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Appendix I: Methodology

Quality of Life Indicators

The CAP community assessment model relies on indicators as the primary measures to illustrate the status of a system or issue that might otherwise be too large and complex to understand. As an example, we might ask ourselves, “Do people have adequate access to health care?” Increasing use of the emergency room for non-emergency purposes could be an indicator that they do not.

For the purposes of this project, special groups known as Technical Advisory Committees (TACs) developed over one hundred quality-of-life indicators. These committees were represented by a rich mixture of professionals, advocates, and community volunteers, all of whom were experts in the respective areas under review.

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

Key Quality of Life Indicators

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

Primary Data

Indicator Selection

Measures of community progress depend upon consistent, reliable, and scientifically accurate sources of data. As noted previously, one of the types of data gathered for this project is primary data. The central primary data are from a telephone survey of a sample of Santa Cruz County residents. There is much to be learned from people’s perceptions of their community, especially when those perceptions contradict the empirical evidence about its conditions. For instance, in the area of public safety, crime rates may be going down while perceptions of danger are going up.

For this reason, Applied Survey Research conducts a telephone survey, in both English and Spanish, with over 700 randomly selected County residents. The intent of the survey is to measure the opinions, attitudes, desires, and needs of a demographically representative sample of the County’s residents. Respondents are asked open-ended questions as well as questions that present confined options. The survey was conducted annually between 1995 and 2005, and bi-annually since 2005.

Sample Selection and Data Weighting

In 2009, telephone contacts were attempted with a random sample of residents 18 years or older in Santa Cruz County. Potential respondents were selected based on phone number prefixes, and quota sampling was employed to obtain the desired geographic distribution of respondents across the North and South County areas and the San Lorenzo Valley. In addition to landlines, in 2009 cell phone users were also contacted. The sample was pulled from wireless-only and wireless/ land-line random digit dial prefixes in Santa Cruz County. All cell phone numbers were dialed manually (by hand) to comply with TCPA rules. Respondents were screened for geography, as cell phones are not necessarily located where the number came from originally. Surveys were completed with 854 respondents in the County.

As mentioned above, quotas were used with respect to respondents' location of residence. The quotas were designed to obtain sufficient samples to allow generalization to the overall population within each of the three geographic areas (North County, South County, and the San Lorenzo Valley). This method of sampling necessitated an over-sample of the San Lorenzo Valley due to its small size in relation to the rest of the county. The over-sampling of San Lorenzo Valley allowed for reliable comparisons with the other two regions (North County and South County).

Data from the CAP year 15 survey were "weighted" along several demographic dimensions prior to data analysis. Data weighting is a procedure that adjusts for discrepancies between demographic proportions within a sample and the population from which the sample was drawn. For example, within the CAP year 15 survey, the sample was 66.6% female and 33.4% male, whereas the population in Santa Cruz County is very near to evenly split between the two genders. When the data are weighted to adjust for the over-sampling of females, answers given by each female respondent are weighted slightly downward, and answers given by each male respondent are weighted slightly upward, thus compensating for the disproportionate sampling.

The survey data for CAP year 15 were simultaneously weighted along the following demographic characteristics: gender, ethnicity, and geographic location. Weighting for both ethnicity and gender was performed to be region-specific (based on 2000 Census data) to account for differences across the three regions of Santa Cruz County. The weighted data were used in the generation of the overall frequency tables, and all of the cross-tabulations, with the exception of the regional cross-tabulations. For the regional cross-tabulations, the regional weights were dropped so that the San Lorenzo Valley oversample could be utilized.

Two important characteristics of weighted data need to be mentioned. First, within a weighted data set, the weights of each person's responses are determined by that individual's characteristics along the weighted dimensions (gender, ethnicity, geographic location). Thus, different respondents will have different weights attributed to their responses, based on each person's intersection along the three weighted demographic dimensions.

Sample Representativeness

We are 95% confident that the opinions of survey respondents do not differ from those of the general population of Santa Cruz County by more than +/- 3.4%. This “margin of error” is useful in assessing how likely it is that the responses observed in the sample would be found in the population of all residents in Santa Cruz County if every resident were to be polled. For example, within the CAP year 15 sample, 80.4% of respondents indicated that they have health insurance. Therefore, we are 95% confident that across all residents of Santa Cruz County the percentage of people who have health insurance is between 77.0% and 83.8% (80.4% +/- 3.4%).

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

It is important to note that the margin of error is increased as the sample size is reduced. This becomes relevant when focusing on particular breakdowns or subpopulations in which the overall sample is broken down into smaller groups. In these instances, the margin of error will be larger than the initially stated interval of 3.4%.

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

Data Analysis

Significance testing on the overall CAP year 15 data was performed using proportion Z testing, to determine whether differences observed within the CAP year 15 data would be likely to be expected across the population of the entire Santa Cruz County. In charts illustrating survey results, an asterisk indicates when statistically significant differences were found between survey subpopulations .

Data Presentation

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

Secondary Data

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

Note on Population Figures

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

California Health Interview Survey (CHIS)

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

California Healthy Kids Survey (CHKS)

The CHKS is a comprehensive youth self-reported data collection system that provides essential and reliable health risk assessment and resilience information to schools, school districts, and communities. It is developed and conducted by a multidisciplinary team of expert researchers, evaluators, and health and prevention practitioners. The Santa Cruz County CHKS is conducted bi-annually at all public schools throughout the county.

Appendix II: Definitions

Demographics

Family: refers to a group of two people or more (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people (including related subfamily members) are considered as members of one family. Beginning with the 1980 Current Population Survey, unrelated subfamilies (referred to in the past as secondary families) are no longer included in the count of families, nor are the members of unrelated subfamilies included in the count of family members. The number of families is equal to the number of family households; however, the count of family members differs from the count of family household members because family household members include any non-relatives living in the household.

Householder: refers to the person (or one of the people) in whose name the housing unit is owned or rented (maintained) or, if there is no such person, any adult member, excluding roomers, boarders, or paid employees. If the house is owned or rented jointly by a married couple, the householder may be either spouse. The person designated as the householder is the “reference person” to whom the relationship of all other household members, if any, is recorded. The number of householders is equal to the number of households. Also, the number of family householders is equal to the number of families.

Natural Increase: a measure of population change calculated by subtracting deaths from births.

Net Migration: a measure of population change calculated by subtracting natural increase (births minus deaths) from net population change.

Economy

California Work Opportunity and Responsibility to Kids (CalWORKs): a program that provides temporary financial assistance and employment focused services to families with minor children who have income and property below State maximum limits for their family size.

Fair Market Rent: the maximum amount that the Housing Authority will pay for rental units, as determined by the Department of Housing and Urban Development.

Federal Poverty Guidelines/Level (FPL): The poverty thresholds are the original version of the federal poverty measure developed in the early 1960’s 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. They are used to determine income eligibility for many public programs. The FPL fails to take into account housing and transportation costs, geography, and child care costs, which are increasingly more expensive. The poverty guidelines represent the 48 contiguous states, including Washington, D.C.; poverty guidelines differ for the states of Hawaii and Alaska.

Median Family Income: The family income level that divides the income distribution into two equal groups, with half of the population having incomes greater than the median and half having incomes less than the median. The median family income is the sum of money income received in the previous calendar year by all household members 15 years old and over, including household members not related to the householder, people living alone, and others in nonfamily households.²³ HUD estimates of median family income are based on 2000 Census data estimates updated with county-level Bureau of Labor Statistics (BLS) earnings data, Census American Community Survey (ACS) state-level data, and Census Current Population Survey (CPS) data. Separate median family income estimates (MFIs) are calculated for all Metropolitan Statistical Areas (MSAs), Primary Metropolitan Statistical Areas (PMSAs) and nonmetropolitan counties.

Self-Sufficiency Standard: measures how much income is needed for a family of a certain composition living in a particular county to adequately meet its minimal basic needs. It is based on the costs families face on a daily basis – housing, food, child care, out-of-pocket medical expenses, transportation, and other necessary spending – and provides a complete picture of what it takes for families to make ends meet.

Temporary Assistance for Needy Families (TANF): this program became effective July 1, 1997 and replaced what was commonly known as welfare, or Aid to Families with Dependent Children (AFDC).

Total Annual Payroll: the total compensation paid by an employer during a specified time period, regardless of when the services were performed. Wages include bonuses, stock options, the cash value of meals and lodging, tips and other gratuities.

Transient Occupancy Tax: measures the taxes levied on out-of-town visitors for lodging.

Welfare-to-Work: The Welfare-to-Work Act, AB 1542, created in 1997 established welfare reform in California. The program is designed to help welfare recipients obtain and prepare for employment.

Education

ACT: The ACT Assessment, or “A-C-T” as it is commonly called, is a national college admission examination that consists of tests in English, Mathematics, Reading and Science Reasoning. The scale scores range from 1 (low) to 36 (high) for each of the four tests and for the Composite. The Composite is the average of the four test scores, rounded to the nearest whole number.

Academic Performance Index (API): The API is a measurement of school achievement for accountability purposes developed as a result of the 1999 Public Schools Accountability Act (PSAA). The API summarizes a school’s performance on each year’s STAR scores. The API is based on the performance of individual pupils on STAR content areas, as measured through national percentile rankings (NPRs) and is scored on a scale of 200 to 1,000.

²³ Source: U.S. Census Bureau, *State and County QuickFacts*, 2009

Adequate Yearly Progress (AYP): The percent of students who are proficient or above in reading/language arts and mathematics. The No Child Left Behind Act of 2001 requires all districts and schools to demonstrate AYP, with an eventual goal that 100% of all students are proficient or above in reading/language arts and mathematics by 2013-2014. Another component of AYP is based on Academic Performance Index (API) scores and graduation rates for high school students.

California High School Exit Exam (CAHSEE): an exam that helps identify students who are not developing skills that are essential for life after high school and encourages districts to give these students the attention and resources needed to help them achieve these skills during their high schools years. Beginning with the Class of 2006, all public school students are required to pass the exam to earn a high school diploma.

California Standards Tests: The California Standards Tests in English-language arts, mathematics, science, and history-social science are administered only to students in California public schools. These tests were developed specifically to assess students' knowledge of the California academic content standards.

College Preparation Courses: high school courses in which the student has received a minimum grade of "C" or better that are accepted by the University of California and the California State University system as meeting their minimum admission standards. This includes 2 years of History / Social Science, 4 years of English, 3 years of mathematics, 2 years of laboratory science, 2 years of foreign language, and 2 years of college preparatory elective courses.

Current Expense of Education: a measure of the cost of direct educational services to students. By law, this must be calculated annually for every district. The figure is matched with average daily attendance (ADA) for the district to arrive at each expenditure per pupil figure. In other words, the total dollar amount for each district is divided by the total ADA to arrive at the current expense of education per ADA or cost of education per ADA.

English Learner: English Learner (EL) students, formerly known as Limited-English-Proficient (LEP) students, are those students for whom there is a report of a primary language other than English on the state-approved Home Language Survey and who, on the basis of the state approved oral language (grades K-12) assessment procedures and including literacy (grades 3-12 only), have been determined to lack the clearly defined English language skills of listening comprehension, speaking, reading, and writing necessary to succeed in the school's regular instructional programs.

Four-Year Derived Dropout Rates: an estimate of the percent of students who would drop out during a four-year period based on data collected for a single year.²⁴

SAT: The SAT is a national college admissions test. It tests students' knowledge of subjects that are necessary for college success: reading, writing, and mathematics. It is typically taken by high school juniors and seniors. In 2005 a writing section was added to the existing verbal and mathematics section,

²⁴ For more information about the Four-Year Derived Dropout Rate and its calculation, visit the California Department of Education's DataQuest website at <http://data1.cde.ca.gov/dataquest/>.

raising the total possible score to 2400. Each section of the SAT is scored on a scale of 200-800, with two writing subscores for multiple-choice questions and the essay.

Youth Assets: Youth assets, also known as developmental supports and opportunities or protective factors, are measured by students' perceptions of each of the three key protective factors—Caring Relationships, High Expectations, and Opportunities for Meaningful Participation—in their school and community environments.

Health

Asthma Management Plan: a printed form that tells when to change the amount or type of medicine, when to call the doctor for advice, and when to go the emergency room.

Healthy People 2010 Objectives: a set of health objectives for the Nation to achieve over the first decade of the new century. They can be used by many different people, states, communities, professional organizations and others to help develop programs to improve health.

Kotelchuck Index: an index of adequacy of prenatal care based on the month prenatal care began and the number of visits attended as recommended by the American College of OB-GYN Standards of Care. Adequate and adequate plus categories represent care begun by the 4th month of pregnancy, with a total of 12 to 17 visits received.

Low Birth Weight: babies born weighing less than 2,500 grams.

Required Immunizations: The following immunizations are required for entry into California child care centers: at least four doses of the Diphtheria, Tetanus, and Pertussis (DTP) vaccine; at least three doses of the Polio vaccine; at least one dose of the Measles, Mumps, and Rubella (MMR) vaccine; at least one dose of the Haemophilus Influenza Type B (Hib) vaccine; at least three doses of the Hepatitis B vaccine; and at least one dose of the Varicella (Chickenpox) vaccine or physician documentation of having had chickenpox. Entry into California kindergartens requires these immunizations: at least four doses of the Diphtheria, Tetanus, and Pertussis (DTP) vaccine; at least three doses of the Polio vaccine; at least one dose of the Measles, Mumps, and Rubella (MMR) vaccine; at least three doses of the Hepatitis B vaccine; and at least one dose of the Varicella (Chickenpox) vaccine or physician documentation of having had the chickenpox. Exceptions to these requirements include permanent medical exemptions and personal belief exemptions.

Retail alcohol outlets: include off-sale establishments, where alcohol is sold for consumption off premises (supermarkets, liquor stores, etc.) as well as places where alcohol is consumed on the premises (bars, restaurants, etc.).

Public Safety

Aggravated Assault: an unlawful attack or attempted attack by one person upon another for the purpose of inflicting severe or aggravated bodily injury. This type of assault is usually accompanied by the use of a weapon or by means likely to produce death or great bodily harm.

Arson: any willful or malicious burning or attempt to burn, with or without intent to defraud, a dwelling house, public building, motor vehicle or aircraft, personal property of another, etc.

Burglary: the unlawful entry of a structure to commit a felony or a theft.

Caretaker Absence or Incapacity²⁵: [With regard to child abuse] The absence of a child's caretaker due to hospitalization, incarceration or death; incapacity of the caretaker to provide adequate care for the child due to physical or emotional illness, disabling condition, or compulsive use of alcohol or narcotics.

Child²⁵: an individual aged 17 years or less.

Emotional Abuse²⁵: [With regard to child abuse] Non-physical mistreatment, the results of which may be characterized by disturbed behavior on the part of the child such as severe withdrawal, regression, bizarre behavior, hyperactivity, or dangerous behavior. Such behavior, in and of itself, is not deemed to be evidence of emotional abuse. Emotional abuse includes, but is not limited to: willfully causing or permitting any child to suffer, inflicting mental suffering, or endangering a child's emotional well-being.

Exploitation²⁵: [With regard to child abuse] The act of forcing or coercing a child into performing activities for the benefit of the caretaker which are beyond the child's capabilities or which are illegal or degrading. This term also includes sexual exploitation.

General Neglect²⁵: [With regard to child abuse] The negligent failure of a child's caretaker to provide adequate food, clothing, shelter, or supervision where no physical injury to the child has occurred.

Homicide: the willful (non-negligent) killing of one human being by another. Murder and non-negligent manslaughter are included in this definition.

Larceny: the unlawful taking, carrying, leading, or riding away of property from the possession of another (except embezzlement, fraud, forgery, and worthless checks).

Motor Vehicle Theft: the theft or attempted theft of a motor vehicle.

Physical Abuse²⁵: [With regard to child abuse] A bodily injury which has been or is being inflicted by other than accidental means on a child by the child's caretaker. Physical abuse includes, but is not limited to: willful cruelty, unjustifiable punishment, or corporal punishment / injury to a child.

Rape: the carnal knowledge of a male or female forcibly and against his/her will.

²⁵ Source: *Health and Welfare Agency Annual Statistical Report, 2002.*

Robbery: the taking or attempting to take anything of value from the custody, care, or control of a person or persons by force or threat of force or violence and/or by creating fear in the victim.

Severe Neglect²⁵: [With regard to child abuse] The negligent failure of a caretaker to protect a child from severe malnutrition, or medically diagnosed non-organic failure to thrive. Severe neglect also includes situations where a caretaker willingly causes or allows the child to be placed in a situation where his / her health is endangered. This includes, but is not limited to: intentional failure to provide necessary medical care, adequate food, clothing, or shelter.

Sexual Abuse²⁵: [With regard to child abuse] The victimization of a child through sexual activities. These activities include, but are not limited to: molestation, indecent exposure, fondling, rape, and incest.

Social Environment

Autism: [With regard to students with disabilities] a developmental disability significantly affecting verbal and non-verbal communication and social interaction, generally evident before age three that adversely affects educational performance.

Chronically Homeless: defined by HUD as an unaccompanied homeless person with a disabling condition who has been homeless for at least one year or 4 times within the past 3 years.

Deaf-Blindness: [With regard to students with disabilities] concomitant hearing and visual impairments, the combination of which causes such severe communication and other developmental and educational problems that they cannot be accommodated in special education programs solely for deaf or blind children.

Deafness: [With regard to students with disabilities] a hearing impairment which is so severe that the child is impaired in processing linguistic information through learning, with or without amplification, which adversely affects educational performance.

Emotional Disturbance: [With regard to students with disabilities] a condition exhibiting one or more of the following characteristics over a long period of time and to a marked degree, which adversely affects educational performance: a) an inability to learn which cannot be explained by intellectual, sensory, or health factors; b) an inability to build or maintain satisfactory interpersonal relationships with peers and teachers; c) inappropriate types of behavior or feeling under normal circumstances; d) a general pervasive mood of unhappiness or depression; or e) a tendency to develop physical symptoms or fears associated with personal or school problems. The term includes children who are schizophrenic. The term does not include children who are socially maladjusted, unless it is determined that they exhibit one or more of the characteristics listed above.

Employment Disability: refers to a physical, mental, or emotional condition lasting 6 months or more that made it difficult to work at a job or business.

Free or Reduced Cost Meal: is a federal program administered by the U.S. Department of Agriculture. Program participation is by application and is based on the income of the child's parent or guardian.

Going Outside of Home Disability: refers to a physical, mental, or emotional condition lasting 6 months or more that made it difficult to go outside the home alone to shop or visit a doctor's office.

Hard of Hearing: [With regard to students with disabilities] a hearing impairment, whether permanent or fluctuating, which adversely affects a child's educational performance but which is not included under the definition of "deafness" in this section.

Hate Crime: any crime motivated by the victim's race, ethnicity, religion, sexual orientation, or physical or mental disability.

Homeless Assistance: assistance available to CalWORKs eligible families to meet the reasonable costs of securing permanent housing, and for temporary shelter while seeking permanent housing. Families must meet the definition of homelessness, and assistance is restricted to once in a lifetime with few exceptions.

McKinney Act: The McKinney Act defines homelessness as:

- 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.

Mental Disability: refers to a physical, mental, or emotional condition lasting 6 months or more that made it difficult to learn, remember, or concentrate.

Mental Retardation: [With regard to students with disabilities] significantly subaverage general intellectual function existing concurrently with deficits in adaptive behavior, and manifested during the developmental period, which adversely affects a child's educational performance.

Multiple Disability: [With regard to students with disabilities] concomitant impairments (such as mental retardation, blindness, mental retardation, orthopedic impairment, etc.) the combination of which causes such severe educational problems that children cannot be accommodated in special education programs solely for one of the impairments. The term does not include deaf-blind children.

Orthopedic Impairment: [With regard to students with disabilities] a severe orthopedic impairment, which adversely affects a child's educational performance. The term includes impairments caused by congenital anomaly (e.g., clubfoot, absence of some member, etc.), impairments caused by disease (e.g., poliomyelitis, bone tuberculosis, etc.), and impairments from other causes (e.g., cerebral palsy, amputations, and fractures or burns which cause contractures).

Other Health Impairment: [With regard to students with disabilities] having limited strength, vitality or alertness, due to chronic or acute health problems such as a heart condition, tuberculosis, rheumatic fever, nephritis, asthma, sickle cell anemia, hemophilia, epilepsy, lead poisoning, leukemia, or diabetes, which adversely affects a child's educational performance.

Physical Disability: refers to a long-lasting condition that substantially limits one or more basic physical activity such as walking, climbing stairs, reaching, lifting, or carrying.

San Andreas Regional Center (SARC): community-based, private nonprofit corporation that is funded by the State of California to serve people with developmental disabilities.

Self-care Disability: refers to a physical, mental, or emotional condition lasting 6 months or more that made it difficult to dress, bathe, or get around inside the home.

Sensory Disability: refers to a long-lasting condition of blindness, deafness, or severe vision or hearing impairment.

Specific Learning Disability: [With regard to students with disabilities] a disorder in one or more of the basic psychological processes involved in understanding or in using language, spoken or written, which may manifest itself in an imperfect ability to listen, think, speak, read, write, spell, or to do mathematical calculations. The term includes such conditions as perceptual handicaps, brain injury, minimal brain dysfunction, dyslexia, and developmental aphasia. The term does not include children who have learning problems that are primarily the result of visual, hearing, or motor handicaps, of mental retardation, of emotional disturbance or of environmental, cultural, or economic disadvantage.

Speech or Language Impairment: [With regard to students with disabilities] a communication disorder such as stuttering, impaired articulation, language impairment, or a voice impairment, which adversely affects a child's educational performance.

Traumatic Brain Injury: [With regard to students with disabilities] an injury to the brain caused by an external physical force or by an internal occurrence such as stroke or aneurysm, resulting in total or partial functional disability or psychosocial maladjustment that adversely affects educational performance. The term includes open or closed head injuries resulting in mild, moderate, or severe impairments in one or more areas, including cognition; language memory; attention; reasoning; abstract thinking; judgment; problem-solving; sensory, perceptual and motor abilities; psychosocial behavior; physical functions; information processing; and speech. The term does not include brain injuries that are congenital or degenerative, or brain injuries induced by birth trauma.

Visual Impairment: [With regard to students with disabilities] a visual impairment that, even with correction, adversely affects a child's educational performance. The term includes both partially seeing and blind children.

Natural Environment

Diversion Rate: The percentage of its total waste that a jurisdiction diverted from disposal at Board-permitted landfills and transformation facilities through reduction, reuse, recycling programs, and composting programs.

Farmland of Local Importance: either currently producing crops or has the capability of production. This is land other than Prime Farmland, Farmland of Statewide Importance, or Unique Farmland.

Farmland of Statewide Importance: land other than Prime Farmland that has a good combination of physical and chemical characteristics for the production of crops.

Grazing Land: land on which the existing vegetation, whether grown naturally or through management, is suitable for grazing or browsing of livestock. The minimum mapping unit is 40 acres.

Land Trust: Land trusts work with private parties and public agencies to permanently protect land through purchase and/or donation.

Open Space Easement: Open space easements restrict the use of privately owned property to a particular use (generally, undeveloped) under the Open Space Easement Act of 1974. Property owners receive a property tax reduction as an incentive to preserve their property in an undeveloped condition. The Williamson Act of 1965 offered property tax reductions to private landowners contracting to preserve farmland. Each year, the County is reimbursed by the state for a portion of the tax revenue lost through Williamson Act and Open Space Easement contracts.

Ozone: a colorless, odorless reactive gas comprised of three oxygen atoms. It is naturally found in the upper level stratosphere, but low level tropospheric ozone is a component of air pollution. Exposure to unhealthful levels of ozone can result in chest pain, coughing, nausea, shortness of breath, headaches, congestion, and throat irritation.

Particulate Matter (PM₁₀): the mixture of solid particles and liquid droplets found in the air that are less than 10 microns in size. Studies have linked high levels of particulate matter to aggravated asthma and acute respiratory symptoms, chronic bronchitis, decreased lung function, and premature death. The largest sources of PM₁₀ are dust from vehicles driving on paved roads, grinding operations, fuel combustion, agricultural burning, and wood stoves.

Prime Farmland: land that has the best combination of physical and chemical characteristics for the production of crops. It has the soil quality, growing season, and moisture supply needed to produce sustained high yields of crops when treated and managed, including water management, according to current farming methods.

Recreation Trails: trails set aside for non-motorized recreation activities such as hiking, biking, and horseback riding.

Unique Farmland: land which does not meet the criteria for Prime Farmland or Farmland of Statewide Importance, and that has been used for the production of specific high economic value crops.

Waterway Impairment: Waterways are considered impaired based on the containment of different pollutants. Pathogens can come from urban runoff, storm sewers, agriculture, septic tanks, wildlife, homeless camps, and private laterals. Sedimentation is caused by unsurfaced roads, bare soil, and as the result of hydromodification. Nutrients come from septic systems, sewer systems, laterals, pesticides/ agricultural runoff, wildlife, and natural sources. The State uses three categories to assess the waterway health: "Good" waterways support and enhance designated use with minor or no known impairment of water quality; "Intermediate" waterways support designated use with minor or moderate impairment; "Impaired" waterways do not support designated uses and have moderate to severe impairment of water quality.

Appendix III: Santa Cruz County Telephone Survey Results, 2009

1. Which of the following areas do you live in or live closest to?

Response	Frequency	Percent
City of Santa Cruz	239	28.0%
City of Watsonville	170	19.9%
Aptos	98	11.5%
Capitola	58	6.8%
Scotts Valley	57	6.7%
Live Oak	46	5.4%
Ben Lomond	41	4.8%
Boulder Creek	36	4.2%
Soquel	35	4.1%
Felton	22	2.6%
Corralitos	21	2.4%
Davenport/ Bonny Doon	14	1.6%
Freedom	10	1.2%
Zayante	3	0.3%
Mount Hermon	2	0.2%
Brookdale	1	0.1%
La Selva	1	0.1%
Lompico	1	0.1%
San Lorenzo Valley	0	0.0%
Total	854	100.0%

2. What is your zip code?

Response	Frequency	Percent
95076	206	24.1%
95060	162	19.0%
95062	130	15.2%
95003	82	9.6%
95066	42	5.0%
95006	38	4.4%
95073	37	4.3%
95005	35	4.1%
95010	32	3.7%
95018	28	3.3%
95065	28	3.3%
95033	16	1.8%

Response	Frequency	Percent
95019	9	1.0%
95041	2	0.2%
95064	2	0.2%
95001	1	0.1%
95063	1	0.1%
95067	1	0.1%
95072	1	0.1%
Total	854	100.0%

3. Are you a parent or guardian of a child (or children) under the age of 18?

Response	Frequency	Percent
Yes	250	29.2%
No	604	70.8%
Total	853	100.0%

4. Are you a parent or guardian of a child (or children) under the age of 6?

Response	Frequency	Percent
Yes	109	43.6%
No	141	56.4%
Total	250	100.0%

5. Are your children in:

Response	Frequency	Percent
Public school	200	80.6%
Private school	25	10.1%
Not of school age	58	23.4%

Multiple response question with 249 respondents offering 283 responses.

6a. Are they in Elementary School?

Response	Frequency	Percent
Yes	121	56.0%
No	95	44.0%
Total	215	100.0%

6b. Are they in Middle School?

Response	Frequency	Percent
Yes	57	26.4%
No	159	73.6%
Total	215	100.0%

6c. Are they in High School?

Response	Frequency	Percent
Yes	95	44.0%
No	120	56.0%
Total	215	100.0%

7a. Does your child (children)'s Elementary School provide a safe environment for learning?

Response	Frequency	Percent
Yes	116	96.9%
No	4	3.1%
Total	120	100.0%

7b. Does your child (children)'s Middle School provide a safe environment for learning?

Response	Frequency	Percent
Yes	53	96.9%
No	2	3.1%
Total	54	100.0%

7c. Does your child (children)'s High School provide a safe environment for learning?

Response	Frequency	Percent
Yes	86	91.6%
No	8	8.4%
Total	94	100.0%

8a. How satisfied are you with your child (children)'s Elementary School education?

Response	Frequency	Percent
Very satisfied	82	68.2%
Somewhat satisfied	33	27.1%
Not at all satisfied	6	4.7%
Total	121	100.0%

8b. How satisfied are you with your child (children)'s Middle School education?

Response	Frequency	Percent
Very satisfied	39	68.7%
Somewhat satisfied	17	30.5%
Not at all satisfied	0	0.7%
Total	57	100.0%

8c. How satisfied are you with your child (children)'s High School education?

Response	Frequency	Percent
Very satisfied	36	37.9%
Somewhat satisfied	55	58.5%
Not at all satisfied	3	3.5%
Total	95	100.0%

9. Does (Do) your child (children) have enough activities after school and on weekends?

Response	Frequency	Percent
Yes	166	77.9%
No	47	22.1%
Total	213	100.0%

10. How important do you think attending a quality preschool is to a child's success in school?

Response	Frequency	Percent
Very important	604	71.1%
Somewhat important	181	21.3%
Not at all important	50	5.8%
Don't know	14	1.7%
Total	850	100.0%

11. Overall, how satisfied are you with our local system of education?

Response	Frequency	Percent
Very satisfied	203	24.1%
Somewhat satisfied	418	49.7%
Not at all satisfied	116	13.8%
Don't know	104	12.4%
Total	841	100.0%

12. Do you use a computer in your home?

Response	Frequency	Percent
Yes	700	82.0%
No	153	18.0%
Total	853	100.0%

12a. Is the computer connected to the Internet?

Response	Frequency	Percent
Yes	685	97.9%
No	15	2.1%
Don't know	0	0.0%
Total	700	100.0%

12b. For what reasons do you use the Internet?

Response	Frequency	Percent
Email	646	94.2%
Information	626	91.4%
Finances such as paying bills, checking account balances, etc.	475	69.3%
Shopping	465	67.9%
Social networking such as MySpace, Facebook, blogging, etc.	271	39.5%
Work	52	7.6%
Entertainment/ play games	28	4.1%
Other	14	2.0%
School	13	1.9%
Accessing the news/ politics	7	1.0%

Multiple response question with 685 respondents offering 2,596 responses.

13. Do you feel you are better off financially this year than last year?

Response	Frequency	Percent
Yes	165	20.1%
No	657	79.9%
Total	822	100.0%

13a. If no or don't know, why do you feel this way?

Response	Frequency	Percent
Loss on financial investments	112	16.8%
Lost job or family member lost job	105	15.8%
Cost of living increasing	94	14.0%
Working less than last year/ underemployed	87	13.1%
Overall economic recession/ slowdown	75	11.3%
No change/ the same	68	10.2%
Less employment opportunities	66	9.9%
Pay cut	53	7.9%
Fixed income/ retired	40	6.0%
Decreased real estate value	20	3.0%
Personal tragedy/ health problems	10	1.5%
Increased taxes	9	1.3%
Foreclosure	2	0.2%
Other	52	7.7%

Multiple response question with 667 respondents offering 795 responses.

14. Are you saving money for the future through any of the following savings options?

Response	Frequency	Percent
Savings account	494	58.5%
IRA	328	38.9%
401K	257	30.5%
Not saving	197	23.4%
Roth IRA	124	14.7%
403 B7	70	8.3%
SEP	28	3.3%
Stocks	22	2.6%
457	21	2.4%
529/ college fund	9	1.0%
Pension Fund	8	1.0%
Annuities	6	0.7%
CD's	5	0.6%
Don't know	3	0.4%
Other	30	3.6%

Multiple response question with 844 respondents offering 1603 responses.

15. *Do you feel you have opportunities to work in the Santa Cruz area?*

Response	Frequency	Percent
Yes	476	60.7%
No	308	39.3%
Total	784	100.0%

16. *In any given month in the last 12 months, did you find yourself having to go without basic needs such as child care, health care, food, or housing?*

Response	Frequency	Percent
Yes	135	15.9%
No	713	84.1%
Total	848	100.0%

16a. *If yes, what did you go without?*

Response	Frequency	Percent
Health care (including dental)	82	61.8%
Food / limited food choices	35	25.9%
Rent / housing	29	22.0%
Child care	18	13.5%
Other	1	0.6%

Multiple response question with 133 respondents offering 165 responses.

17. *How much of your total household take-home pay - income after taxes - goes to rent or housing costs?*

Response	Frequency	Percent
30% or less	391	49.9%
Between 31% and 49%	206	26.2%
Between 50% and 74%	130	16.7%
75% or more	56	7.1%
Total	783	100.0%

18. *Due to the cost of housing have you or anyone living with you needed to:*

Response	Frequency	Percent
Share housing with other families	174	20.6%
Live temporarily with family / friends	162	19.2%
Rent out rooms in your house	117	13.8%
Move when you didn't want to	65	7.7%
Live in an overcrowded unit	53	6.3%
Live in a housing unit without adequate plumbing, heat, or electricity	27	3.2%
Experience foreclosure	20	2.4%
Other	4	0.5%
None of the above	561	66.4%

Multiple response question with 845 respondents offering 1,183 responses.

18a. *Has any of the preceding had to do with the economic downturn?*

Response	Frequency	Percent
Yes	189	67.8%
No	90	32.2%
Total	278	100.0%

19. *Have you been without housing in Santa Cruz County during the past year? (Homeless, in a shelter, on the street, or living in your vehicle)?*

Response	Frequency	Percent
Yes	13	1.6%
No	841	98.4%
Total	854	100.0%

20. *Is anyone staying at your address on a temporary basis who otherwise might be considered homeless?*

Response	Frequency	Percent
Yes	56	6.6%
No	795	93.4%
Total	851	100.0%

20a. How many people staying at this address might be considered homeless?

Response	Frequency	Percent
1	41	74.1%
2	12	20.6%
3	2	3.0%
4	1	2.4%
Total	56	100.0%

20b. Please tell me the relationship of this person to the owner, leaseholder or primary renter of this property.

Response	Frequency	Percent
Immediate family - mother, father, son, daughter, sister, brother	26	49.4%
Friend	20	37.0%
Extended family - grandparent, aunt, uncle, cousin or other	7	13.4%
Non-family member including in-laws	4	8.2%
Other relationship	1	2.7%

Multiple response question with 53 respondents offering 59 responses.

21. Do you have a regular source of health care?

Response	Frequency	Percent
Yes	727	85.1%
No	127	14.9%
Total	854	100.0%

21a. Where do you go?

Response	Frequency	Percent
Private practice - includes Santa Cruz Medical Foundation	596	82.3%
Urgent care clinics - Doctors on Duty, 24 hour urgent care	206	28.4%
Emergency room	194	26.8%
Alternative care practices	117	16.1%
Community clinics	115	15.8%
Out of county	91	12.5%
VA Hospital	12	1.7%
Other	4	0.5%

Multiple response question with 725 respondents offering 1,334 responses.

22. Have you needed health care, including alternative health care, in the past year and been unable to receive it?

Response	Frequency	Percent
Yes	82	9.7%
No	769	90.3%
Total	852	100.0%

22a. Why couldn't you receive it?

Response	Frequency	Percent
Too expensive	25	29.8%
No insurance	24	29.5%
Insurance wouldn't cover it	9	10.8%
Couldn't afford co-pay	8	9.2%
Medi-Cal/ MediCruz problems	7	8.5%
Couldn't afford the premium	2	2.3%
Other	8	9.9%
Total	82	100.0%

23. Do you currently have health insurance?

Response	Frequency	Percent
Yes	682	80.4%
No	167	19.6%
Total	849	100.0%

24a. Does your health insurance cover prescriptions?

Response	Frequency	Percent
Yes	614	90.0%
No	53	7.7%
Don't know	16	2.3%
Total	682	100.0%

24b. Does your health insurance cover mental health?

Response	Frequency	Percent
Yes	417	61.1%
No	89	13.0%
Don't know	177	25.9%
Total	682	100.0%

24c. Does your health insurance cover your dependents?

Response	Frequency	Percent
Yes	342	52.4%
No	285	43.8%
Don't know	25	3.8%
Total	652	100.0%

24d. Does your health insurance cover dental care?

Response	Frequency	Percent
Yes	426	62.4%
No	250	36.6%
Don't know	6	0.9%
Total	682	100.0%

25. Have you needed dental care in the past year and been unable to receive it?

Response	Frequency	Percent
Yes	131	15.4%
No	722	84.6%
Total	853	100.0%

25a. Why couldn't you receive it?

Response	Frequency	Percent
Too expensive	54	42.4%
No insurance	39	30.5%
Insurance wouldn't cover it	18	13.9%
Couldn't afford co-pay	6	4.6%
Couldn't afford premiums	3	2.6%
Other	8	6.0%
Total	127	100.0%

26. How long has it been since you last visited a dentist, hygienist, or orthodontist?

Response	Frequency	Percent
Have never visited	6	0.7%
1 to 6 months ago	551	64.7%
7 to 12 months ago	88	10.3%
More than one year, up to 2 years ago	105	12.4%
More than 2 years, up to 5 years ago	64	7.5%
More than 5 years ago	38	4.4%
Total	851	100.0%

27. Has a doctor ever diagnosed you with asthma?

Response	Frequency	Percent
Yes	108	12.7%
No	744	87.3%
Total	852	100.0%

27a. Are you being treated for your asthma?

Response	Frequency	Percent
Yes	52	48.3%
No	56	51.7%
Total	108	100.0%

27b. Has a doctor ever given you an asthma management plan?

Response	Frequency	Percent
Yes	41	38.5%
No	66	61.5%
Total	107	100.0%

28. Other than during pregnancy, has a doctor ever told you that you have diabetes or pre-diabetes?

Response	Frequency	Percent
Yes	103	12.2%
No	746	87.8%
Total	849	100.0%

28a. If a doctor ever told you that you have diabetes or pre-diabetes, were you told it was:

Response	Frequency	Percent
Diabetes	58	59.4%
Pre-diabetes	40	40.6%
Total	98	100.0%

29. During the past 12 months, did you ever feel so sad or hopeless almost every day for two weeks or more in a row that you stopped doing some usual activities?

Response	Frequency	Percent
Yes	113	13.3%
No	736	86.7%
Total	850	100.0%

30. *Thinking about physical activity and nutrition, do you know what the 5210 campaign stands for?*

Response	Frequency	Percent
Yes	30	3.6%
No	819	96.4%
Total	849	100.0%

30a. *Please describe 5210 campaign*

Response	Frequency	Percent
Knows all four of the 5210 definitions	5	18.7%
Knows three of the four definitions	0	1.7%
Knows two of the four definitions	1	5.8%
Knows one of the four definitions	4	14.0%
Has general knowledge of 5210 but not specific definitions	15	59.8%
Total	25	100.0%

31. *How many days per week do you engage in physical activity, such as brisk walking or gardening, for a combined total of 30 minutes or more?*

Response	Frequency	Percent
None	76	8.9%
1 - 2 days	132	15.5%
3 - 4 days	273	32.2%
5 or more days	368	43.4%
Total	848	100.0%

31a. *How many days per week do you engage in physical activity, such as brisk walking or gardening, for a combined total of 60 minutes or more?*

Response	Frequency	Percent
None	148	19.3%
1 - 2 days	209	27.3%
3 - 4 days	202	26.3%
5 or more days	208	27.1%
Total	767	100.0%

32. *Do you eat 5 or more servings of fruits and vegetables a day?*

Response	Frequency	Percent
Yes	481	57.1%
No	361	42.9%
Total	842	100.0%

33. *About how many hours each week do you have available to relax and take part in leisure time activities?*

Response	Frequency	Percent
None	21	2.9%
1 - 5 hours	179	23.9%
6 - 10 hours	157	21.0%
11 - 15 hours	98	13.1%
16 - 20 hours	88	11.8%
21 - 30 hours	95	12.7%
31 - 40 hours	52	7.0%
41 - 50 hours	29	3.9%
Over 50 hours	28	3.8%
Total	748	100.0%
MEAN	17.46	

33a. *How satisfied are you with the amount of time you have available each week for leisure time activities?*

Response	Frequency	Percent
Very satisfied	443	52.3%
Somewhat satisfied	298	35.2%
Not at all satisfied	106	12.5%
Total	847	100.0%

34. *Body Mass Index in adults*

Response	Frequency	Percent
Low BMI (Less than 18.5)	13	1.6%
Normal BMI (18.5 -24.9)	337	42.6%
Overweight (BMI 25.0 -29.9)	290	36.6%
Obese (BMI 30.0 or more)	152	19.2%
Total	792	100.0%

35. *Do you currently smoke cigarettes every day, some days, or not at all?*

Response	Frequency	Percent
Every day	72	8.4%
Some days	37	4.4%
Not at all	743	87.2%
Total	852	100.0%

36. *Considering all types of alcoholic beverages, during the past 30 days about how many times did you have 5 or more drinks on an occasion? An occasion is considered about 2 hours.*

Response	Frequency	Percent
0	746	88.0%
1	34	4.0%
2	26	3.1%
3	6	0.7%
4	5	0.6%
5	10	1.2%
7	2	0.3%
10	2	0.3%
12	3	0.4%
15	2	0.3%
20	1	0.1%
25	3	0.3%
30	7	0.9%
Total	848	100.0%

37. *How acceptable do you think it is for adults to provide alcohol to underage youth in their home?*

Response	Frequency	Percent
Very acceptable	32	3.9%
Somewhat acceptable	138	16.5%
Not at all acceptable	664	79.6%
Total	834	100.0%

38. *How acceptable do you find the use of marijuana for recreational or non-medicinal use?*

Response	Frequency	Percent
Acceptable	111	13.3%
Somewhat acceptable	260	31.2%
Not at all acceptable	462	55.5%
Total	833	100.0%

39. *Do you have your end-of-life wishes for medical treatment in a written document?*

Response	Frequency	Percent
Yes	348	40.8%
No	495	58.1%
Don't know	9	1.1%
Total	852	100.0%

40. *How concerned are you about crime in Santa Cruz County?*

Response	Frequency	Percent
Very concerned	338	40.1%
Somewhat concerned	388	45.9%
Not at all concerned	118	14.0%
Total	845	100.0%

41. *How safe would you say you feel in your neighborhood?*

Response	Frequency	Percent
Very safe	545	63.8%
Somewhat safe	282	33.0%
Not at all safe	28	3.2%
Total	854	100.0%

42. *Do you feel children have a safe place to play in your neighborhood?*

Response	Frequency	Percent
Yes	624	74.1%
No	190	22.6%
Don't know	27	3.2%
Total	841	100.0%

43. *How effective do you think law enforcement is in our community?*

Response	Frequency	Percent
Very effective	341	41.3%
Somewhat effective	448	54.2%
Not at all effective	37	4.5%
Total	826	100.0%

44. *Does your family or household have an emergency supply kit set aside for immediate use that could sustain all members of the family or household for 72 hours?*

Response	Frequency	Percent
Yes	508	59.6%
No	334	39.2%
Don't know	10	1.2%
Total	852	100.0%

45. *How concerned are you about family violence in our community? (includes domestic violence, child abuse and senior abuse)*

Response	Frequency	Percent
Very concerned	342	41.0%
Somewhat concerned	365	43.8%
Not at all concerned	126	15.2%
Total	834	100.0%

46.1 *Tell me how much of an impact drug, and alcohol abuse has had in your neighborhood.*

Response	Frequency	Percent
A big impact	149	17.4%
Somewhat	281	33.0%
Very little	137	16.0%
Not at all	243	28.4%
Don't know	44	5.2%
Total	854	100.0%

46.2 *Tell me how much of an impact methamphetamine use has had in your neighborhood.*

Response	Frequency	Percent
A big impact	111	13.1%
Somewhat	152	17.8%
Very little	104	12.2%
Not at all	338	39.6%
Don't know	148	17.3%
Total	853	100.0%

46.3 *Tell me how much of an impact partner or domestic violence has had in your neighborhood.*

Response	Frequency	Percent
A big impact	43	5.1%
Somewhat	172	20.2%
Very little	158	18.6%
Not at all	368	43.1%
Don't know	112	13.1%
Total	854	100.0%

46.4 *Tell me how much of an impact child abuse has had in your neighborhood.*

Response	Frequency	Percent
A big impact	50	5.9%
Somewhat	123	14.4%
Very little	142	16.6%
Not at all	408	47.8%
Don't know	131	15.3%
Total	854	100.0%

46.5 *Tell me how much of an impact elder abuse such as financial abuse has had in your neighborhood.*

Response	Frequency	Percent
A big impact	48	5.6%
Somewhat	109	12.8%
Very little	126	14.8%
Not at all	418	48.9%
Don't know	154	18.0%
Total	854	100.0%

46.6 Tell me how much of an impact gangs have had in your neighborhood.

Response	Frequency	Percent
A big impact	109	12.8%
Somewhat	223	26.1%
Very little	121	14.1%
Not at all	371	43.5%
Don't know	29	3.5%
Total	852	100.0%

47. What one thing concerns you the most about the natural environment in Santa Cruz County?

Response	Frequency	Percent
Water availability/ salt water intrusion	126	18.1%
Water pollution - ocean/ river/ bay	106	15.3%
Water quality	70	10.1%
Other	70	10.0%
Traffic/ too many cars	64	9.2%
Litter	60	8.6%
Air pollution - car emissions	45	6.5%
Overpopulation	36	5.1%
Fire protection/ prevention	34	4.9%
General pollution	31	4.5%
No preservation of natural environment/ wildlife	30	4.3%
Global warming/ climate change	30	4.2%
Development of open space/ agricultural land	28	4.0%
Lack of recycling	22	3.1%
Pesticides/ herbicides	19	2.7%
Cutting down trees/ commercial logging	13	1.8%
Crimes/ gangs	13	1.8%
Homeless encampments/ panhandling	10	1.4%
Lack of water/ water conservation	8	1.1%
Over regulation, protection/ rules	8	1.1%

Multiple response question with 697 respondents offering 820 responses.

48. How satisfied are you with what is being done in Santa Cruz County to preserve open space such as wildlife habitat and farmland?

Response	Frequency	Percent
Very satisfied	333	40.3%
Somewhat satisfied	423	51.1%
Not at all satisfied	71	8.6%
Total	826	100.0%

49. Are you taking steps to reduce your household water consumption?

Response	Frequency	Percent
Yes	787	93.3%
No	57	6.7%
Total	844	100.0%

49a. If yes, have you done any of the following:

Response	Frequency	Percent
Used a hose end nozzle or used timers to water	625	81.9%
Installed a low-flow showerhead	591	77.5%
Installed a low-flow toilet	556	73.0%
Upgraded appliances-washing machines & dishwashers-to low-flow	483	63.3%
Planted low-water landscaping	478	62.7%
Installed heat efficient water heater	12	1.5%
Recycle grey water	7	0.9%
Stopped or reduced watering lawn/ garden/ yard	7	0.9%
Collecting rainwater to water garden/ yard	4	0.5%
Use/ installed drip irrigation	3	0.3%
Other	15	1.9%

Multiple response question with 763 respondents offering 2,780 responses.

50a. How often do you conserve energy in your home?

Response	Frequency	Percent
Always	474	56.0%
Frequently	284	33.5%
Sometimes	75	8.8%
Rarely	6	0.7%
Never	8	0.9%
Total	846	100.0%

50b. How often do you conserve water in your home?

Response	Frequency	Percent
Always	458	54.3%
Frequently	242	28.6%
Sometimes	121	14.3%
Rarely	14	1.6%
Never	10	1.2%
Total	844	100.0%

50c. How often do you take steps to reduce water pollution in your home?

Response	Frequency	Percent
Always	478	62.9%
Frequently	139	18.3%
Sometimes	73	9.5%
Rarely	22	2.9%
Never	49	6.4%
Total	761	100.0%

50d. How often do you recycle in your home?

Response	Frequency	Percent
Always	737	86.9%
Frequently	69	8.2%
Sometimes	30	3.5%
Rarely	2	0.2%
Never	10	1.2%
Total	848	100.0%

51. How often do you use alternative forms of transportation - carpooling, bus, bicycle, etc. - rather than driving alone?

Response	Frequency	Percent
Never	306	36.5%
Every day	128	15.3%
At least once a week, but not every day	200	23.9%
A couple times a month	135	16.1%
A couple times a year	66	7.9%
Other	3	0.3%
Total	838	100.0%

52. What would encourage you to use an alternative form of transportation rather than driving alone?

Response	Frequency	Percent
More frequent bus schedule / convenience	140	23.3%
Nothing / wouldn't use it	135	22.5%
Easier access	57	9.5%
Expense of gasoline	36	6.1%
Already use it	33	5.4%
Light rail / train	33	5.5%
Free transit	22	3.6%
More/ safer/ better bike paths	21	3.6%
Rapid transit	19	3.2%
More rural bus routes	15	2.6%
Unable to drive	9	1.5%
If car broke down	8	1.4%
More accessibility for seniors and people with disabilities	8	1.3%
Reduce carbon footprint	5	0.8%
Other	58	9.7%
Total	599	100.0%

53a. How satisfied are you with your life as a whole?

Response	Frequency	Percent
Very	609	71.7%
Somewhat	228	26.8%
Not at all	13	1.5%
Total	850	100.0%

53b. How satisfied are you with your overall standard of living?

Response	Frequency	Percent
Very	535	63.1%
Somewhat	283	33.3%
Not at all	31	3.6%
Total	849	100.0%

53c. *How satisfied are you with your overall quality of life?*

Response	Frequency	Percent
Very	612	72.0%
Somewhat	225	26.5%
Not at all	13	1.5%
Total	850	100.0%

54. *Do you regularly do volunteer work in the community?*

Response	Frequency	Percent
Yes	399	46.7%
No	455	53.3%
Total	853	100.0%

54a. *Where do you volunteer?*

Response	Frequency	Percent
School	93	23.5%
Church/ spiritual organizations	88	22.1%
Service organizations	49	12.3%
Community Centers/ recreation centers/ sports	46	11.4%
Youth organizations	35	8.7%
Health organizations	34	8.5%
Environmental organization/ activities	31	7.8%
Poverty/ homeless assistance	31	7.8%
Senior organizations	23	5.8%
Arts/ culture organizations	22	5.5%
Political organizations	16	4.1%
Alcohol/ drug/ counseling groups	9	2.4%
Neighborhood/ helping neighbors	8	2.0%
Animal shelter/ organizations	6	1.4%
Library	4	0.9%
Other	48	12.2%

Multiple response question with 398 respondents offering 543 responses.

55. *Do you regularly contribute money to charitable organizations?*

Response	Frequency	Percent
Yes	587	69.1%
No	263	30.9%
Total	850	100.0%

55a. *If you contribute money to charitable organizations, will you give:*

Response	Frequency	Percent
Less than last year	186	32.3%
More than last year	60	10.3%
About the same as last year	331	57.4%
Total	576	100.0%

56a. *How often do you use community agencies or programs, to help with accessing health care?*

Response	Frequency	Percent
Always	14	1.7%
Frequently	25	2.9%
Sometimes	71	8.4%
Rarely	59	7.0%
Never	681	80.0%
Total	851	100.0%

56b. *How often do you use community agencies or programs, to help with money problems?*

Response	Frequency	Percent
Always	10	1.2%
Frequently	12	1.5%
Sometimes	41	4.9%
Rarely	40	4.7%
Never	743	87.8%
Total	846	100.0%

56c. *How often do you use community agencies or programs, to help with housing problems?*

Response	Frequency	Percent
Always	11	1.3%
Frequently	0	0.0%
Sometimes	20	2.3%
Rarely	26	3.1%
Never	788	93.3%
Total	845	100.0%

56d. How often do you use community agencies or programs, to help with parenting challenges?

Response	Frequency	Percent
Always	20	8.2%
Frequently	6	2.5%
Sometimes	40	16.1%
Rarely	11	4.5%
Never	170	68.7%
Total	247	100.0%

57. Have you felt discriminated against or treated unfairly - as a person, racial group, or minority - in Santa Cruz County in the last 12 months?

Response	Frequency	Percent
Yes	99	11.6%
No	752	88.4%
Total	851	100.0%

57a. For what reason?

Response	Frequency	Percent
Ethnicity/ race	43	46.7%
Language	12	13.3%
Age	11	12.1%
Socioeconomic status	11	11.5%
Appearance	7	7.5%
Gender	7	7.1%
A disability	5	5.6%
Sexual orientation	3	2.8%
Religion	2	1.9%
Other	9	10.1%

Multiple response question with 92 respondents offering 109 responses.

58. How much of a problem is racism in Santa Cruz County?

Response	Frequency	Percent
A big problem	102	12.8%
Somewhat of a problem	469	59.0%
Not at all a problem	224	28.2%
Total	794	100.0%

59. How often do you feel that people in your neighborhood help each other?

Response	Frequency	Percent
Often	421	50.5%
Sometimes	360	43.1%
Never	53	6.4%
Total	834	100.0%

60. Have you or a member of your household, been diagnosed by a physician with a disability that significantly limits one or more major life activity?

Response	Frequency	Percent
Yes	183	21.6%
No	664	78.4%
Total	847	100.0%

60a1. How many people in your household have been diagnosed as having a disability?

Response	Frequency	Percent
1	152	82.9%
2	30	16.6%
4	1	0.5%
Total	183	100.0%

60a2. What is/are the age of the person(s) diagnosed as having disabilities ?

Response	Frequency	Percent
0 - 5 years	1	0.7%
6 - 18 years	9	5.1%
19 - 24 years	6	3.3%
25 - 34 years	5	2.6%
35 - 44 years	20	11.2%
45 - 54 years	26	14.4%
55 - 64 years	40	22.3%
65 - 74 years	36	19.8%
75 - 84 years	38	21.1%
85 years and over	18	9.9%

Multiple response question with 181 respondents offering 200 responses.

60b. *Is the person(s) with a disability participating in community life at the levels he or she desires?*

Response	Frequency	Percent
Yes	102	57.4%
No	83	46.6%

Multiple response question with 178 respondents offering 185 responses.

60.b1 *If no, in what areas would you /they like to increase their involvement?*

Response	Frequency	Percent
Social events/activities	20	23.8%
Work/donating time	19	22.4%
All aspects of life	11	13.3%
Would like to get out more but have limited mobility	9	10.9%
Continued education	6	7.4%
Other	25	29.5%
Don't know	19	23.1%

Multiple response question with 83 respondents offering 108 responses.

60.b.2 *What types of additional services are needed to allow you / them to increase involvement?*

Response	Frequency	Percent
Social or recreational services or supports	34	44.4%
Personal attendants	27	35.2%
Specialized transportation or mobility device	23	31.0%
Financial planning or management	23	30.4%
Job development, employment training, or coaching	18	23.9%
Academic counseling or tutoring	14	18.0%
Don't know	13	17.7%

Multiple response question with 76 respondents offering 152 responses.

61. *In general, how knowledgeable are you about local government issues and decisions?*

Response	Frequency	Percent
Very knowledgeable	181	21.3%
Somewhat knowledgeable	549	64.5%
Not at all knowledgeable	121	14.2%
Total	851	100.0%

62. *Generally speaking, what contributes most to your quality of life in Santa Cruz County?*

Response	Frequency	Percent
Scenery/ geography/ climate	646	76.2%
Family/ friends/ friendly people	144	17.0%
Community/ low population/ slow pace	131	15.5%
Social climate	126	14.9%
Quiet/ peaceful	64	7.5%
Location	39	4.5%
Cultural diversity	7	0.9%
Local restaurants, entertainment, activities, cultural events	7	0.8%
Local university	5	0.6%
Good food/ organic food	4	0.4%
Work opportunities	4	0.4%
Schools	3	0.3%
Other	33	3.9%

Multiple response question with 847 respondents offering 1,211 responses.

63. *What do you think takes away from your quality of life?*

Response	Frequency	Percent
Nothing takes away from quality of life	157	18.6%
Traffic	117	13.8%
Cost of living/ housing	114	13.5%
Gangs/ crime	95	11.3%
Overcrowding/ unplanned growth	80	9.5%
Lack of jobs/ employment opportunities	41	4.8%
Local politics	41	4.9%
Don't know	38	4.6%
Homelessness	37	4.3%
Lack of restaurants, shopping, social activities, etc.	20	2.3%
UCSC/ college students	14	1.6%
Weather	13	1.5%
Poor transportation options	11	1.3%
Government rules/ regulations	11	1.3%
Road conditions	10	1.2%
Too liberal	10	1.2%
Immigrants/ illegal immigrants	9	1.0%
Police	8	1.0%
Not racially diverse enough	7	0.8%
Racism/ discrimination	7	0.8%
Don't feel safe	6	0.7%
Tourists	4	0.5%
Drugs	4	0.4%
High taxes	4	0.5%
Other	83	9.9%

Multiple response question with 843 respondents offering 939 responses.

64. Which of the following age groups are you in?

Response	Frequency	Percent
18 years or less	4	0.5%
19 to 24 years	53	6.3%
25 to 34 years	90	10.6%
35 to 44 years	131	15.4%
45 to 54 years	156	18.4%
55 to 64 years	199	23.4%
65 to 74 years	110	13.0%
75 to 84 years	85	10.0%
85 years and over	20	2.3%
Total	847	100.0%

65. Which of the following best describes your racial or ethnic group?

Response	Frequency	Percent
Caucasian	596	71.0%
Latino / Hispanic	192	22.8%
Multi-racial / multi-ethnic	23	2.8%
Native American	11	1.3%
Asian	9	1.0%
African American	6	0.7%
Filipino	2	0.2%
Pacific Islander	1	0.1%
Other	0	0.0%
Total	839	100.0%

66. Which income range best describes your family income?

Response	Frequency	Percent
Less than \$10,000 per year	45	6.0%
\$10,000 - \$14,999 per year	48	6.5%
\$15,000 - \$24,999 per year	71	9.5%
\$25,000 - \$34,999 per year	89	12.0%
\$35,000 - \$49,999 per year	105	14.1%
\$50,000 - \$65,499 per year	74	10.0%
\$65,500 - \$74,999 per year	64	8.6%
\$75,000 - \$99,999 per year	81	10.9%
\$100,000 - \$149,999 per year	96	12.9%
\$150,000 - \$199,999 per year	43	5.7%
\$200,000 or more per year	28	3.8%
Total	746	100.0%

67. Do you own or rent the home you're living in?

Response	Frequency	Percent
Own	567	67.9%
Rent	268	32.1%
Total	835	100.0%

68. How long have you lived in Santa Cruz County?

Response	Frequency	Percent
Under 1 year	13	1.6%
1 - 2 years	24	2.9%
3 - 5 years	52	6.1%
6 - 10 years	105	12.4%
11 - 15 years	91	10.7%
16 - 20 years	79	9.3%
Over 20 years	482	57.0%
Total	847	100.0%

69. How many family members do you live with, including yourself?

Response	Frequency	Percent
1	186	21.9%
2	317	37.5%
3	112	13.2%
4	114	13.5%
5	62	7.3%
6	27	3.2%
7	12	1.4%
8	5	0.6%
9	6	0.7%
10	5	0.6%
Total	846	100.0%

70. What is your employment status?

Response	Frequency	Percent
Employed full-time	279	33.0%
Retired	217	25.6%
Self-employed	99	11.7%
Unemployed	90	10.6%
Employed part-time	88	10.4%
Homemaker, parent or caregiver	55	6.5%
Student	17	2.1%
Total	846	100.0%

71. *On the average, how many minutes does it take you to get from your home to where you work?*

Response	Frequency	Percent
I work at home	61	13.3%
0-15 minutes	210	45.5%
16- 25 minutes	76	16.5%
26-35 minutes	55	12.0%
36-60 minutes	44	9.5%
Over 60 minutes	15	3.2%
Total	462	100.0%

72. *What is your gender?*

Response	Frequency	Percent
Male	371	43.5%
Female	483	56.5%
Total	854	100.0%

73. *Language survey was conducted in:*

Response	Frequency	Percent
English	749	87.7%
Spanish	105	12.3%
Total	854	100.0%

Appendix IV: Past Community Heroes 1996-2008

Year 14, 2008

Veronica Camberos	Bernie Klum, MD, Watsonville Community Hospital Emergency Department	Micah Posner, People Power
Henry Carter	Kristi Locatelli, Animal Evacuation Team, SCC Horsemen's Association	Pablo Reguerin, Educational Partnership Center
Dana Cox, RN	Sandy Lydon	Ginny Solari Mazry, Hospice of Santa Cruz County Volunteer
Peggy Downes Baskin	Salem Magariam, MD, Dominican Pediatric Clinic	Rachel Spencer
First 5 SEEDS Quality Coaches	Larry Markey	Todd Stosuy, Animal Evacuation Team, SCC Animal Services Authority
Curt Gabrielson, Watsonville Community Science Workshop	Anthony Musielewicz, MD, Dominican Emergency Department	Mary Sullivan-White, Animal Evacuation Team, SCC Horsemen's Association
Dr. Gary Griggs, Ph.D.	Carmen Perez	Michele Violich, MD, Watsonville Health Center
Lyn Hood, Animal Evacuation Team, SCC Equine Evacuation Unit		
Hospice of Santa Cruz County		

Year 13, 2007

Mary Boyd	Georgette Dufresne, Women's Crisis Support- Defensa de Mujeres	Rock Pfothenauer, Dean of Career Education and Economic Development at Cabrillo College
David Brown, Coastal Community Preschool	Jennifer Hastings, Medical Director, Planned Parenthood Mar Monte/ Westside Health	Cece Pinheiro, Special Parents Information Network
Meg Campbell, COPA Leader	Maria Carmen Hernandez, Healthy Start Program of PVUSD	Stuart Rosenstein, Queer Youth Task Force of Santa Cruz County
Michael Chavez	Rama Khalsa, Ph.D., Director of the Santa Cruz County Health Services Agency	Santa Cruz Neighbors
Ginny Clark, Hospice Caring Project/ Friends of Hospice	Katie LeBaron, Santa Cruz County Health Services Agency	Jorge Savala, Healthy Start Program of PVUSD
Kim Clary, The Core	Ruth Leon, Healthy Start Program of PVUSD	David True, Community Action Board
Cleaner Beaches Coalition	Robert Montague, Loaves and Fishes	UC Santa Cruz Transportation and Parking Services Department (TAPS)
Yvette Cook, Amesti Elementary School	Manuel Osorio, Cabrillo College	
Christina Cuevas, Program Officer, Community Foundation of Santa Cruz County		
Bob Culbertson, Watsonville Wetlands Watch		
Doriz Downs, Healthy Start Program of PVUSD		

Year 12, 2006

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

Year 11, 2005

Foster Anderson, Shared Adventures	Elizabeth Dominguez, Cabrillo College	Maria Cristina Negrete, Community Volunteer
Austin Armstrong, Community Volunteer	Juan Gomez, Reclaiming Futures and Friday Night Live	Matt O'Brien, Team Member with Quest4aCure
Brenda Armstrong, Santa Cruz County Health Services Agency	Clay Kempf, Regional Diabetes Collaborative	Wells Shoemaker, M.D., Physicians' Medical Group
Dave Bartlett, Court Appointed Special Advocates (CASA)	Lynda Lewit, Santa Cruz County Health Services Agency	Judy Webster, Community Volunteer
Kay Bartlett, Court Appointed Special Advocates (CASA)	Scott MacDonald, Santa Cruz County Probation Department	Tom Webster, Community Volunteer
Catherine Cooper, UCSC Department of Psychology	Leslyn McCallum, Train of Consciousness	Carol Whitehill, Watsonville Wetlands Watch
Tamara Doan, Coastal Watershed Council	Ryan McNamara, Team Member with Quest4aCure	Danielle Winkler, Team Member with Quest4aCure
Lisa Dobbins, Action Pajaro Valley		Joya Winwood, Mothersong

Year 10, 2004

Luis Alejo, CRLA / Watsonville Schools

Piet Canin, Bike to Work Program

Cathy Cavanaugh, Community Bridges WIC Program

Karen Christensen, Santa Cruz County Resource Conservation District

Jinny Corneliusen, Jack Farr, and Theresa Kramer, Alzheimer's Association of Santa Cruz Volunteers

Melissa Cowles, Community Volunteer

Selby Drake, Suicide Prevention Center Volunteers

Ecology Action

Marcia "Duffy" Grant, Community Volunteer

Anita Ibarra, Community Action Board

Gail Levine, Branciforte Elementary

Elnora Lewis, Community Volunteer

Jaime Molina, County Mental Health Services

Phil Reader, Community Volunteer Ride a Wave and Balance 4 Kids

Jerri Ross, Santa Cruz County Health Care Outreach Coalition

Patricia Schroeder, Student Health Services

Judy Williams, Community Volunteer

Year 9, 2003

Dan Cope, Special Education Local Planning Area

Don Eggleston, New School

Jill Gallo, Community Volunteer

Mary Hammer, Community Volunteer

Mas Hashimoto, Japanese American Citizens League

Roland and Violetta Law, Community Volunteers

Dean Lundholm, Pleasant Acres Tenant Association

Marcia Meyer, Childcare Ventures Omega Nu

Yolanda Perez-Logan, Probation Department

Amy Pine, Survivors Healing Center

R.E.A.L.

Randy Repass, West Marine

Joseph Rivers, Dragonslayers

Ann Ruper, Volunteer Book Buddy

Theresa Thomae, Small Business Development Center

Phyllis and Dick Wasserstrom, Community Volunteers

George Wolfe, Community Volunteer

Year 8, 2002

Mary Balzer, SPIN

Ruth Barker, We Care Program

David Beaudry, Community Builder

Michael Bethke, Community Volunteer

Toni Campbell

Angie Christmann, Land Trust of Santa Cruz County

Jena Collier, Health Families

Daniel Dodge, Community Activist

Heather Hite

Deutron Kebebew, UCSC

Marq Lipton, Seaside Company

Ellen Moir, New Teacher Center

Jorge Sanchez, Si Se Puede

Paul Tutwiler, Volunteer

Jim Van Houten, Community Volunteer

Linda Wilshusen, Live Oak Neighborhood Organization

Martina Zamilpa, Catholic Charities

Year 7, 2001

Jane Barr, Mid Peninsula Housing
 Jess Brown, Santa Cruz County
 Farm Bureau
 Virginia Butz
 Alie Carey, Y.E.S. School
 Destiny Castillo, Y.E.S. School
 Amy Christey, Santa Cruz County
 Sheriff's Department
 Aurelie Clivas, San Lorenzo Valley
 Healthy Start

Diane Cooley, Community
 Volunteer
 Jonathan Cornejo, Head Start
 Blanca Corrales
 LaRue Foster, Ombudsman
 Scott Kennedy, Santa Cruz City
 Council
 Ken Meshke
 Carrol Moran, UCSC Education
 Partner CTR
 Chrissie Morrison, Y.E.S. School

Theresa Ontiveros, Planned
 Parenthood
 Sally Smith, Surfrider Foundation
 Barbara Sprenger, San Lorenzo
 Valley Teen Board
 Jonas Stanley, San Lorenzo Valley
 Healthy Start
 Lillian Westerman, Santa Cruz
 County Office of Education
 Mike Wilker, CCIC Lutheran
 Church

Year 6, 2000

Jay Balzar, Dientes
 Steve Beedle, Santa Cruz Tech
 Alliance
 Kathy Bernard, Pajaro Valley
 Housing Corporation
 Janet Boss, Boys and Girls Club of
 Santa Cruz County
 Noah Brown, Youth Services
 Judy Cox, Santa Cruz County
 Probation Department

Pam Elders, Head Start
 Aranda Guillermo, c/o Don
 Eggleston
 Francisco Jimenez, Student / Magic
 Apple
 Janice Jimenez, Student / Magic
 Apple
 Rama Khalsa, Health Services
 Agency
 Bryan Loehr, Redwood Elementary

Vickie Morales, Santa Cruz County
 Probation Department
 Bob Munsey, Crow's Nest
 Dee O'Brian, Walnut Avenue
 Women's Center
 Dennis Osmer, Energy Services
 Laura Segura-Gallardo, Watsonville
 Parks and Recreation
 Larry Tierney, Park Maintenance
 Siri Vaeth, Big Brothers / Big Sisters

Year 5, 1999

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

John Janzen, Silicon Systems
 Majel Jordan, Elderday
 Irvin Lindsey, Outdoor Science
 Experience
 Mary Jo May
 Jack O'Neill, O'Neill Sea Odyssey
 Jane Scherich

Michael Schmidt, Santa Cruz
 Chamber
 Tim Siemsen
 Erica Terence
 Arcadio Viveros, Salud Para La
 Gente
 Elisabeth Vogel, Mercy Charities
 Housing

Year 4, 1998

Patricia Arana, ALTO
 Edison Jensen, Attorney
 Susan Olsen, El Pajaro Community
 Development
 Linda Perez, Pajaro Valley
 Prevention and Student
 Assistance

Maria Roman, Community for
 Violence Reduction
 Manny Solano, Watsonville Police
 Department
 Triangle Speakers
 Bill Watt, Families in Transition

Sue Wilson, Grandma Sue's
 Bruce Woolpert, Granite Rock

Year 3, 1997

Ciel Benedetto, Santa Cruz
Women's Health Center

Dana Blumrosen, Street Youth
Program

Kimberly Carter, Above the Line

Sharon Kinsey, Volunteer

Erik Larsen, Resource Center for
Nonviolence

Norm Lezin, Delta School

Mark Ligon, Every Fifteen Minutes

Paula Mahoney, Every Fifteen
Minutes

Maria Martinez, Head Start
Volunteer

Bob McKinley, Every Fifteen
Minutes

Michael Pruger, Every Fifteen
Minutes

Maggie Reynolds, Children's
Alliance

Patty Sapone, Every Fifteen Minutes

Ray Shurson, Every Fifteen Minutes

Year 2, 1996

Paul Brindel, Community Action
Board

Judy Darnell, Volunteer

Linda Fawcett, League of Women
Voters

Andrea Garcia, El Comite /
Esperanza

Fred Keeley, SCCHO

Nancy Macy, Volunteer

Alan McCay, SCCHO

Terry Medina, Watsonville Police
Chief

Michael Molesky, El Comite /
Esperanza

Mónica Morales, Brown Berets

Harvey Nickelson, Coast
Commercial Bank

Juana Ortiz-Gomez, El Comite /
Esperanza

Leonard Smith, Pros for Youth

Marion Taylor, League of Women
Voters

Marisa Villalon-Chapman, El
Comite / Esperanza

