	1999	2000
18-24	-	-	28.0	31.5
25-44	-	-	44.7	41.4
45-64	-	-	40.4	40.0
65 and older	-	-	44.4	43.6

 By Gender	1997	1998	1999	2000
Male	-	-	38.0	34.2
Female	-	-	42.1	43.6

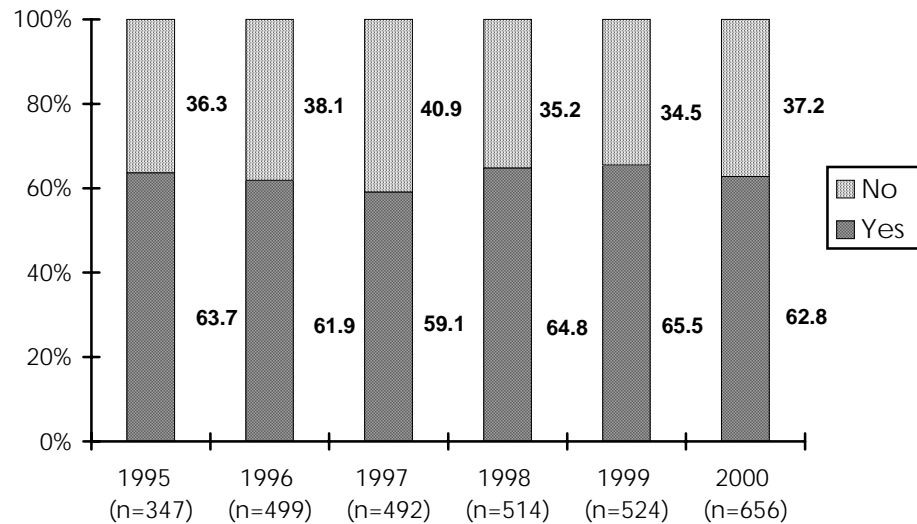
 By Income	1997	1998	1999	2000
Under \$15,000 per year	-	-	36.2	21.3
\$15,000 - \$34,999 per year	-	-	33.9	36.7
\$35,000 - \$64,999 per year	-	-	37.1	43.1
Over \$65,000 per year	-	-	53.9	48.8

Total Respondents	509	514	560	656
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Source: Santa Cruz County Community Assessment Project, Telephone Survey.

Charitable Giving

Do you regularly contribute money to charitable organizations?



A people's sense of ownership and responsibility for the community is reflected by a willingness to financially support charitable organizations.

If yes, will you give:

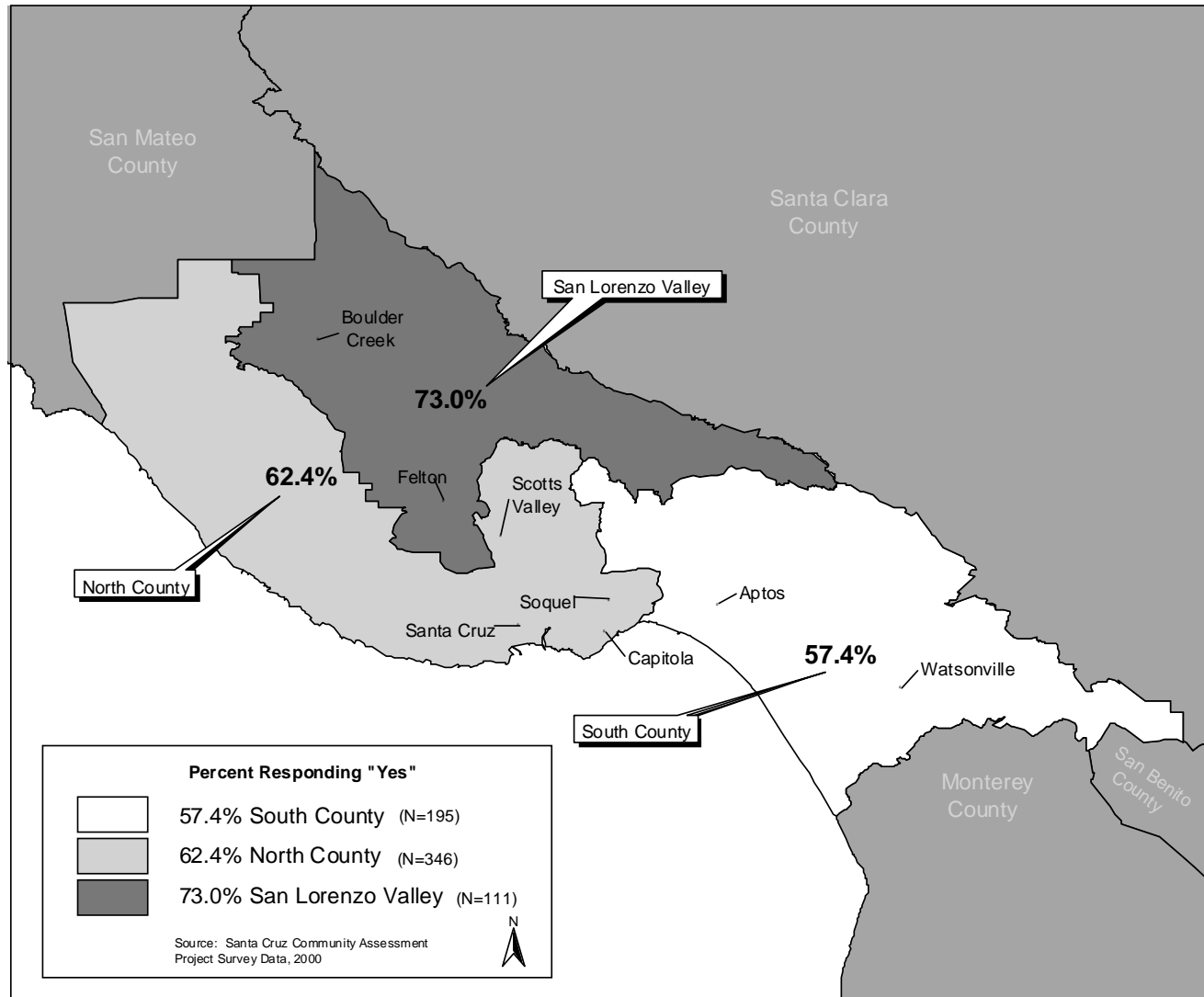
Response	1995	1996	1997	1998	1999	2000
Less than last year	26.8	17.4	17.9	13.9	9.0	7.8
More than last year	15.9	19.3	22.3	20.4	31.6	22.6
About the same as last year	57.3	63.3	59.8	65.7	55.4	68.0
Total Respondents	219	305	291	324	345	405

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

Quality of Life Indicator 93

Charitable Giving


Do you regularly contribute money to charitable organizations?





Charitable Giving

Respondent Profile


Percent of respondents who said “yes” to: “Do you regularly contribute money to charitable organizations?”

 By Ethnicity	1997	1998	1999	2000
Caucasian	62.8	70.5	69.5	68.6
Latino	40.6	43.5	43.2	49.3

 By Region	1997	1998	1999	2000
North County	59.0	67.6	63.5	62.4
South County	53.8	60.0	64.5	57.4
San Lorenzo Valley	68.2	68.1	73.7	73.0

 By Age	1997	1998	1999	2000
18-24	-	-	23.0	28.3
25-44	-	-	64.7	58.3
45-64	-	-	72.4	76.4
65 and older	-	-	93.5	81.7

By Gender	1997	1998	1999	2000
Male	-	-	61.0	59.6
Female	-	-	69.1	64.8

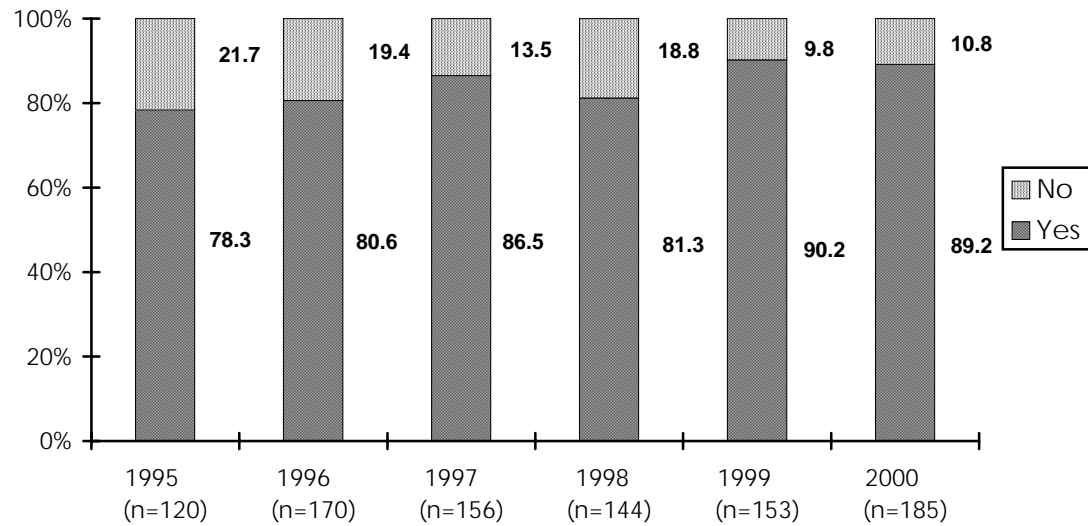
 By Income	1997	1998	1999	2000
Under \$15,000 per year	-	-	32.8	31.5
\$15,000 - \$34,999 per year	-	-	47.1	51.8
\$35,000 - \$64,999 per year	-	-	75.6	71.8
Over \$65,000 per year	-	-	83.8	85.0

Total Respondents	492	514	524	656
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Quality of Life Indicator 94

Youth Activities

Does your child have enough activities after school and on weekends?




✓ Key Indicator
 Measures whether parents feel their children have enough activities after school and on the weekends.


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


Youth Activities

Respondent Profile


Percent of respondents who said “yes” to: “Does your child have enough activities after school and on weekends?”

 By Ethnicity	1997	1998	1999	2000
Caucasian	87.5	84.8	94.0	96.2
Latino	84.1	71.4	81.4	78.1

 By Region	1997	1998	1999	2000
North County	88.2	79.6	97.1	94.4
South County	84.8	77.5	81.0	80.0
San Lorenzo Valley	84.0	95.8	94.4	100.0

 By Age	1997	1998	1999	2000
18-24	-	-	100.0	66.7
25-44	-	-	89.3	89.6
45-64	-	-	93.5	93.1
65 and older	-	-	50.0	0.0

By Gender	1997	1998	1999	2000
Male	-	-	98.1	94.7
Female	-	-	86.3	86.7

 By Income	1997	1998	1999	2000
Under \$15,000 per year	-	-	80.0	80.0
\$15,000 - \$34,999 per year	-	-	77.4	78.0
\$35,000 - \$64,999 per year	-	-	89.7	89.1
Over \$65,000 per year	-	-	98.3	98.6

Total Respondents	156	144	153	185
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Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life Indicator 95***Arts Programs****Cultural Council of Santa Cruz County**

Number of Grants Awarded

Grants	1995/96	1996/97	1997/98	1998/99	1999/00	% Change
Anchor Grants	7	7	7	8	8	0.0
Program Grants	21	20	18	19	18	-5.3
Project Grants	36	36	34	29	38	31.0
Ethnic Arts Development Grants	22	14	8	10	10	0.0
Cultural Equity Initiative	-	-	-	2	2	0.0
Total	86	77	67	68	76	11.8

A measure of financial support for arts and cultural activities in Santa Cruz County.


Grant Amounts Awarded

Grants	1995/96	1996/97	1997/98	1998/99	1999/00	% Change
Anchor Grants	\$94,000	\$94,000	\$104,386	\$102,890	\$120,682	17.3
Program Grants	31,500	31,500	40,000	45,420	60,340	32.8
Project Grants	22,500	22,500	34,000	27,800	41,000	47.5
Ethnic Arts Development Grants	11,602	9,257	7,900	6,420	10,310	60.6
Cultural Equity Initiative	-	-	-	9,000	9,000	0.0
Total	\$159,602	\$157,257	\$186,286	\$191,530	\$241,332	26.0

Source: Cultural Council of Santa Cruz County, 2000.


Anchor Grants provide operating support for Santa Cruz County's cultural institutions. Currently there are eight that have met a rigorous qualification process: Cabrillo Music Festival, First Night Santa Cruz, Friends of Olympia Station (Tandy Beal & Company), KUSP-FM, Kuumbwa Jazz Center, Museum of Art & History, Santa Cruz County Symphony, and Shakespeare Santa Cruz. Program Grants provide operating support for year round cultural organizations that serve Santa Cruz County residents while project grants support well planned, quality, short term art projects. Ethnic Arts Development and Cultural Equity Initiative Grants build the capacity of arts organizations deeply rooted in, and whose major focus of activity stems from, the experiences of ethnic communities that are historically under-served.

Quality of Life

 *What one thing contributes to your quality of life in Santa Cruz County? (Selected responses)*

Response	1996	1997	1998	1999	2000
Scenery, Geography, Climate	53.1	47.2	60.9	72.7	65.7
Family, Friends, Friendly People	16.1	11.0	16.3	17.6	25.7
Community, Low Population, Slow Pace	12.7	9.7	12.6	12.6	8.9
Quiet / Peaceful	-	-	-	5.4	7.5
Social Climate	-	-	-	3.1	3.2

Year 2000: 653 respondents offering 937 responses.

 *What one thing takes away from your quality of life in Santa Cruz County? (Selected responses)*

Response	1996	1997	1998	1999	2000
Traffic	9.5	14.5	18.1	32.0	30.4
Overcrowding, Unplanned Growth	11.1	14.0	18.1	24.2	17.8
Cost of living, Housing	12.6	11.2	15.7	17.7	22.7
Road conditions	2.7	24.0	6.0	6.6	6.8
Gangs / crime	13.0	7.7	8.0	6.1	4.8

Year 2000: 644 respondents offering 837 responses.

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

Quality of Life Indicator 96 **Quality of Life** *If you could make one major change locally, what would it be? (Selected responses)*

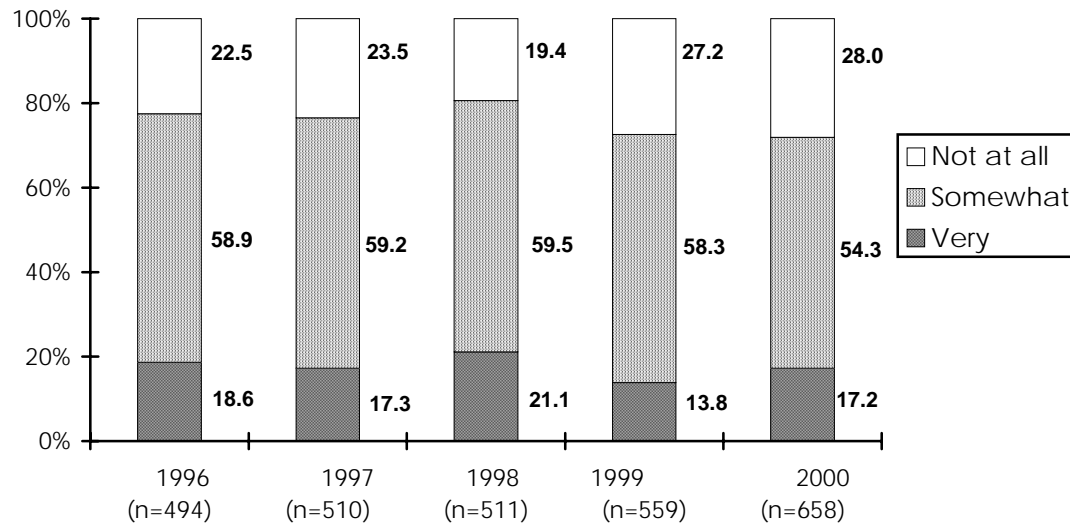
Response	1996	1997	1998	1999	2000
Less Traffic	6.2	31.9	15.6	25.3	21.3
More bike trails/pedestrian friendly	-	-	-	16.1	1.2
Affordable housing	6.6	9.8	13.2	12.7	25.8
Improve schools	16.0	9.6	11.6	9.5	6.9
Crime	10.6	5.8	10.2	5.0	2.9
Stop growth / Slow growth	5.5	3.9	4.0	4.7	10.4
Homeless issues	16.5	10.8	5.6	3.8	4.3
Jobs / job training	5.3	6.3	7.2	3.2	6.6
Improve local government/government officials	-	-	2.4	3.2	3.1

Year 2000: 652 respondents offering 885 responses.

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

Disaster Preparedness

How prepared are you for a natural disaster?



This indicator gauges the extent to which people have learned from the past and provides a gauge of self-help to be expected in the event of another disaster.

Due to their low numbers, respondents who said "don't know" are not included in the graph


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


Quality of Life Indicator 97


Disaster Preparedness

Respondent Profile


Percent of respondents who said they were “not at all” prepared for a natural disaster.

 By Ethnicity	1997	1998	1999	2000
Caucasian	19.4	16.1	24.4	22.0
Latino	41.5	31.5	42.7	38.7

 By Region	1997	1998	1999	2000
North County	27.8	23.2	29.8	32.1
South County	20.3	19.6	28.3	26.2
San Lorenzo Valley	14.9	9.7	15.0	18.6

 By Age	1997	1998	1999	2000
18-24	-	-	42.7	45.7
25-44	-	-	27.6	31.3
45-64	-	-	23.6	18.2
65 and older	-	-	17.3	21.3

By Gender	1997	1998	1999	2000
Male	-	-	25.4	28.4
Female	-	-	27.8	27.8

 By Income	1997	1998	1999	2000
Under \$15,000 per year	-	-	56.5	45.4
\$15,000 - \$34,999 per year	-	-	31.3	37.3
\$35,000 - \$64,999 per year	-	-	23.0	20.4
Over \$65,000 per year	-	-	19.1	14.3

Total Respondents	510	511	559	658
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Source: Santa Cruz County Community Assessment Project, Telephone Survey.

