

To learn more about the Pajaro Valley Community Health Trust, please visit our website at: www.pvhealthtrust.org







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Introduction

The Pajaro Valley Community Health Trust (Health Trust) is an organization committed to a broad and inclusive approach to address both the symptoms and root causes of the health care challenges facing Watsonville and the greater Pajaro Valley. Many of these challenges – reversing the debilitating toll of untreated diabetes, reducing childhood obesity and improving access to medical and dental care for those in greatest need – are deeply rooted in the socio-economic fabric of our community and in lifestyle choices prevalent in our culture for generations. While the Health Trust uses all the tools at its disposal to help improve health care for Pajaro Valley residents reversing these trends can be frustratingly slow. It is clear that changing health outcomes for our community requires long-term, strategic solutions, key partnerships and continued investment by all who have a stake in the result.

In the absence of available health data for an area as small as the Pajaro Valley, the Health Trust had traditionally relied on county and statewide data to help prioritize local health care needs. In 2007 we saw an opportunity to hear directly from Pajaro Valley residents about their health care and other needs. The Health Trust partnered with the United Way of Santa Cruz County and Applied Survey Research (ASR) to conduct an oversample of our local community through the United Way's Community Assessment Project (CAP) biennial telephone survey. Our goal was to generate more precise data about the quality of life indicators of Pajaro Valley residents and compare their responses to those in the rest of the county. The results confirmed the anecdotal evidence commonly held as fact: That disparities in health and other lifestyle indicators were greater in the Pajaro Valley than in the rest of the county.

This report, "A Glimpse of Reality: Health and Other Disparities in the Pajaro Valley, 2013," represents our third effort since 2007 to hear directly from Pajaro Valley residents. Survey results indicate that many local respondents see life through the lens of poverty, lack of education and other barriers that prevent them from fully engaging in healthy and productive lives.

The data we've gathered this year continues to show serious disparities in health. Specifically, Pajaro Valley residents report increasingly higher rates of obesity and diabetes, greater consumption of fast foods, fewer people with health insurance and higher levels of unemployment.

On the bright side, we have also found some positive trends. For example, more children in the Pajaro Valley walked to school than in the rest of the county (33% vs. 22%); 71% of Pajaro Valley respondents reported they engaged in physical activity from three to five days per week in the current survey vs. only 65% in 2011; and in 2013, 51% of Pajaro Valley respondents reported shopping at farmer's markets or local produce stands at least once a week compared to only 39% in 2011. If these trends continue, we can look forward to more positive outcomes in the years ahead.

While we clearly have more work to do in achieving our goals for better health in the Pajaro Valley, we hope that others who care about the health status of our community will use the data presented in this report to stimulate new ideas and resources for solving our most pressing health care challenges.

Working together with commitment and perseverance, future generations of Pajaro Valley families will be able to look forward to healthier and more productive lives.

Methodology

Measures of community progress depend upon consistent, reliable, and scientifically accurate sources of data. One of the types of data gathered for this project is primary (original) data. The primary data method included in this Community Assessment Project (CAP) was a telephone survey. Surveys are important to use in assessments because there is much to be learned from people's perceptions of their community. It is also needed to make observable (objective or empirically-gathered) data more clear by either complimenting it with similar findings or explaining differences between results. For example, data may show there are more deaths due to heart disease, and the survey data can be used as a supplement to explain why by asking questions related to heart disease behavioral risk factors. For this reason, Applied Survey Research, the research firm contracted by the Santa Cruz County CAP, conducted a telephone survey with over 700 randomly selected county residents. Respondents were asked open-ended questions as well as questions that present confined options. The intent of the survey was to measure the opinions, attitudes, desires, and needs of a demographically representative sample of the county's residents.

The Pajaro Valley Community Health Trust was interested in data specific to zip codes 95019, 95076, and 95077 representing the Watsonville, Pajaro, and Freedom areas of south Santa Cruz County (Pajaro Valley). Building upon the CAP, an oversample was administered in the three targeted zip codes. Randomly, the CAP generated 175 surveys from the 95019, 95076, and 95077 zip codes. These 175 surveys were pulled from the CAP data and added to an additional 211 random surveys which were conducted using a random-digit dial of cell phone and landline telephone numbers within these zip codes, in both English and Spanish. A total of 386 surveys were included in the oversample.

We are 95% confident that the opinions of survey respondents do not differ from those of the general population of the Pajaro Valley by more than +/- 5.0%. 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 Pajaro Valley if every resident were to be polled. Data were weighted for gender as most telephone surveys are overrepresented by females. ASR's standard is to weight by gender. In most instances, the "don't know" and non-responses have been removed in order to present a more accurate percentage for each question.

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 5.0%; this margin of error only applies to the overall sample.

Significance testing on the data was performed using proportion Z testing, to determine whether differences observed within the data would be likely to be expected across the population of the entire area. In charts illustrating survey results, an asterisk indicates when statistically significant differences were found between Pajaro Valley respondents compared to respondents in the rest of the county.

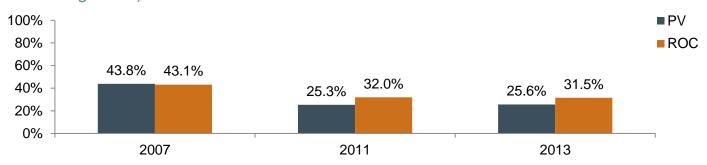
Legend

ITEM	CHART COLOR	DESCRIPTION
PV		Pajaro Valley (2013 n=386)
ROC		Rest of county (2013 n=538)

Economy

Economic Well-being

To you feel you are better off financially this year than last year? (Respondents answering "Yes")



PV n: 2007= 374; 2011=395; 2013=381 ROC n: 2007=525; 2011=505; 2013=533

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Note: In 2007, the survey question stated "Do you feel you are better off economically this year than last year?"

Significance testing 2013: No statistically significant difference between Pajaro Valley respondents and respondents from the Rest of the County.

If you DO feel you are better off financially this year than last year, why do you feel this way? (Top 3 Responses) - 2013

PV	ROC
1. Worked more/employed (41.2%)	1. Worked more/employed (29.1%)
2. More income (22.6%)	2. More income (17.7%)
3. The same, doing ok (6.3%)	3. Stock market/investments (6.3%)

PV n: 95 respondents offering 95 responses.

ROC n: 158 respondents offering 164 responses.

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2013.

Note: This was an open-ended survey question which allows the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

If you feel the SAME financially this year compared to last year, why do you feel this way? (Top 3 Responses) - 2013

PV	ROC
1. The same, doing ok (52.8%)	1. The same, doing ok (56.7%)
2. On a fixed income/retired (11.3%)	2. On a fixed income/retired (20.5%)
3. Wages stagnant (8.6%)	3. Wages stagnant (8.2%)

PV n: 142 respondents offering 161 responses.

ROC n: 171 respondents offering 184 responses.

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Note: This was an open-ended survey question which allows the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

If you do NOT feel you are better off financially this year than last year, why do you feel this way? (Top 3 Responses)

	PV			ROC	
2007	2011	2013	2007	2011	2013 ¹
1. Cost of living increased (39.7%)	1. Less income (23.3%)	1. Cost of living increased (30.3%)	1. Cost of living increased (41.3%)	1. Cost of living increased (24.6%)	1. Cost of living increased (24.3%)
2. Gas prices (16.9%)	2. Cost of living increased (23.0%)	2. Less Income (27.7%)	2. Gas prices (21.3%)	2. Unemployed (17.8%)	2. Less income (17.8%)
3. On a fixed income (14.8%)	3. On a fixed income/retired (13.2%)	3. Unemployed (25.1%)	3. Wages stagnant (18.3%)	3. Less income (16.5%)	3. Unemployed (13.0%)

PV n: 2007=208 respondents offering 331 responses; 2011=296 respondents offering 409 responses; 2013=134 respondents offering 178 responses.

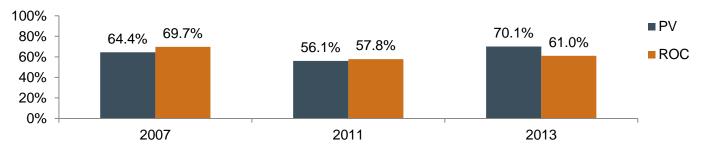
ROC n: 2007=287 respondents offering 459 responses; 2011=352 respondents offering 478 responses; 2013=185 respondents offering 225 responses.

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Note: This was an open-ended survey question which allows the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

Job Opportunities

To you feel you have opportunities to work in the Santa Cruz area? (Respondents answering "Yes")



PV n: 2007=383; 2011=374; 2013=351 ROC n: 2007=525; 2011=472; 2013=485

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011, 2013. Note: In 2011, the question changed from "Do you feel you have opportunities to work in this area?"

¹ Prior to 2013, respondents that answered "the same" were added to the "not better off financially" category. In 2013, these respondents were given their own category.

Employment Status

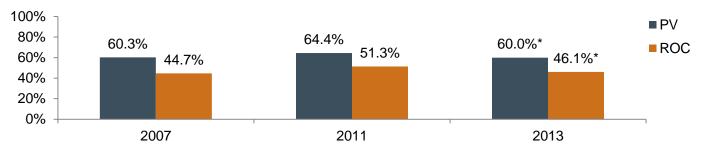
The What is your employment status?

	PV		ROC			
	2007	2011	2013	2007	2011	2013
Employed full-time	33.3%	33.8%	36.2%	32.7%	30.0%	33.1%
Retired	24.4%	27.1%	21.4%	33.0%	29.3%	30.5%
Employed part-time	12.6%	12.8%	17.3%	12.1%	10.2%	11.7%
Unemployed	9.2%	10.5%	12.4%	4.6%	10.4%	7.7%
Self-employed	5.9%	7.7%	5.4%	10.8%	14.2%	11.3%
Homemaker, parent, caregiver	8.4%	5.4%	5.0%	4.8%	2.8%	4.3%
Student	6.1%	2.8%	2.2%	2.0%	3.1%	1.3%
Volunteer ¹	NA	NA	0.0%	NA	NA	0.2%
Total Respondents	380	391	382	539	515	532

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Housing Affordability

Percent of Respondents Who Spent Over 30% of Their Household Take-Home Pay on Rent or Housing Costs



PV n: 2007=333; 2011=359; 2013=333 ROC n: 2007=497; 2011=463; 2013=471

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Note: The U.S. Department of Housing and Urban Development considers affordable housing to be housing that costs less than 30% of a household's annual income.

¹ The option of "volunteer" was added in 2013.

^{*}Significance testing 2013: Pajaro Valley respondents are significantly more likely than respondents in the Rest of the County to spend over 30% of their household take-home pay on rent or housing costs.

The How much of your total household take-home pay (income after taxes) goes to rent or housing costs¹?

	PV		ROC			
	2007	2011	2013	2007	2011	2013
30% or less	39.6%	35.7%	40.0%	55.3%	48.7%	53.9%
Between 31% and 49%	24.2%	26.2%	23.1%	23.4%	23.2%	19.3%
Between 50% and 74%	20.4%	25.1%	25.3%	17.3%	21.0%	19.7%
75% or more	15.7%	13.1%	11.6%	4.0%	7.1%	7.0%
Total Respondents	333	359	333	497	463	471

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

In the past 12 months, due to the cost of housing, have you or anyone living with you needed to do any of the following? - 2013

	PV	ROC
None of the above	60.1%	71.3%
Live temporarily with family/friends	19.8%	15.4%
Share housing with other families	22.4%	15.2%
Rent out rooms in your house	8.7%	9.1%
Move when you didn't want to	5.8%	4.9%
Live in an overcrowded unit	7.9%	4.2%
Experience foreclosure	4.6%	1.9%
Live in a housing unit without adequate plumbing, heat, or electricity	6.6%	1.7%
Other	0.0%	1.9%
Total Respondents	364	527
Total Responses	495	662

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

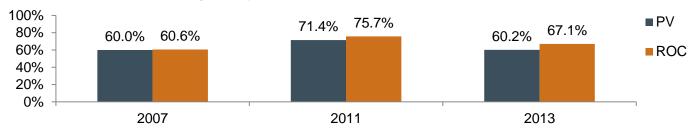
Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

¹ Housing costs are considered any type of payment having to do with housing, such as rent or mortgage payments.

Education

Satisfaction with Local Education

How satisfied are you with your child's elementary school education? (Respondents answering "Very Satisfied")

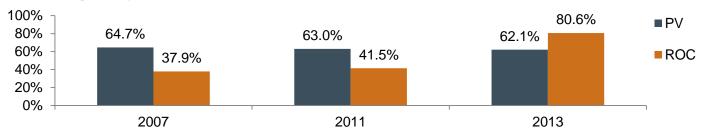


PV n: 2007=86; 2011=77; 2013=101 ROC n: 2007=47; 2011=72; 2013=70

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Significance testing 2013: No statistically significant difference between Pajaro Valley respondents and respondents from the Rest of the County.

The How satisfied are you with your child's middle school education? (Respondents answering "Very Satisfied")

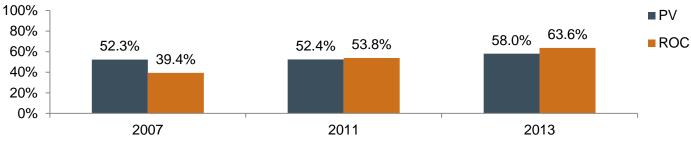


PV n: 2007=40; 2011=46; 2013=66 ROC n: 2007=28; 2011=35; 2013=36

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Significance testing 2013: No statistically significant difference between Pajaro Valley respondents and respondents from the Rest of the County.

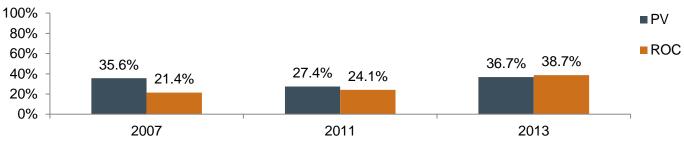
The How satisfied are you with your child's high school education? (Respondents answering "Very Satisfied")



PV n: 2007=31; 2011=42; 2013=51 ROC n: 2007=51; 2011=31; 2013=44

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

The How satisfied are you with our local system of education? (Respondents answering "Very Satisfied")



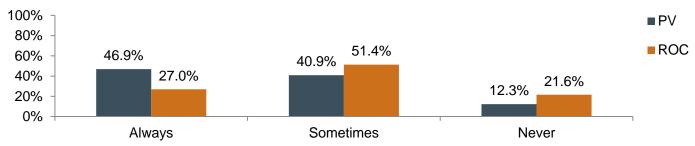
PV n: 2007=347; 2011=368; 2013=352 ROC n: 2007=438; 2011=437; 2013=447

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Note: This question was asked of all survey respondents regardless of whether or not they had children attending local schools. Significance testing 2013: No statistically significant difference between Pajaro Valley respondents and respondents from the Rest of the County.

After School Activities

The How often does your MIDDLE SCHOOL age child participate in activities after school? - 2013

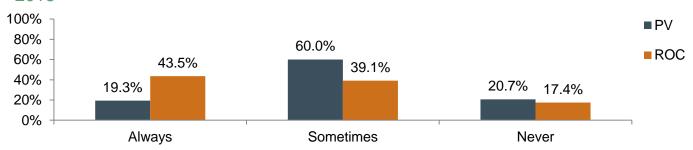


PV n: 67 ROC n: 37

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Significance testing 2013: No statistically significant difference between Pajaro Valley respondents and respondents from the Rest of the County.

The How often does your HIGH SCHOOL age child participate in activities after school? - 2013



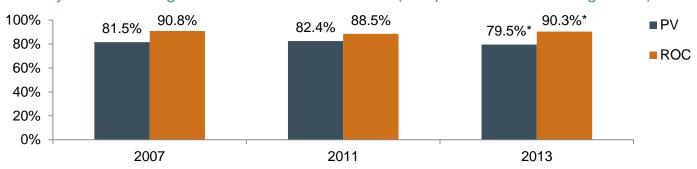
PV n: 51 ROC n: 46

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Health

Access to Health Care

To you have a regular source of health care? (Respondents answering "Yes")



PV n: 2007= 389; 2011=398; 2013=385 ROC n: 2007= 542; 2011=518; 2013=536

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

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	PV	ROC
Private practice	59.0%	81.0%
Community clinics	30.5%	11.7%
Urgent care clinics	4.6%	1.3%
Out of county	3.8%	3.6%
Alternative care practices	1.2%	0.2%
Emergency room	0.5%	0.4%
Other	0.5%	1.9%
Total	305	478

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2013.

Note: Prior to 2013, this question allowed multiple responses and data are therefore not comparable.

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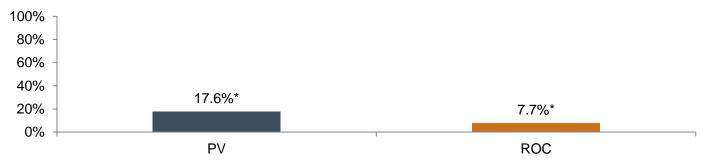
	PV	ROC
Community & county clinics	40.9%	27.9%
Private practice	32.1%	23.3%
Emergency room	8.3%	16.3%
I don't go	7.1%	4.7%
Urgent care clinics	4.6%	16.3%
Alternative care practices	2.4%	7.0%
Out of county	1.1%	4.7%
Other	3.4%	0.0%
Total	64	43

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Note: Prior to 2013, this question allowed multiple responses and data are therefore not comparable.

^{*}Significance testing 2013: Pajaro Valley respondents are significantly less likely than respondents in the Rest of the County to have a regular source of health care.

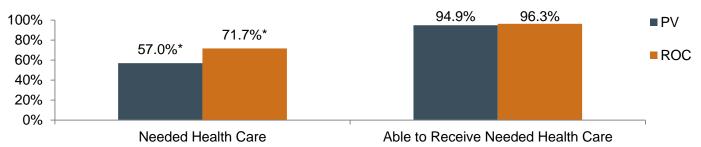
To you use the emergency room (ER) for your main source of health care? (Respondents answering "Yes") - 2013



PV n: 386 ROC n: 535

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2013.

The Have you needed health care in the past year? Were you able to receive the health care you needed? (Respondents answering "Yes") - 2013



PV n: Needed Health Care=385; Able to Receive Care=220

ROC n: Needed Health Care=537; Able to Receive Care=383

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

If you needed health care and were unable to receive it, why couldn't you receive it? - 2013

	PV	ROC
Too expensive	27.0%	46.2%
Couldn't afford co-pay	13.8%	23.1%
Couldn't afford the premium	13.2%	0.0%
Insurance wouldn't cover it	13.2%	7.7%
No insurance	6.6%	7.7%
Medi-Cal/Medi-Cruz problems	6.6%	7.7%
Other	19.8%	7.7%
Total Respondents	11	13

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

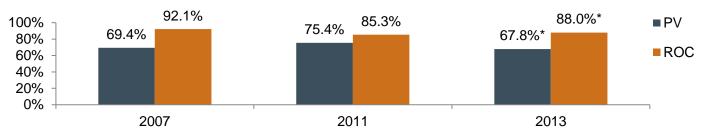
Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

^{*}Significance testing 2013: Pajaro Valley respondents are significantly more likely than respondents in the Rest of the County to use the emergency room for their main source of health care.

^{*}Significance testing 2013: Pajaro Valley respondents are significantly less likely than respondents in the Rest of the County to report needing health care in the past year.

Health Insurance

To you currently have health insurance? (Respondents answering "Yes")



PV n: 2007= 387; 2011=398; 2013=384 ROC n: 2007= 541; 2011=517; 2013=533

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Toes your health insurance cover...? (Respondents answering "Yes")

	PV			ROC		
	2007	2011	2013	2007	2011	2013
Dental care	68.7%	57.9%	56.4%	61.3%	57.0%	56.8%
Prescriptions	86.9%	90.8%	88.2%	92.5%	89.0%	92.7%
Mental health	77.6%	77.8%	75.9%	83.4%	85.0%	85.3%
Drug & alcohol services ¹	NA	NA	55.1%	NA	NA	72.7%

PV n: 2007 – Dental care =266, Prescriptions=257, Mental health=189; 2011 – Dental care=177, Prescriptions=292, Mental health=198; 2013 – Dental care=252, Prescriptions=258, Mental health=176, Drug & alcohol services=161 ROC n: 2007 – Dental care=494, Prescriptions=487, Mental health=380; 2011 – Dental care=438, Prescriptions=425, Mental health=288; 2013 – Dental care=456, Prescriptions=454, Mental health=334, Drug & alcohol services=238 Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011, 2013.

¹ The question regarding drug and alcohol services insurance coverage was added in 2013.

The How many of your children have health insurance?

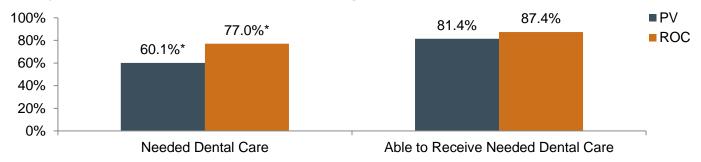
	Р	V	ROC		
	2011	2013	2011	2013	
Children 0 – 5 years old					
None	7.2%	7.3%	6.4%	6.7%	
At Least One	92.8%	92.7%	93.6%	93.3%	
Children 6 – 17 years old					
None	7.0%	7.3%	3.8%	5.3%	
At Least One	93.0%	92.7%	96.2%	94.7%	

PV n: 2011 – Children 0-5=69; Children 6-17=115; 2013 – Children 0-5=83; Children 6-17=135 ROC n: 2011 – Children 0-5=64; Children 6-17=103; 2013 – Children 0-5=45; Children 6-17=114 Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2011, 2013.

^{*}Significance testing 2013: Pajaro Valley respondents are significantly less likely than respondents in the Rest of the County to currently have health insurance.

Dental Care

Have you needed dental care in the past year? Were you able to receive the dental care you needed? (Respondents answering "Yes") - 2013



PV n: Needed Dental Care=385; Able to Receive=231

ROC n: Needed Dental Care=538; Able to Receive=413

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

If you needed dental care and were unable to receive it, why couldn't you receive it? - 2013

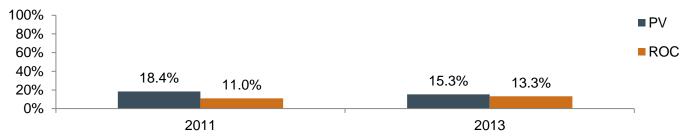
	PV	ROC
No insurance	27.2%	13.5%
Too expensive	45.9%	50.0%
Insurance wouldn't cover it	5.4%	15.4%
Couldn't afford co-pay	9.0%	3.8%
Couldn't afford premiums	3.6%	11.5%
Other	9.0%	5.8%
Total Respondents	41	52

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

Mental Health

The 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? (Respondents answering "Yes")

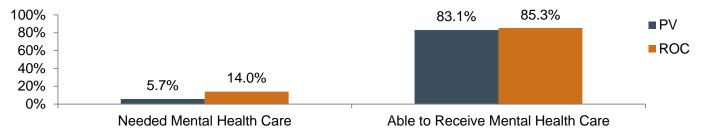


PV n: 2011=397; 2013=386 ROC n: 2011=521: 2013=535

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011, 2013.

^{*}Significance testing 2013: Pajaro Valley respondents are significantly less likely than respondents in the Rest of the County to report needing dental care in the past year.

The Have you needed mental health treatment (counseling or other help) in the last 12 months? Were you able to receive the mental health treatment you needed? - 2013



PV n: Needed Mental Health Care=386; Able to Receive=22

ROC n: Needed Mental Health Care=535; Able to Receive=75

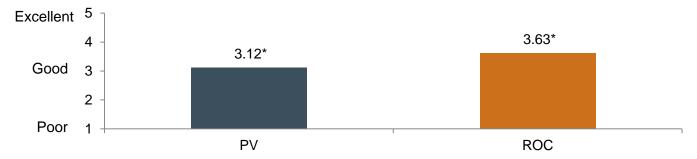
Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*Significance testing 2013: Pajaro Valley respondents are significantly less likely than respondents in the Rest of the County to report needing mental health treatment in the past 12 months.

Overall Health

Would you say that in general, your overall health is: (Mean) - 2013



PV n: 385 ROC n: 534

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Twould you say that in general, your overall health is: (Percentage)

	P	V	ROC	
	2011	2013	2011	2013
Excellent	18.1%	11.5%	24.2%	23.8%
Very Good	26.9%	25.1%	38.6%	33.9%
Good	30.4%	35.6%	23.4%	28.1%
Fair	18.6%	19.9%	10.8%	9.5%
Poor	6.0%	8.0%	3.0%	4.7%
Total Respondents	398	385	519	537

^{*}Significance testing 2013: Pajaro Valley respondents report a significantly lower level of general health than respondents in the Rest of the County.

Physical Activity

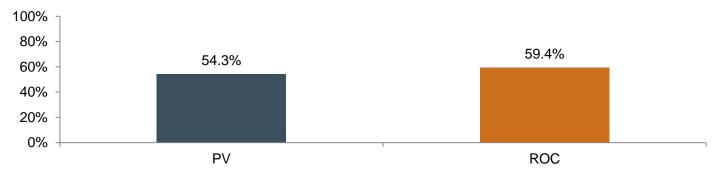
The How many days per week do you engage in physical activity for a combined total of 30 minutes or more?

	PV			ROC		
	2007	2011	2013	2007	2011	2013
None	11.9%	14.1%	12.9%	5.8%	7.2%	7.1%
1 – 2 days	18.0%	20.9%	15.8%	12.3%	17.1%	15.7%
3 – 4 days	24.0%	30.5%	26.0%	29.3%	33.3%	28.7%
5 or more days	46.2%	34.5%	45.3%	52.6%	42.4%	48.5%
Total responses	391	397	385	542	518	536

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Nutrition

The How many days in the past 7 days did you eat 5 or more servings of fruits and vegetables a day? (Respondents answering five or more days) - 2013



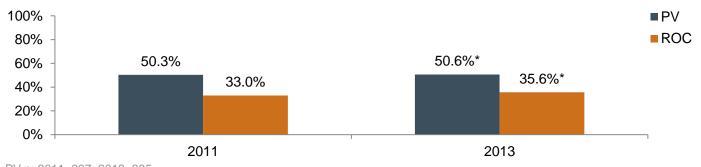
PV n: 381 ROC n: 531

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

Significance testing 2013: No statistically significant difference between Pajaro Valley respondents and respondents from the Rest of the County.

The How many times in the past 7 days did you eat fast food? (Respondents answering at least once)



PV n: 2011=397; 2013=385 ROC n: 2011=517; 2013=534

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011, 2013.

*Significance testing 2013: Pajaro Valley respondents are significantly more likely than respondents in the Rest of the County to have eaten fast food at least once in the past 7 days.

Obesity

Body Mass Index (BMI) of Adults

	PV			ROC		
	2007	2011	2013	2007	2011	2013
Low (BMI Less than 18.5)	1.3%	3.0%	0.4%	1.2%	1.8%	1.9%
Normal (BMI 18.5 - 24.9)	34.5%	32.7%	24.9%	48.9%	45.0%	43.1%
Overweight (BMI 25.0 – 29.9)	41.9%	34.9%	40.7%	37.9%	34.8%	34.3%
Obese (BMI 30.0 or more)	22.3%	29.4%	34.0%*	11.9%	18.5%	20.7%*
Total responses	341	364	352	517	479	522

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Diabetes

That is a doctor ever told you that you have diabetes or pre-diabetes? (Respondents answering "Yes") – 2013



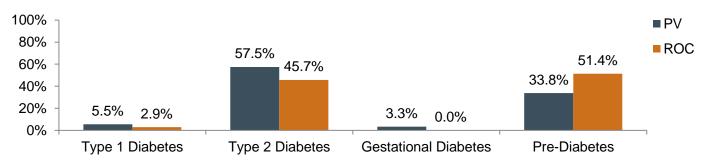
PV n: 385 ROC n: 536

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

Significance testing 2013: No statistically significant difference between Pajaro Valley respondents and respondents from the Rest of the County.

If a doctor has told you that you have diabetes or pre-diabetes, were you told it was: - 2013



PV n: 70 ROC n: 70

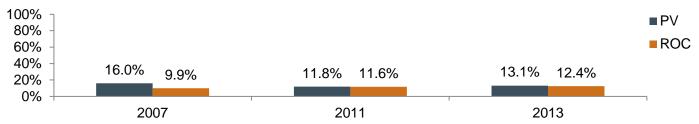
Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

^{*}Significance testing 2013: Pajaro Valley respondents are significantly more likely than respondents in the Rest of the County to be obese.

Alcohol Use – Binge Drinking

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 about 2 hours. (Respondents answering "One or More Times")



PV n: 2007= 388; 2011=398; 2013=381 ROC n: 2007= 538; 2011=517; 2013=531

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011, 2013.

Significance testing 2013: No statistically significant difference between Pajaro Valley respondents and respondents from the Rest of the County.

Community Acceptance of Adult Alcohol Provision

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

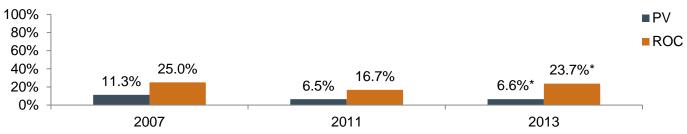
	Р	V	ROC		
	2011 2013		2011	2013	
Very acceptable	2.8%	0.8%	2.8%	2.1%	
Somewhat acceptable	8.9%	5.4%	21.8%	16.1%	
Not at all acceptable	88.3%	93.9%*	75.4%	81.8%*	
Total Responses	393	383	503	527	

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011, 2013.

Note: Due to changes in the question response format in 2009, this question is not comparable to previous years.

Community Acceptance of Recreational Marijuana Use

The How acceptable do you find the use of marijuana for recreational or non-medicinal use? (Respondents answering "Very Acceptable" 1)



PV n: 2007= 381; 2011=386; 2013=378 ROC n: 2007= 525: 2011=495: 2013=507

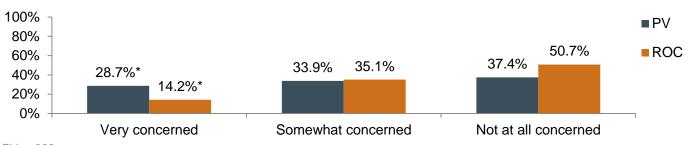
^{*}Significance testing 2013: Pajaro Valley respondents are significantly more likely than respondents in the Rest of the County to report that they find adults providing alcohol to underage youth in their home not at all acceptable.

¹ In 2011, "Very Acceptable" replaced "Acceptable" as a response option.

^{*}Significance testing 2013: Pajaro Valley respondents are significantly less likely than respondents in the Rest of the County to report that they find the use of marijuana for recreational or non-medicinal use as acceptable.

Drug Abuse

The How concerned are you about drug and alcohol abuse in your neighborhood? - 2013



PV n: 382 ROC n: 515

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Prescription Medications

The During the past 30 days, on how many days did you use prescription medicines not prescribed to you by a doctor for recreational use (such as Vicodin, Oxycodin, Percodan, Ritalin, Adderall)?

	Р	V	RO	OC .
	2011 2013		2011	2013
0 days	97.0%	98.4%	98.3%	96.1%
1 day	1.8%	0.6%	0.7%	0.4%
2 or more days	1.4%	1.0%	1.0%	3.5%
Total Respondents	399	385	520	535

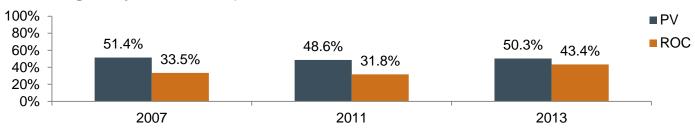
Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011, 2013.

Note: Due to changes in the question response format in 2009, this question is not comparable to previous years.

Public Safety

Concern about Crime/Neighborhood Safety

The How concerned are you about crime in Santa Cruz County? (Respondents answering "Very Concerned")

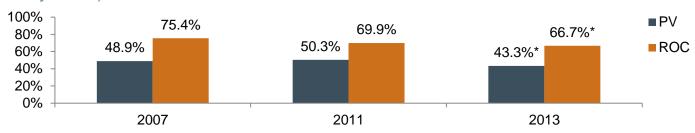


PV n: 2007=389; 2011=399; 2013=384 ROC n: 2007=537; 2011=518; 2013=537

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

^{*}Significance testing 2013: Pajaro Valley respondents are significantly more likely than respondents in the Rest of the County to report that they are very concerned about drug and alcohol abuse in their neighborhood.

How safe would you say you feel in your neighborhood? (Respondents answering "Very Safe")

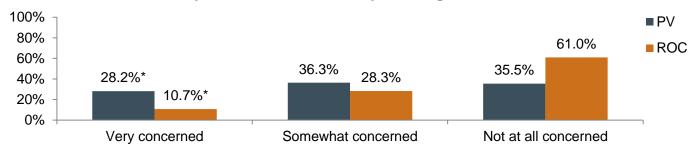


PV n: 2007=390; 2011=398; 2013=385 ROC n: 2007=542; 2011=519; 2013=535

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

*Significance testing 2013: Pajaro Valley respondents are significantly less likely than respondents in the Rest of the County to report feeling very safe in their neighborhood.

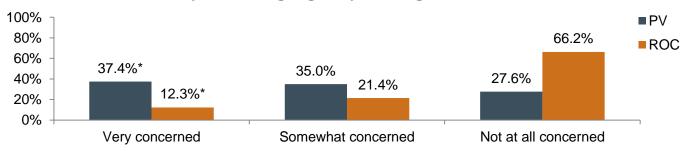
The How concerned are you about violence in your neighborhood? - 2013



PV n: 381 ROC n: 534

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

The How concerned are you about gangs in your neighborhood? - 2013

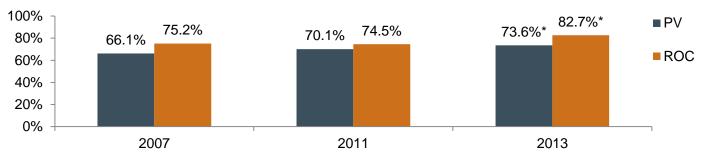


PV n: 384 ROC n: 527

^{*}Significance testing 2013: Pajaro Valley respondents are significantly more likely than respondents in the Rest of the County to report that they are very concerned about violence in their neighborhood.

^{*}Significance testing 2013: Pajaro Valley respondents are significantly more likely than respondents in the Rest of the County to report that they are very concerned about gangs in their neighborhood.

To you feel children have a safe place to play in your neighborhood? (Respondents answering "Yes")



PV n: 2007=385; 2011=395; 2013=367 ROC n: 2007=536; 2011=511; 2013=502

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Family Violence

The Has a family member or friend experienced family violence (including domestic violence, child abuse, and elder abuse) in the last year? (Respondents answering "Yes")

	Р	V	ROC		
	2011	2011 2013		2013	
Domestic violence	10.6%	9.7%	9.4%	8.5%	
Child abuse/neglect	4.6%	4.0%	2.5%	4.6%	
Elder abuse/neglect	4.1%	2.2%	3.0%	3.6%	

PV n: 2011 – Domestic Violence= 397, Child Abuse=395, Elder Abuse=395; 2013 – Domestic Violence=381, Child Abuse=383, Elder Abuse=383

ROC n: 2011 - Domestic Violence=504, Child Abuse=508, Elder Abuse=507; 2013 - Domestic Violence=519, Child Abuse=524, Elder Abuse=525

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011, 2013.

^{*}Significance testing 2013: Pajaro Valley respondents are significantly less likely than respondents in the Rest of the County to report that they feel children have a safe place to play in their neighborhood.

Social Environment

Basic Needs

In any given month in the last 12 months, did you find yourself having to go without any of the following? (Respondents answering "Yes") - 2013



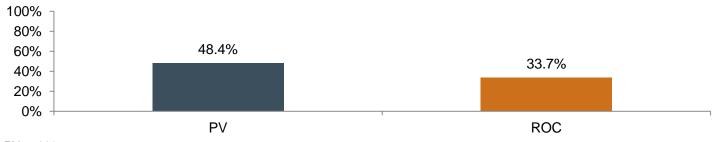
PV n: Food=385; Rent/Housing=385; Utilities=385

ROC n: Food=538; Rent/Housing=538; Utilities=537

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

*Significance testing 2013: Pajaro Valley respondents are significantly more likely than respondents in the Rest of the County to report going without rent/housing in the last 12 months. Pajaro Valley respondents are significantly more likely than respondents in the Rest of the County to report going without utilities in the last 12 months.

In the past 12 months, did you apply for public or government assistance? (Respondents answering "Yes") – 2013



PV n: 111 ROC n: 89

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

Significance testing 2013: No statistically significant difference between Pajaro Valley respondents and respondents from the Rest of the County.

Why did you not get help from any social service program? - 2013

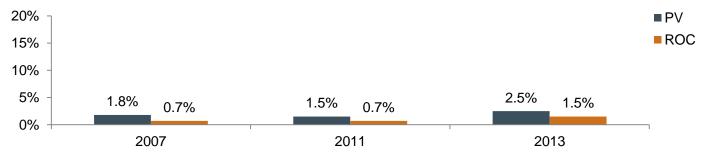
	PV	ROC
I applied for public assistance, but I did not qualify	19.7%	18.2%
I didn't want to	51.0%	38.2%
I didn't know where to get help	10.6%	1.8%
Other	24.0%	41.8%
Total Respondents	56	55
Total Responses	59	55

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

Homelessness

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)? (Respondents answering "Yes")

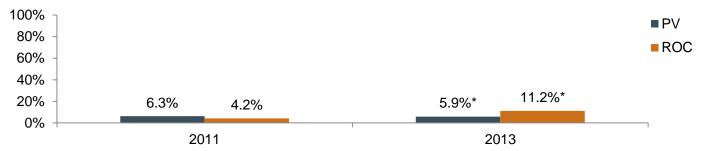


PV n: 2007=389; 2011=400; 2013=384 ROC n: 2007=542; 2011=521; 2013=538

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Significance testing 2013: No statistically significant difference between Pajaro Valley respondents and respondents from the Rest of the County.

Is anyone staying at your address on a temporary basis who otherwise might be considered homeless? (Respondents answering "Yes")



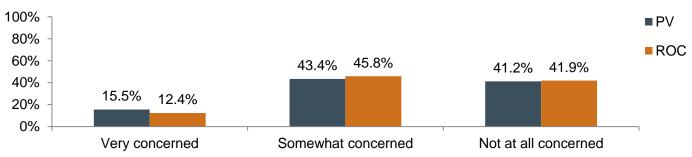
PV n: 2011=397; 2013=386 ROC n: 2011=520: 2013=537

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011, 2013.

*Significance testing 2013: Pajaro Valley respondents are significantly less likely than respondents in the Rest of the County to report that someone is staying at their address on a temporary basis who otherwise might be considered homeless.

Racism and Discrimination

The How concerned are you about racism in Santa Cruz County? - 2013

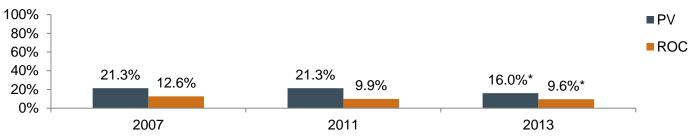


PV n: 381 ROC n: 518

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

** Have you felt discriminated against (unfair treatment of a person, racial group, or minority) in Santa Cruz County in the last 12 months? (Respondents answering "Yes")



PV n: 2007=389; 2011=399; 2013=383 ROC n: 2007=540; 2011=518; 2013=534

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Tild If yes, for what reasons? (Selected Responses)

	PV			ROC		
	2007	2011	2013	2007	2011	2013
Ethnicity/race	54.8%	72.0%	58.6%	21.7%	38.9%	44.0%
Language	18.8%	11.0%	12.7%	4.9%	5.0%	2.0%
Age	9.0%	4.9%	9.1%	16.7%	21.2%	20.0%
Appearance	9.0%	6.1%	7.9%	9.3%	2.6%	4.0%
Socioeconomic status	4.9%	8.5%	7.7%	20.7%	17.8%	14.0%
Religion	NA	NA	2.7%	NA	NA	2.0%
Gender	1.0%	8.5%	2.5%	11.5%	11.3%	10.0%
Disability	6.9%	3.7%	2.5%	0.0%	9.8%	6.0%
Gender Identity	NA	NA	1.3%	NA	NA	NA
Sexual orientation	NA	1.2%	1.3%	NA	7.0%	8.0%
Other	4.9%	6.1%	11.8%	23.5%	18.6%	14.0%
Total Respondents	76	82	58	64	50	50
Total Responses	109	100	69	87	68	62

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Quality of Life

The How satisfied are you with your overall quality of life?

	Р	V	ROC		
	2011 2013		2011	2013	
Very satisfied	60.7%	59.7%*	67.9%	69.3%*	
Somewhat satisfied	37.6%	38.5%	29.9%	28.1%	
Not at all satisfied	1.8%	1.8%	2.2%	2.6%	

PV n: 2011=399, 2013=385 ROC n: 2011=521, 2013=537

^{*}Significance testing 2013: Pajaro Valley respondents are significantly more likely than respondents in the Rest of the County to have felt discriminated against in Santa Cruz County in the last 12 months.

^{*}Significance testing 2013: Pajaro Valley respondents are significantly less likely than respondents in the Rest of the County to feel very satisfied with their overall quality of life.

	PV			ROC	
2007	2011	2013	2007	2011	2013
1. Scenery/ geography/ climate (58.2%)	1. Scenery/ geography/ climate (74.2%)	1. Scenery/ geography/ climate (72.8%)	1. Scenery/ geography/ climate (74.8%)	1. Scenery/ geography/ climate (75.9%)	1. Scenery/ geography/ climate (76.6%)
2. Outdoor recreation (10.0%)	2. Family/friends/ friendly people (21.0%)	2. Family/friends/ friendly people (20.6%)	2. Family/friends/ friendly people (14.5%)	2. Family/friends/ friendly people (21.3%)	2. Family/friends/ friendly people (24.4%)
3. Quiet/peaceful (9.9%)	3. Community /low population/ slow pace (15.4%)	3. Social climate (13.0%)	3. Outdoor recreation (9.2%)	3. Community/ low population/ slow pace (17.0%)	3. Social climate (16.8%)
4. Family/friends/ friendly people (9.0%)	4. Social climate (11.7%)	4. Community/ low population/ slow pace (12.5%)	4. Community/ low population/ slow pace (9.0%)	4. Social climate (16.7%)	4. Community/ low population/ slow pace (11.4%)
5. Many different things (8.6%)	5. Quiet/peaceful (6.4%)	5. Quiet/peaceful (12.5%)	5. Social climate (8.8%)	5. Quiet/peaceful (6.5%)	5. Quiet/peaceful (10.5%)

PV n: 2007=357 respondents offering 529 responses; 2011=376 respondents offering 518 responses; 2013 =351 respondents offering 509 responses.

ROC n: 2007=535 respondents offering 835 responses; 2011=510 respondents offering 753 responses; 2013=525 respondents offering 795 responses.

What do you think takes away from your quality of life? (What don't you like about Santa Cruz County?) – Top 5 Responses

	PV			ROC	
2007	2011	2013	2007	2011	2013
1. Gangs/crime (20.6%)	1. Nothing takes away from quality of life (28.0%)	1. Nothing takes away from quality of life (36.9%)	1. Traffic (33.9%)	1. Traffic (16.4%)	1. Gangs/Crime (21.0%)
2. Traffic (17.5%)	2. Gangs/crime (19.5%)	2. Gangs/crime (21.2%)	2. Cost of living/ housing (22.4%)	2. Nothing takes away from quality of life (15.9%)	2. Traffic (17.6%)
3. Cost of living/ housing (17.0%)	3. Traffic (12.2%)	3. Traffic (10.6%)	3. Overcrowding (12.2%)	3. Cost of living/ housing (15.7%)	3. Cost of living/ housing (14.4%)
4. Nothing takes away from quality of life (9.5%)	4. Cost of living/ housing (10.2%)	4. Cost of living/ housing (9.3%)	4. Politics/too liberal (8.1%)	4. Gangs/crime (14.4%)	4. Homelessness (14.8%)
5. Overcrowding (8.2%)	5. Overcrowding/ unplanned growth (8.2%)	5. Government rules/ regulations (5.4%)	5. Government (city/council) (7.3%)	5. Overcrowding/ unplanned growth (8.4%)	5. Nothing takes away from quality of life (11.6%)

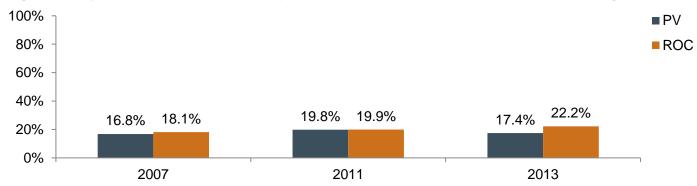
PV n: 2007=282 respondents offering 352 responses; 2011 =353 respondents offering 398 responses; 2013=352 respondents offering 412 responses.

ROC n: 2007=469 respondents offering 639 responses; 2011=497 respondents offering 578 responses; 2013=501 respondents offering 650 responses.

Source: Santa Cruz County Community Assessment Project, *Telephone Survey*, 2007, 2011, 2013.

People with Disabilities

** Have you or a member of your household been diagnosed with a disability that significantly limits one or more major life activities? (Respondents answering "Yes")



PV n: 2007=386; 2011= 394; 2013=383 ROC n: 2007=539; 2011=514; 2013=535

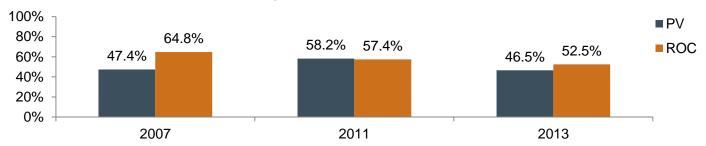
Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

What are the ages of the persons diagnosed as having a disability?

	PV		ROC			
	2007	2011	2013	2007	2011	2013
5 years or less	2.5%	1.3%	1.1%	0.0%	1.5%	2.5%
6 to 18 years	6.1%	6.5%	4.6%	2.3%	3.9%	5.1%
19 to 24 years	0.0%	5.2%	5.8%	6.6%	3.1%	1.7%
25 to 34 years	4.9%	3.9%	1.1%	8.3%	8.3%	4.2%
35 to 44 years	15.6%	6.5%	7.9%	5.8%	7.4%	5.1%
45 to 54 years	21.5%	9.1%	21.6%	20.7%	11.6%	11.9%
55 to 64 years	31.3%	32.5%	23.9%	25.2%	32.1%	28.8%
65 to 74 years	17.9%	22.1%	20.4%	12.1%	17.3%	23.7%
75 to 84 years	12.1%	14.3%	15.9%	30.3%	15.6%	11.0%
85 years and over	2.5%	13.0%	1.1%	4.3%	9.7%	7.6%
Total Respondents	62	77	67	92	102	118
Total Responses	71	88	69	107	113	120

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Is the person with a disability participating in community life at the levels he or she desires? (Respondents answering "Yes")



PV n: 2007=60; 2011=91; 2013=67 ROC n: 2007=92; 2011=136; 2013=118

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Significance testing 2013: No statistically significant difference between Pajaro Valley respondents and respondents from the Rest of the County.

In what areas would you/they like to increase their involvement? - 2013

	PV	ROC
Would like to get out more but have limited mobility	35.5%	32.6%
Social events/activities	23.2%	39.1%
Work/donating time	20.4%	17.4%
All aspects of life	17.8%	10.9%
Don't know	8.9%	15.2%
Continued education	5.7%	6.5%
Other	2.9%	6.5%
Total Respondents	26	46
Total Responses	30	59

What types of additional services are needed to allow you/them to increase involvement? – 2013

	PV	ROC
Social or recreational services or supports	40.5%	41.9%
Specialized transportation or mobility device	26.7%	18.6%
Job development, employment training, or coaching	19.1%	27.9%
Academic counseling or tutoring	18.8%	18.6%
Personal attendants	16.5%	23.3%
Remove barriers to access safe travel on sidewalks and in crosswalks	11.9%	20.9%
Financial planning or management	2.3%	23.3%
None of the above	26.3%	30.2%
Don't know	4.7%	2.3%
Total Respondents	32	43
Total Responses	53	89

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Community Support

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

	PV		ROC	
	2011	2013	2011	2013
Often	41.9%	37.9%*	48.5%	56.1%*
Sometimes	47.0%	44.9%	43.8%	36.7%
Never	11.1%	17.2%	7.7%	7.2%
Total Respondents	78	379	102	526

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011, 2013.

The How often do you feel that you have someone you can turn to when you need help? - 2013

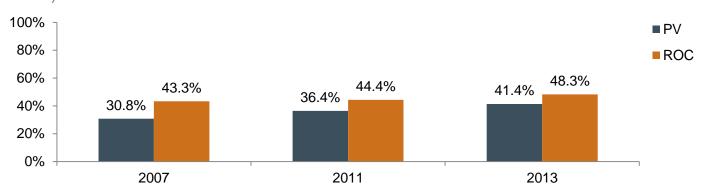
	PV	ROC
Often	61.4%*	81.2%*
Sometimes	31.3%	17.7%
Never	7.3%	1.1%
Total Respondents	385	536

^{*}Significance testing 2013: Pajaro Valley respondents are significantly less likely than respondents in the Rest of the County to feel that people in their neighborhood often help each other.

^{*}Significance testing 2013: Pajaro Valley respondents are significantly less likely than respondents in the Rest of the County to feel that they have someone they can often turn to when they need help.

Volunteerism and Charitable Giving

Do you regularly do volunteer work in the community? (Respondents answering "Yes")

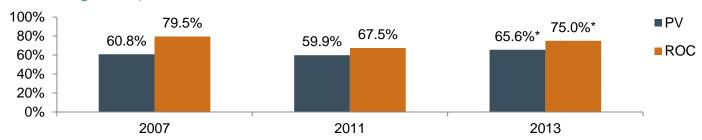


PV n: 2007=389; 2011=398; 2013=385 ROC n: 2007=541; 2011=517; 2013=536

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Significance testing 2013: No statistically significant difference between Pajaro Valley respondents and respondents from the Rest of the County.

To you regularly contribute money to charitable organizations? (Respondents answering "Yes")



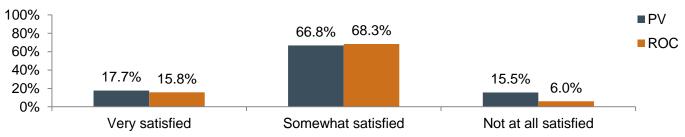
PV n: 2007=386; 2011=397; 2013=385 ROC n: 2007=542; 2011=518; 2013=535

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

*Significance testing 2013: Pajaro Valley respondents are significantly less likely than respondents in the Rest of the County to contribute money to charitable organizations.

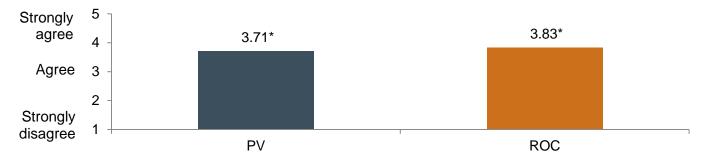
Satisfaction with Local Government

The How satisfied are you with local government? - 2013



PV n: 369 ROC n: 514

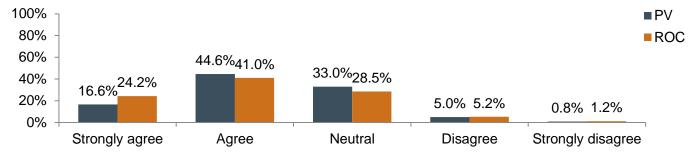
Social Activism



PV n: 367 ROC n: 518

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

How would you rate your level of agreement with the statement, "I know how to make a positive change in my community?" (Percentage) - 2013



PV n: 367 ROC n: 520

^{*}Significance testing 2013: Pajaro Valley respondents report a significantly higher level of agreement with the statement "I know how to make a positive change in my community."

To the last 12 months, have you done any of the following?

	PV		RO	OC .
	2011	2013	2011	2013
Vote ¹	NA	85.2%	NA	91.9%
Signed a petition	64.5%	41.2%	73.8%	55.9%
Attended a town meeting, public hearing, or public affair	46.5%	35.5%	43.0%	34.9%
Met with, e-mailed, called or sent a letter to any local politician	48.5%	32.6%	56.3%	37.2%
Joined an on-line political advocacy group	19.5%	10.3%	32.2%	23.6%
Joined a protest or demonstration	12.0%	9.7%	19.1%	11.5%
Other political action	2.5%	3.5%	4.5%	8.1%
Total Respondents	200	236	352	479
Total Responses	393	514	833	1,260

¹ "Vote" was added as an option in 2013.

Natural Environment

Concern for the Environment

What one thing concerns you the most about the natural environment in Santa Cruz County? (Top 5 Responses)

	PV			ROC		
2007	2011	2013	2007	2011	2013	
1. Air pollution (car emissions) (23.9%)	1. Water pollution (ocean/river/ bay) (22.5%)	1. Litter (30.9%)	1. Water pollution (ocean/river/ bay) (21.7%)	1. Water pollution (ocean/river/bay) (22.7%)	1. Water pollution (ocean/river/bay) (29.3%)	
2. Litter (16.5%)	2. Litter (13.7%)	2. Water pollution (ocean/river/bay) (17.0%)	2. Development of open space/ agricultural land (16.6%)	2. Water availability/ Salt water intrusion (11.8%)	2. Water availability/ Salt water intrusion (14.9%)	
3. Water pollution (ocean/river/bay) (15.2%)	3. General pollution (10.5%)	3. Air pollution (car emissions) (9.5%)	3. Traffic/too many cars (13.7%)	3. Drinking water quality (8.5%)	3. Litter (11.1%)	
4. Development of open space/ agricultural land (15.2%)	4. No preservation of natural environment/ wildlife (9.8%)	4. Traffic/too many cars (8.9%)	4. Overpopulation (12.9%)	4. Litter (8.3%)	4. Traffic/too many cars (10.9%)	
5. General pollution (10.4%)	5. Air pollution (car emissions) (7.7%)	5. General pollution (8.7%)	5. Air pollution (car emissions) (10.6%)	5. No preservation of natural environment/ wildlife (6.8%)	5. Overpopulation (7.1%)	

PV n: 2007=232 respondents offering 308 responses; 2011=285 respondents offering 332 responses; 2013=287 respondents offering 367 responses.

ROC n: 2007=421 respondents offering 527 responses; 2011=419 respondents offering 487 responses; 2013=450 respondents offering 582 responses.

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

Note: This was an open-ended survey question which allows the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

Note: In 2007, many respondents indicated "don't know" when asked this question or preferred not to answer, hence, a low respondent number for Pajaro Valley.

Farmers Markets and Local Produce Stands

How often do you shop at farmers markets or local produce stands?

	PV		ROC	
	2011	2013	2011	2013
Never	19.4%	18.8%	17.4%	20.6%
Daily	0.8%	4.1%	2.0%	1.1%
Once a week	26.2%	31.4%	22.6%	26.5%
More than once a week, but not daily	8.8%	15.6%	8.8%	11.8%
More than once a month, but not every week	10.8%	7.3%	15.4%	10.5%
Once a month	19.1%	13.5%	17.0%	12.8%
Less than once a month	14.9%	9.3%	16.7%	16.7%
Total Respondents	397	386	517	533

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011, 2013.

What prevents you from shopping at farmers markets or local produce stands? (Top 3 Responses)

Р	V	ROC		
2011	2013	2011	2013	
1. Nothing prevents me (27.8%)	1. Nothing prevents me (41.1%)	1. Times are not convenient (28.7%)	1. Times are not convenient (28.8%)	
2. Times are not convenient (26.2%)	2. Times are not convenient (19.1%)	2. Nothing prevents me (27.4%)	2. Nothing prevents me (26.1%)	
3. Location (11.6%)	3. Location (13.0%)	3. Location (12.8%) 3. Cost (12.8%)	3. Location (18.0%)	

PV n: 2011=254 respondents offering 400 responses; 2013=378 respondents offering 397 responses

ROC n: 2011=501 respondents offering 531 responses; 2013=528 respondents offering 567 responses

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011, 2013.

Note: This was an open-ended survey question which allows the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

Water Use Reduction

Are you taking any of the following steps to reduce your household water consumption? - 2013

	PV	ROC
Installed a low-flow showerhead	74.1%	68.2%
Installed a low-flow toilet	67.0%	72.6%
Installed a high efficiency washing machine	55.0%	54.8%
Made improvements to your landscape to reduce irrigation	47.2%	51.0%
Installed a high efficiency dishwasher	39.2%	39.9%
Used rainwater for landscape irrigation	29.6%	23.1%
Used grey water for landscape	15.0%	19.8%
None of the above	6.7%	6.0%
Low water use or conscious of use	1.2%	3.2%
Other	1.4%	2.6%

PV n: 373 respondents offering 1,256 responses. ROC n: 529 respondents offering 1,806 responses.

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Water Pollution Reduction

Are you taking any of the following steps to reduce water pollution at your home or work? - 2013

	PV	ROC
Kept paints and chemicals out of storm drains	75.2%	78.3%
Washed cars at car washes rather than on the street	60.7%	61.6%
Used appropriate amounts of fertilizers and outdoor pesticides	48.6%	51.5%
Used less toxic fertilizers and pesticides	46.4%	54.9%
Reduced runoff from irrigation of landscaping	40.6%	39.3%
Collected pet waste	35.9%	42.9%
None of the above	6.2%	6.0%
Other	1.2%	2.2%

PV n: 382 respondents offering 1,203 responses.

ROC n: 534 respondents offering 1,804 responses.

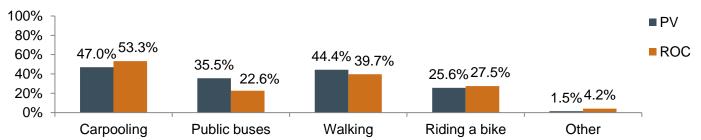
Alternative Transportation

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

	Р	V	ROC		
	2011	2013	2011	2013	
Never	40.6%	42.7%	36.1%	45.1%	
Every day	11.9%	13.8%	13.4%	11.1%	
At least once a week	20.8%	24.8%	22.3%	21.4%	
A couple times a month	16.0%	14.1%	16.6%	12.8%	
A couple times a year	9.9%	4.6%	10.2%	9.4%	
Other	0.8%	0.0%	1.4%	0.2%	
Total Respondents	394	381	518	532	

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011, 2013.

The What type of alternative forms of transportation do you use? - 2013



PV n: 209 respondents offering 322 responses. ROC n: 287 respondents offering 423 responses.

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

School Transportation

The How does your child usually get to school? - 2013

	PV	ROC
Driven to school	52.6%	58.7%
Walk	33.2%	22.3%
School bus	28.4%	7.4%
Carpool	3.7%	3.3%
Ride bike	3.1%	9.1%
Drive themselves to school	3.1%	10.7%
Public bus	2.0%	4.1%
Other	1.6%	0.0%
Total Respondents	147	121
Total Responses	188	140

Which of the following would encourage your child to walk or bike to school more frequently? - 2013

	PV	ROC
Living closer to school	63.0%	61.2%
Slower traffic speeds on streets	36.1%	16.5%
Sidewalk or street improvements for safety	34.4%	32.0%
Increased feeling of safety from crime	33.1%	23.3%
Traffic crossing guards on duty	29.1%	14.6%
Change in attitude, so that it's a cool thing to do	14.9%	8.7%
Other	5.7%	4.9%
Total Respondents	121	103
Total Responses	262	166

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2013.

Demographic Profile of Survey Respondents

What is your zip code?

	PV		
	2007	2011	2013
95019	9.6%	9.0%	6.9%
95076	88.9%	90.8%	92.3%
95077 (P.O. Box)	1.5%	0.3%	0.8%
Total Respondents	391	400	386

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

What gender do you identify as?

	PV		ROC			
	2007	2011	2013	2007	2011	2013
Male	49.5%	41.8%	49.7%	49.5%	48.2%	35.9%
Female	50.5%	58.3%	50.3%	50.5%	51.8%	64.1%
Total Respondents	391	400	385	542	521	537

This is a which of the following best describes your racial or ethnic group?

	PV		ROC			
	2007	2011	2013	2007	2011	2013
Latino/Hispanic	53.2%	45.4%	63.1%	4.0%	10.1%	10.1%
Caucasian	39.4%	46.4%	30.3%	88.3%	84.4%	83.1%
Multi-racial/Multi-ethnic	1.6%	3.3%	4.0%	3.8%	3.1%	4.6%
Asian	2.1%	2.6%	1.6%	1.3%	1.4%	1.0%
Native American	2.8%	1.3%	0.4%	1.5%	0.3%	0.2%
Filipino	0.6%	0.8%	0.4%	0.0%	0.2%	0.0%
African American	0.6%	0.3%	0.2%	0.4%	0.2%	0.6%
Pacific Islander	0.0%	0.0%	0.0%	0.8%	0.2%	0.2%
Other	NA	NA	0.0%	NA	NA	0.4%
Total Respondents	381	392	383	533	513	526

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

This is a which of the following age groups are you in?

	PV		ROC			
	2007	2011	2013	2007	2011	2013
18 years or less	6.2%	1.5%	1.6%	1.6%	0.9%	0.6%
19 to 24 years	7.4%	7.5%	7.1%	2.5%	4.9%	2.3%
25 to 34 years	15.5%	14.8%	14.8%	7.0%	10.9%	6.8%
35 to 44 years	18.6%	13.6%	18.5%	13.8%	12.3%	15.0%
45 to 54 years	15.0%	16.8%	20.6%	18.9%	15.5%	16.7%
55 to 64 years	15.8%	20.4%	15.4%	26.1%	26.3%	26.8%
65 to 74 years	10.7%	12.8%	12.6%	16.1%	14.0%	22.1%
75 to 84 years	10.4%	10.1%	7.3%	11.0%	11.4%	7.9%
85 years and over	0.4%	2.5%	2.0%	3.2%	3.8%	1.9%
Total Respondents	384	398	384	538	518	533

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

The Which income range best describes your family income?

	PV			ROC		
	2007	2011	2013	2007	2011	2013
Less than \$15,000 per year	27.2%	20.8%	23.1%	7.7%	11.7%	9.4%
\$15,000 - \$24,999 per year	25.1%	17.6%	16.1%	6.3%	12.6%	11.0%
\$25,000 - \$34,999 per year	9.0%	16.3%	19.4%	10.4%	10.1%	10.2%
\$35,000 - \$49,999 per year	10.8%	12.3%	10.8%	10.8%	11.0%	12.0%
\$50,000 - \$65,499 per year	10.0%	10.1%	10.6%	14.3%	10.4%	12.4%
\$65,500 - \$99,999 per year	7.9%	13.1%	11.9%	20.0%	20.7%	18.1%
\$100,000 - \$149,999 per year	6.8%	6.1%	6.1%	20.4%	13.7%	14.7%
\$150,000 or more per year	3.2%	3.7%	2.1%	10.2%	9.8%	12.3%
Total Respondents	351	375	360	485	464	482

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

	PV		ROC			
	2007	2011	2013	2007	2011	2013
Yes	38.2%	37.3%	41.4%	25.2%	24.8%	24.8%
No	61.8%	62.8%	58.6%	74.8%	75.2%	75.2%
Total Respondents	391	400	386	542	521	537

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2007, 2011, 2013.

The How many children do you have that are ages birth to 5 years?

	Р	V	ROC		
	2011	2013	2011	2013	
1 child	62.9%	73.8%	75.1%	69.6%	
2 children	32.9%	22.6%	13.3%	21.7%	
3 children	1.4%	3.6%	11.6%	6.5%	
4 children	2.9%	0.0%	0.0%	0.0%	
5 children	0.0 %	0.0%	0.0%	2.2%	
Total Respondents	70	83	64	46	

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011, 2013.

The How many children do you have that are ages 6 to 17 years?

	Р	V	ROC		
	2011	2013	2011	2013	
1 child	44.3%	43.3%	59.2%	56.1%	
2 children	34.8%	38.1%	31.2%	37.7%	
3 children	16.5%	16.8%	6.8%	5.3%	
4 children	1.7%	0.0%	2.4%	0.9%	
5 children	2.6%	1.7%	0.0%	0.0%	
6 children	0.0%	0.0%	0.4%	0.0%	
Total Respondents	115	135	104	114	

Source: Santa Cruz County Community Assessment Project, Telephone Survey, 2011, 2013.

Are your children in:

	PV				ROC			
	2011		2013		2011		2013	
Elementary School	61.6%	125	63.0%	160	68.3%	105	53.8%	132
Middle School	38.4%	125	42.8%	159	33.4%	104	28.2%	131
High School	35.2%	125	32.4%	159	30.8%	104	34.8%	132

A GLIMPSE OF REALITY:





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