

Access more data on HealthyCity.org

<http://www.healthycity.org>



Explore the comprehensive community data pool created for Santa Cruz County.



Analyze various indicators to inform your program planning, investment, or policy goals.



Visualize your analysis by creating customized reports with maps, charts, and graphs.



Connect communities to your analysis and relevant works to promote action.



Learn how you can utilize HealthyCity.org to meet your purpose and goals. Visit the About Us section to view our training calendar or access online support materials in our Help Center.

Santa Cruz County Community Data Mapping Project Partners

- City of Santa Cruz
- City of Watsonville
- Community Foundation Santa Cruz County
- David & Lucile Packard Foundation
- Driscoll's
- First 5 Santa Cruz County
- Monterey Peninsula Foundation
- Pajaro Valley Community Health Trust
- Santa Cruz County Human Services Department
- United Way of Santa Cruz County

What does our community need?

Santa Cruz County Community Data Mapping Project

Santa Cruz County, as one community, is in good standing compared to most counties in California. However, the socioeconomic status or quality of life of a family or an individual varies depending on where they reside. The Community Data Mapping Project enables the community to access a comprehensive countywide data pool online and a detailed analysis of community needs.

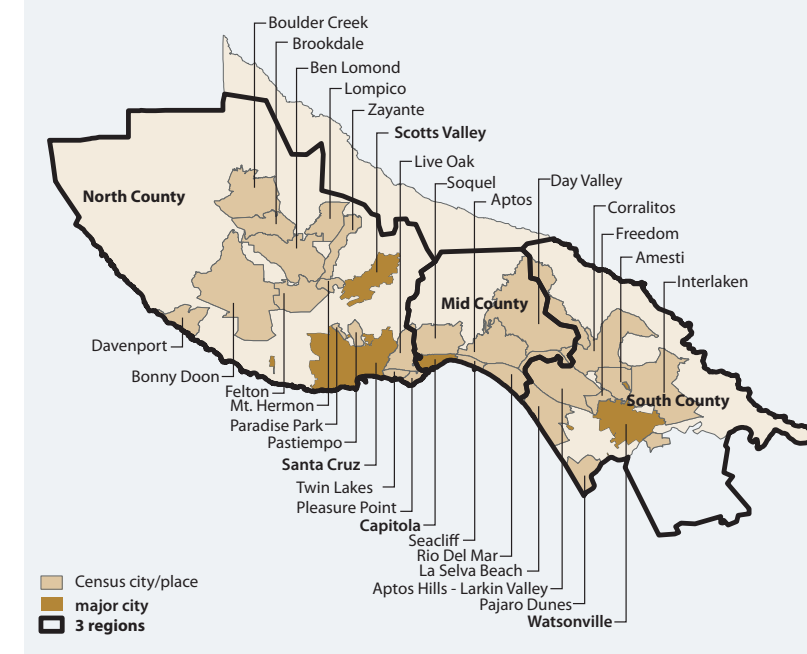
How can the community benefit from the project?

The Community Data Mapping Project brings various socioeconomic and demographic indicators together and enables community users to identify needs by location and geographic patterns. Identifying needs in a geographical context encourages service/resource distributions pertinent to each region or area's socioeconomic needs.

Healthy City presents a brief summary of analysis through a series of infographics by the Three Regions and need areas: Financial, Safety, Health, and Education needs. Through the brief summary, users can better understand the different community needs of the county and each region. For further information, users can access, analyze, and create maps and charts using various need indicators made available on HealthyCity.org.

Community Mapping Project Regions

The needs are analyzed based on various geographic levels, including the Three Regions (North, Mid, and South County) which were identified by the Partners with Healthy City's recommendation.



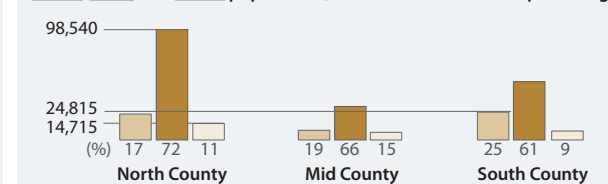
Demographics

262,382 people reside in Santa Cruz County. 55,418 persons are under 18 years of age and 29,158 persons are seniors. 156,397 persons are (59.6% of total population) non-Hispanic White.¹

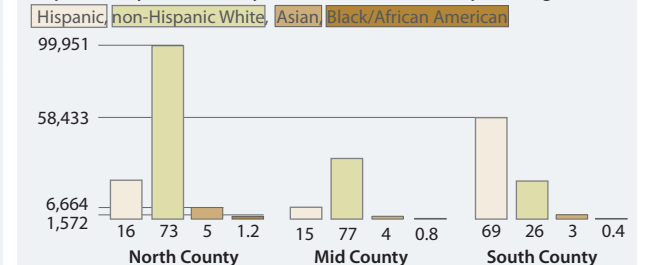
Total Population by Region

Region	Population
North County	136,412
Mid County	45,397
South County	84,815

Youth, adult, and senior population (numbers below indicate percentage)



Population by race/ethnicity (numbers below indicate percentage)



Healthy City is an information + action resource that unites community voices, rigorous research and innovative technologies to solve the root causes of social inequity. Healthy City engages and supports communities and partners through three core capacities: Data & Technology, Capacity Building, and Technical Assistance.

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Financial Needs

South County has the most financial need in the county. Watsonville, the biggest population concentration in South County, has about **half of its residents living on less than 200% of the Poverty Threshold**. It means that half of its residents are likely to be in need of safety net services such as health care, food security, housing, education, and dependent care. South County also needs **more licensed childcare seats** which will help families sustain stable care and allow them to participate in the workforce.

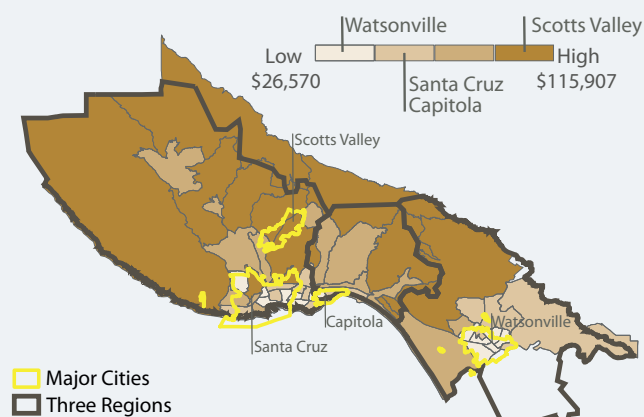
30% of people live on less than 200% of the Census Poverty Threshold

Percentage of people in households earning less than 100% or 100 to 200% of the Census Poverty Threshold

County	less than 100%	100 to 200%
County	17.3	12.7
North		
Santa Cruz City	16.7	19.0
Scotts Valley	6.0	4.8
Mid		
Capitola	14.7	10.1
South		
Watsonville	30.8	19.2

\$64,349 County Median Household Income²

Median household income by Census Tract



15,093 children between age 0 and 5 do not have available licensed childcare spaces³

Children (age 0-5) without available licensed childcare spaces

Region	Count
North	5,571
Mid	1,329
South	8,193

Safety Needs

North County has the largest number of people experiencing **unsheltered homelessness**, increasing their vulnerability and exposure to unsafe environments. **More than half of the elder abuse referrals** in the county were from North County. **Male students, especially in North and South County** did not feel safe at school. Lack of safety at school can negatively affect children's academic performance or emotional/physical development.

2,125 people experienced unsheltered homelessness⁴

People experienced unsheltered homelessness

Region	Count
North	975
Mid	610
South	540

2,348 children had abuse or neglect allegations⁵

Children with one or more abuse or neglect allegations

Region	Count
North	902
Mid	274
South	1,361

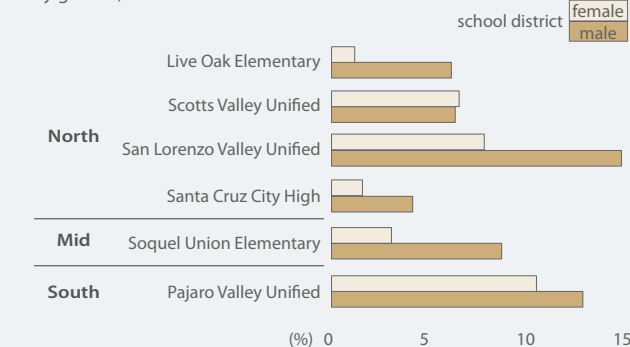
328 allegations were made regarding elder abuse⁶

Number of elder abuse allegation referrals

Region	Count
North	178
Mid	68
South	82

10.2% of male and 7.4% of female students in 7th grade felt unsafe or very unsafe at school⁷

Percent of 7th grade students who feel unsafe or very unsafe at school by gender, school district

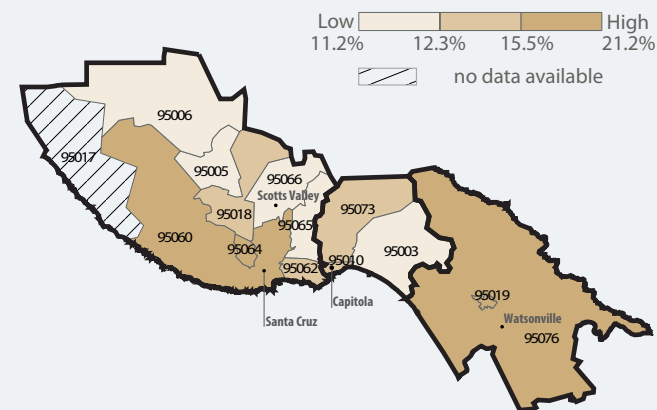


Health Needs

Teen mothers are less likely to receive adequate **prenatal care** which can result in low birthweight or increase an infant's risk of developmental disabilities. The percentage of **teen mothers without adequate prenatal care** is the highest in **North County**. 21% of residents in **South County** do not have **health insurance** indicating that they may not have adequate access to regular and preventive health care services.

15.7% of residents do not have health insurance⁸

Percent of population without health insurance by ZIP Code



3.5% of all mothers and 10% of teen mothers had late or no prenatal care⁹

Mothers with late or no prenatal care (%)



221 hospitalizations were due to mental illness induced by alcohol and/or drug use¹⁰

Number of hospitalizations due to mental illness induced by alcohol and/or drug use

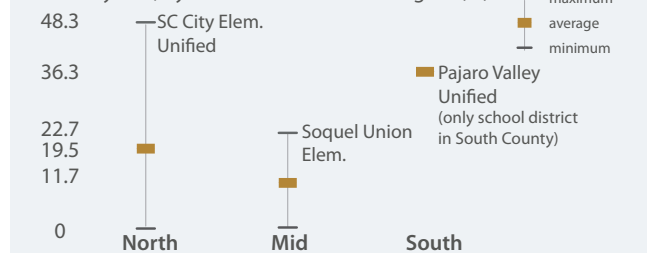
Region	Count
North	145
Mid	42
South	49

Education Needs

South County has the highest **truancy rate** which is considered to be an early warning sign of potential delinquency, social isolation, or educational failure. Also, a large number of 3rd grade students in South County do not have **language proficiency**. Language can be a barrier to academic success - schools with a higher percent of English learner students have lower Academic Performance Index (API)^{*} scores.

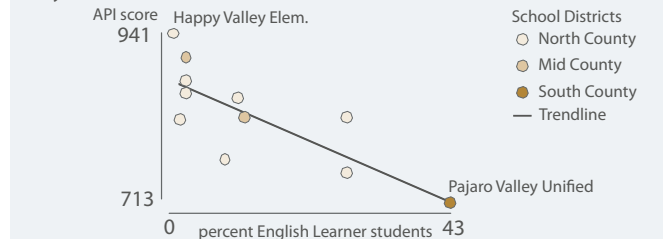
28.2% of students had unexcused absences or were tardy on three or more occasions¹¹

Truancy rate, by school district in each region (%)



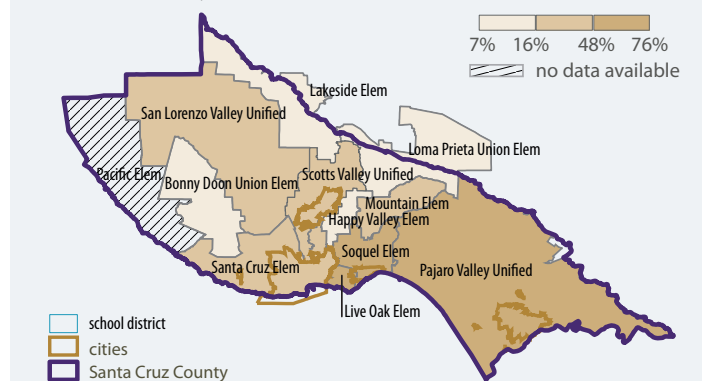
Schools with higher % of English Learner students tend to have lower average API^{*} score¹²

Percent of English Learner students and average API score by school district



62% of 3rd graders scored basic or lower on the English Language Arts (ELA) exam¹²

Percent of students in 3rd grade who scored basic or lower on the ELA exam by school district



Data Source: ¹- U.S. Census 2010, ²- U.S. Census ACS 5-year Estimate (2005-2009), ³- CA Dept. of Social Service Community Care Licensing Division, ⁴- Applied Survey Research Homeless Census and Survey (2011), ⁵- CA Dept. of Social Services and UC Berkeley Child Welfare Dynamic Report System (2009), ⁶- Santa Cruz County

Human Service Department (2010), ⁷- WestEd HealthyKids Survey (2006-2008), ⁸- CA Health Interview Survey (2009), ⁹- CA Dept. of Public Health (2009), ¹⁰- CA Office of Statewide Health Planning and Development (2009), ¹¹- CA Dept. of Education (2009-2010), ¹²- CA Dept. of Education (2010-2011)