

COMMUNITY ASSESSMENT

HEAD START &
EARLY HEAD START
APRIL 2019



COMMUNITY ASSESSMENT 2019

Head Start & Early Head Start, Encompass Community Services

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Special Thanks

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Health Advisory Board 2018–2019

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Demographic Report

Santa Cruz County Demographic

Data Snapshot, Head Start Eligible Children

report prepared by Applied Survey Research

in January 2019

INTRODUCTION

ENCOMPASS COMMUNITY SERVICES

The Head Start, Early Head Start, and State Preschool Programs of Encompass Community Services provide high quality early childhood education and comprehensive services to children and families throughout Santa Cruz County. We serve children who are most in need of our services, including those who qualify based on income, public assistance, homelessness, foster care, or disability. We organize our efforts to have the biggest impact for children and families around the following program goals:

Education

We strive to provide high quality, culturally appropriate early childhood services and family support throughout Santa Cruz County.

Support for Homeless Families

We provide additional services and support to homeless families by increasing accessibility to services and strengthening partnerships with homeless service providers.

Professional Development for Staff

We support and enhance professional growth in all staff members through active development plans.

School Readiness

We track progress around School Readiness Goals identified in our School Readiness Plan. Planning, curriculum development, and family engagement efforts are based on program outcomes and shared with staff, parents, and the board.

Data-Driven Decision Making

We utilize technology, reporting systems, and data as important tools to support program improvement

Santa Cruz County

The Head Start, Early Head Start, and State Preschool Programs provide services throughout Santa Cruz County, which is located on the central coast of California. It is the smallest county in the state, and one of the least affordable places to live in the nation. There are two main cities in Santa Cruz County: Santa Cruz in the north, and Watsonville in the south. There are numerous small town and mountain communities, in addition to farmworker and migrant communities.

Project Purpose

The Community Assessment provides crucial data on community strengths and needs that the program uses to make decisions about program direction and service delivery. Head Start Program Performance Standards require that a full community assessment be completed once every five years, and an update be completed annually. This report has been assembled not only to comply with this regulation but also “because a well-done CA is critical to make informed decisions about service area plans and service delivery, develop strategic plans for the agency, respond to new Federal regulations or initiative, mobilize community resources and partnerships, [and] reach out to additional funders.” (Five Steps to Community Assessment: A workbook for Head Start and Early Head Start Programs Serving Hispanic and Other Emerging Populations) Our mission in creating this report was to create a comprehensive Community Assessment that will guide program design and service delivery to be responsive to community needs and build on community strengths.

Methodology

In embarking on the data collection for this project, we identified the following principle data sources:

- Demographic data collection through contracted services with Applied Survey Research
- Review of program data
- Published data sources and local community partners
- Focus groups with key constituent groups

In order to collect accurate data on the specific demographic measures required by the Performance Standards, the program contracted with a local agency, Applied Survey Research, that specializes in local community assessments and data reports.

The program collects data on a whole range of wellness indicators from families enrolled with us, including demographic information, family and child outcomes, families in high risk situations (“special needs” category), and child health and nutrition indicators. This information serves as primary-source data on the experiences and needs of the families we are serving.

There are many published data sources available as human services providers move towards more data-driven decision making, and we have made full use of these resources. We also worked directly with community partners to leverage the data they are collecting about their participants.

We recognize that the numbers can only tell us so much. That’s why we engaged the experts – parents, program staff, and community providers – in a series of focus groups designed to help us learn the qualitative stories behind the numbers. We held three focus groups, one at our Health Advisory Board, one at our All Staff meeting, and one at our Policy Council meeting. Questions and prompts were designed to give focus group participants the opportunity to share their own perspective, and provide insight into community strengths and needs that we would not be able to learn otherwise. Sources are identified throughout the report.

Community Assessment Snapshot

Program Year 2018/2019

Non-traditional Childcare Hours



17% of parents request evening, weekend, or overnight care for their children

No licensed child care centers in Santa Cruz County offer hours at this time.

Housing Opportunity Index

Santa Cruz
County

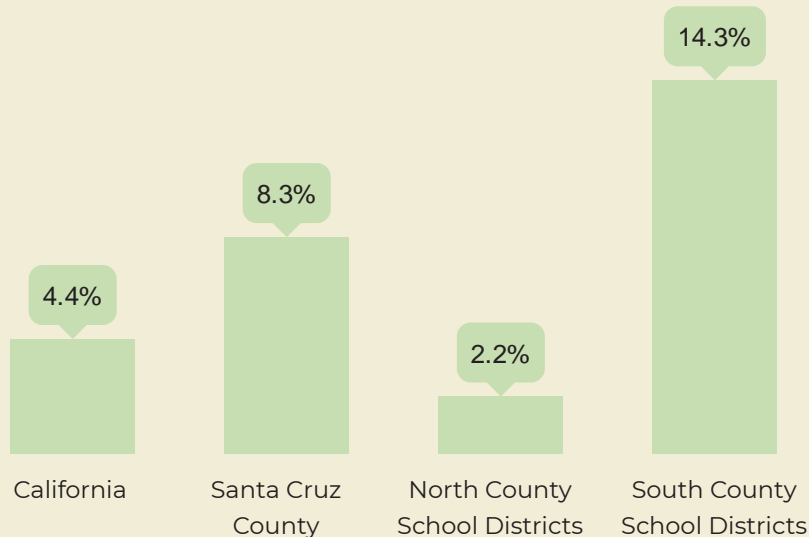


National
Average



Homelessness

Public School Students Experiencing Homelessness



Children in South County School Districts (PVUSD) experience homelessness at more than **three times** the rate of the state average.



87% of the children experiencing homelessness in Santa Cruz County live in South County and attend Pajaro Valley Unified School District

In Santa Cruz County, **6.5%** of homes are considered affordable for the median income.

Nationwide, **56.4%** of homes are affordable for the median income.

Housing Burden

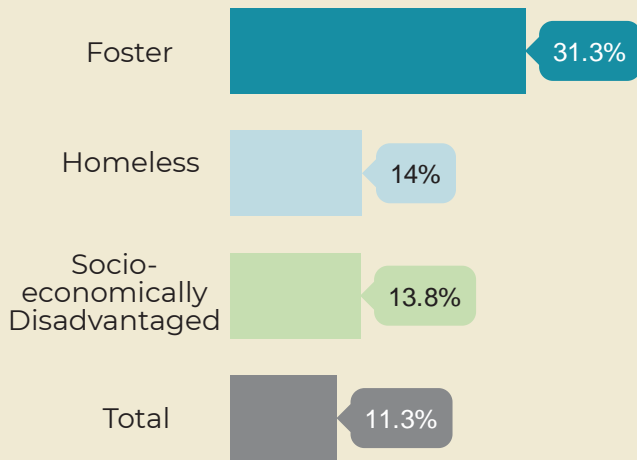


Of Santa Cruz households spend 30% or more of income on rent

Chronic Absenteesim

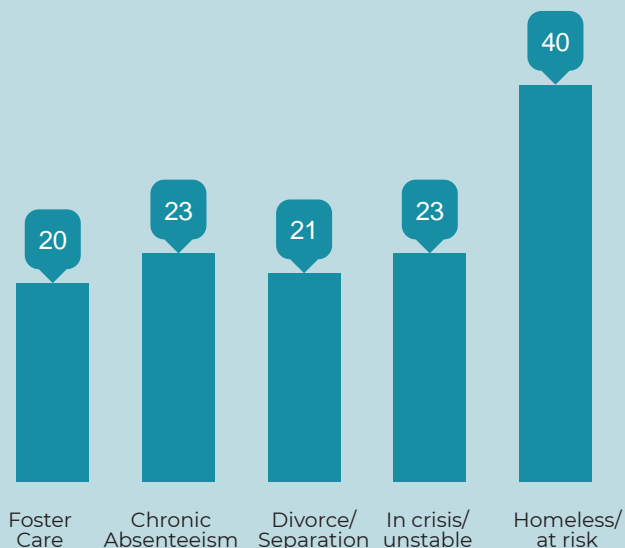
Chronic Absenteeism is defined as missing 10% or more days of school for any reason.

Public School Children in Santa Cruz County



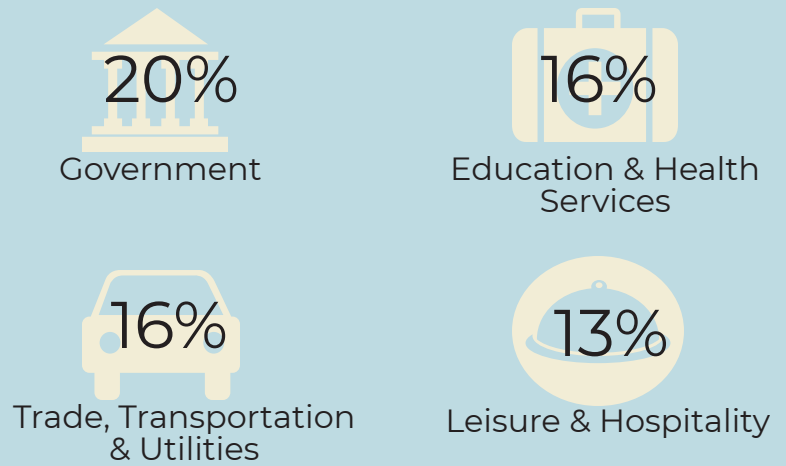
Children in foster care are **three times more likely** to be chronically absent than their peers

High Needs Families



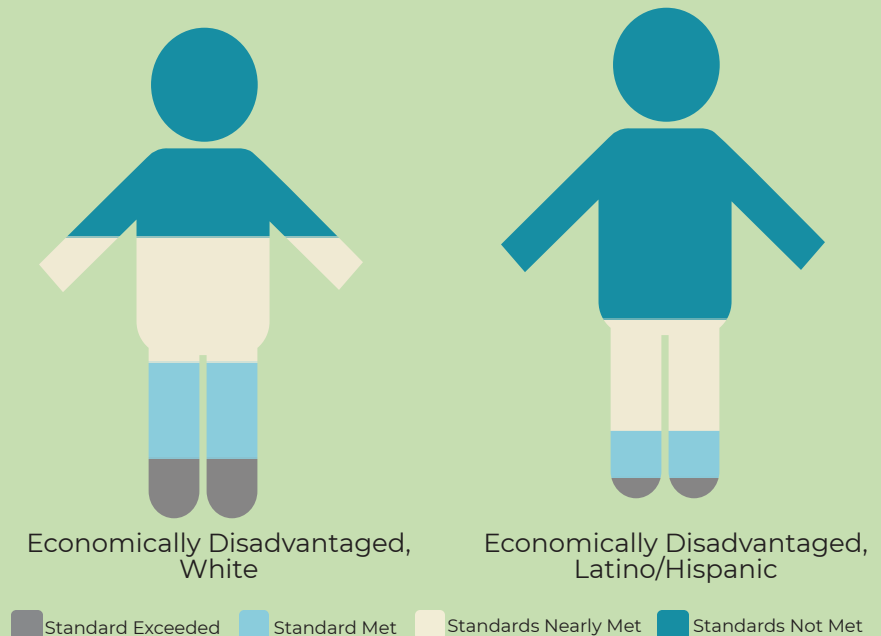
Top 5 High Need Categories in Encompass HS/EHS

Industries with Largest Employment



Achievement Gap

Mathematics Achievement, 8th Graders, Santa Cruz County 2018



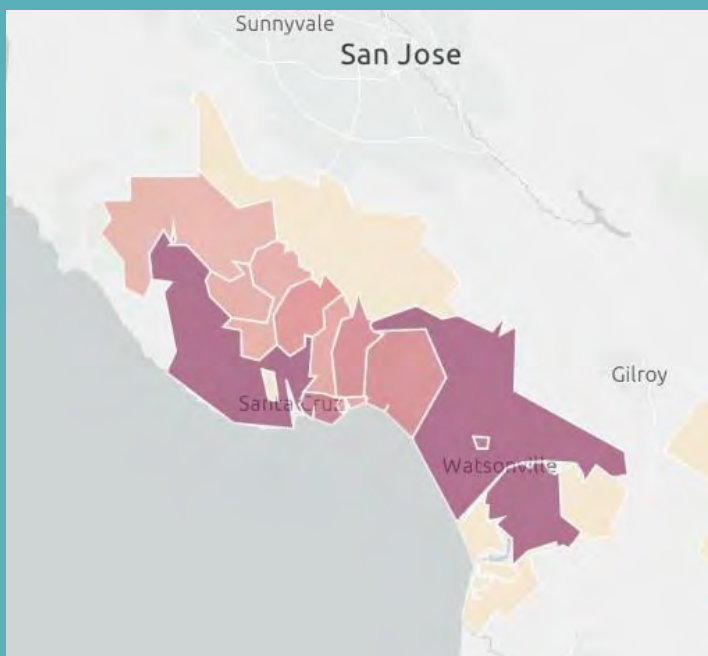
Childhood Obesity



31% of Head Start children were either overweight or obese in program year 2017-2018

DEMOGRAPHIC REPORT

The information in this section is adapted from the Santa Cruz County Demographic Data Snapshot, Head Start Eligible Children report prepared by Applied Survey Research in January 2019. Full report available upon request.

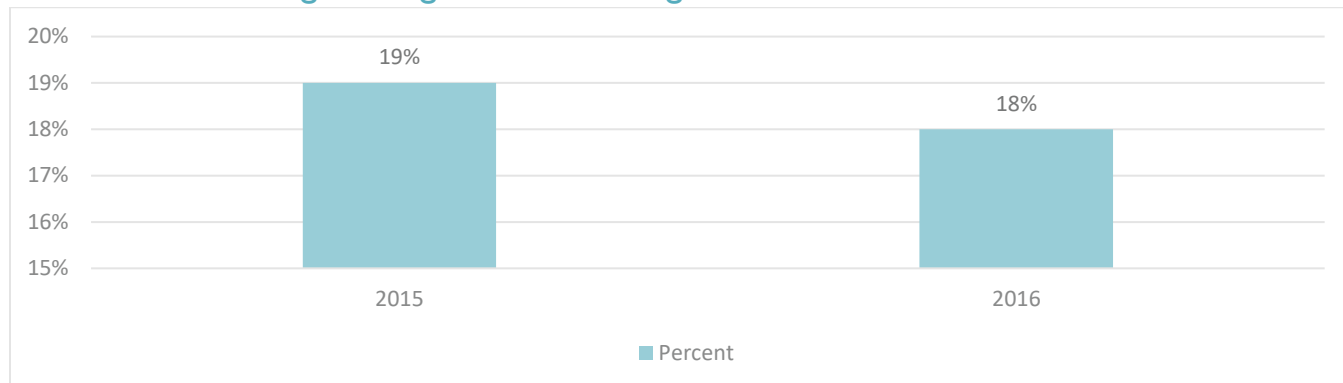


**LOCATIONS OF ELIGIBLE
APPLICANTS TO HEAD
START AND EARLY HEAD
START, 2017-2018**

*Source: ChildPlus report on
Internal program data*

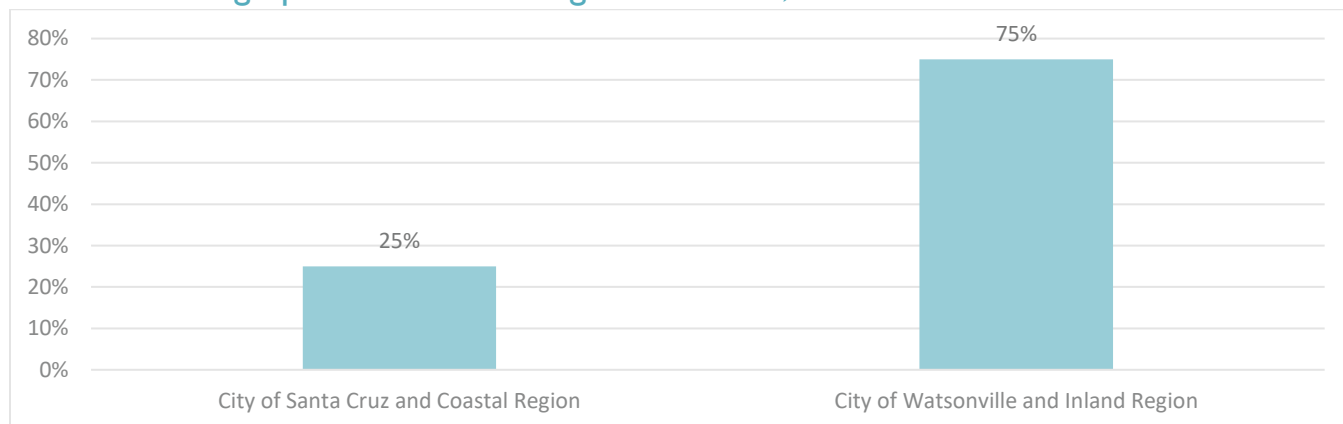
Below are demographic data for children eligible for Head Start services in Santa Cruz County. Eligible children in this data set include all children ages 0 to 5 with any disability, living below the Federal Poverty Line, and/or are living in foster care.

Estimated Percentage of Eligible Children Ages 0-5 in Santa Cruz



Source: United States Census Bureau (2018). Public Use Microdata Sample from the American Community Survey, 2011-2016 5- year estimates. 2015: Total population estimate (children ages 0-5 in Santa Cruz County): 14,368, Eligible children estimate: 2,748. 2016: Total population estimate (children ages 0-5 in Santa Cruz County): 17,969, Eligible children estimate: 3,327.

Estimated Geographic Location of Eligible Children, 2016



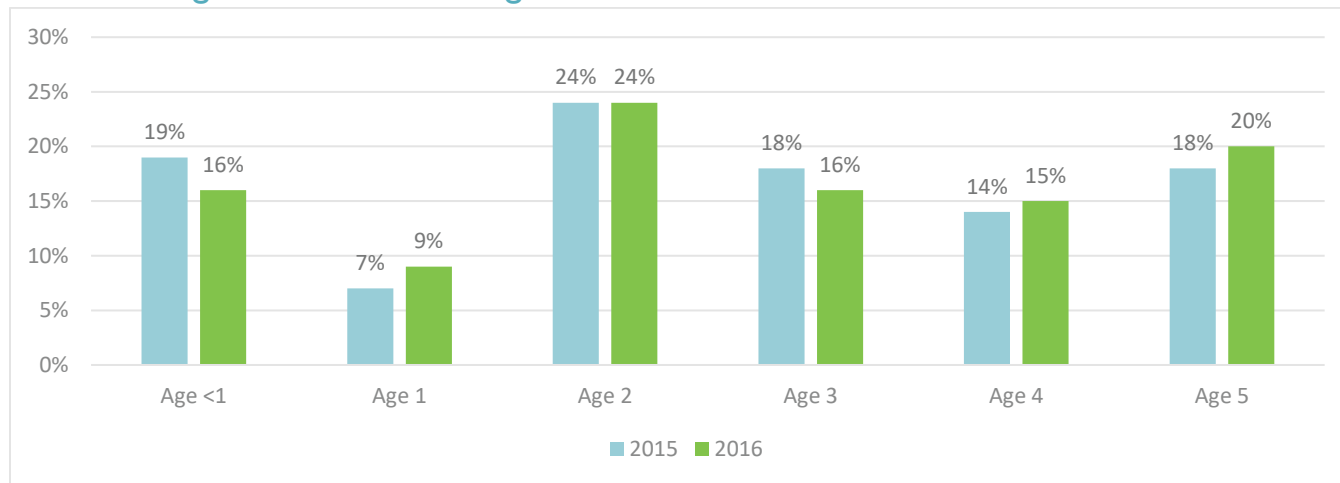
Geographic location is based on the US Census Bureau Public Use Microdata Areas (PUMA). These locations are described as follows:

*Santa Cruz County (South & Coastal) Santa Cruz City includes the coastal areas of Pajaro Dunes, La Selva Beach, Rio del Mar, (coastal) Aptos/Seacliff, southern Soquel, Capitola, Live Oak, Pleasure Point, Twin Lakes, Santa Cruz City, and north to Paradise Park.

^Santa Cruz County (North) Watsonville & Scotts Valley Cities includes the more inland areas of the county, Watsonville, Amesti, Interlaken, Aptos Hills, Larkin Valley, Corralitos, northern Soquel, northern Santa Cruz, Scotts Valley, Mount Hermon, Felton, Ben Lomond, Lompico, Zayante, Brookdale, Boulder Creek, and Davenport.

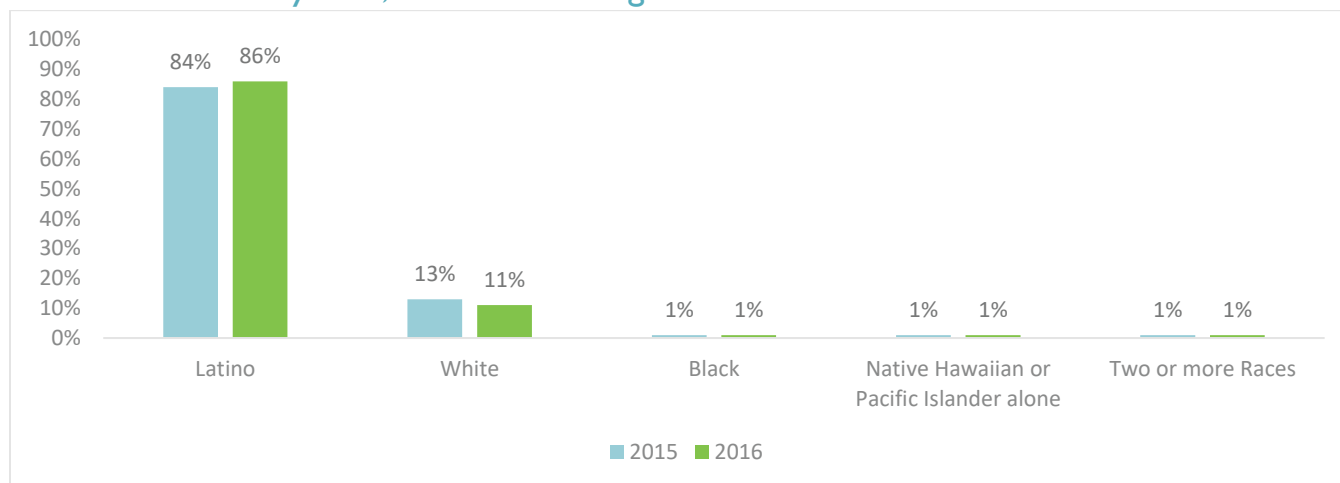
Source: United States Census Bureau (2018). Public Use Microdata Sample from the American Community Survey, 2011-2016 5- year estimates. 2015: Total population estimate (children ages 0-5 in Santa Cruz County):14,368, Eligible children estimate: 2,748. 2016: Total population estimate (children ages 0-5 in Santa Cruz County): 17,969, Eligible children estimate: 3,327.

Estimated Age Distribution of Eligible Children



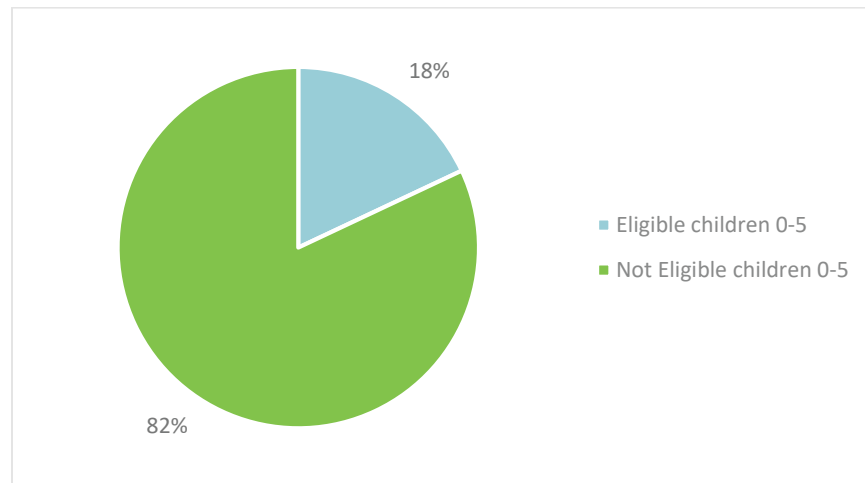
Source: United States Census Bureau (2018). Public Use Microdata Sample from the American Community Survey, 2011-2016 5- year estimates. 2015: Total population estimate (children ages 0-5 in Santa Cruz County):14,368, Eligible children estimate: 2,748. 2016: Total population estimate (children ages 0-5 in Santa Cruz County): 17,969, Eligible children estimate: 3,327.

Estimated Race/Ethnicity Distribution of Children 0 to 5 with any disability, living below the Federal Poverty Line, and/or are living in foster care.



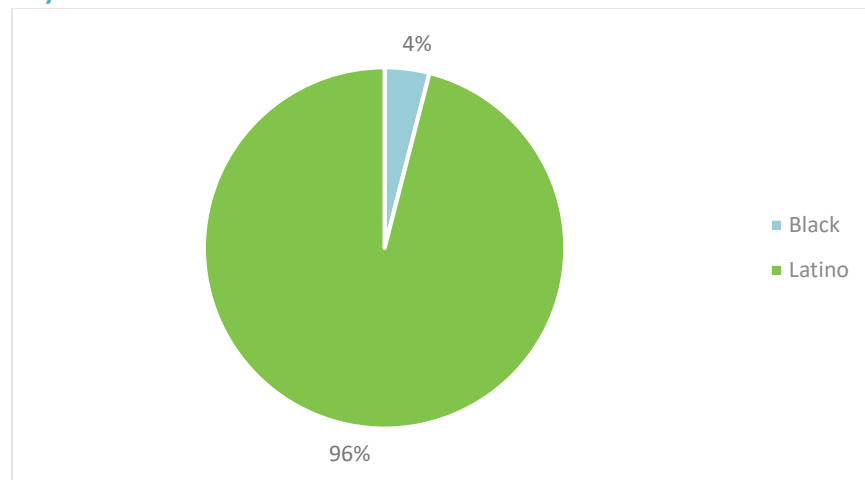
Source: United States Census Bureau (2018). Public Use Microdata Sample from the American Community Survey, 2011-2016 5- year estimates. 2015: Total population estimate (children ages 0-5 in Santa Cruz County):14,368, Eligible children estimate: 2,748. 2016: Total population estimate (children ages 0-5 in Santa Cruz County): 17,969, Eligible children estimate: 3,327.

Estimated Percentage of Eligible Children Ages 0-5 below Federal Poverty Line, Santa Cruz County, 2016



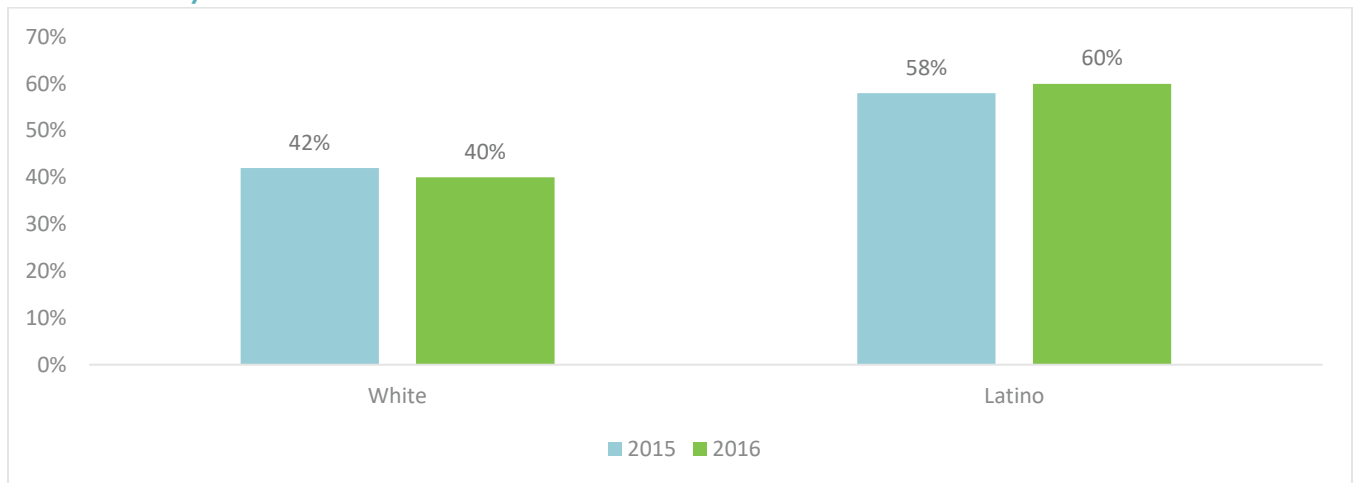
Source: United States Census Bureau (2018). Public Use Microdata Sample from the American Community Survey, 2011-2016 5- year estimates. 2015: Total population estimate (children ages 0-5 in Santa Cruz County): 14,368, Eligible children estimate: 3,112. 2016: Total population estimate (children ages 0-5 in Santa Cruz County): 17,969, Eligible children estimate: 2,526.

Estimated Race/Ethnicity Distribution of Eligible Children Living With Grandparent(s), Santa Cruz County, 2016



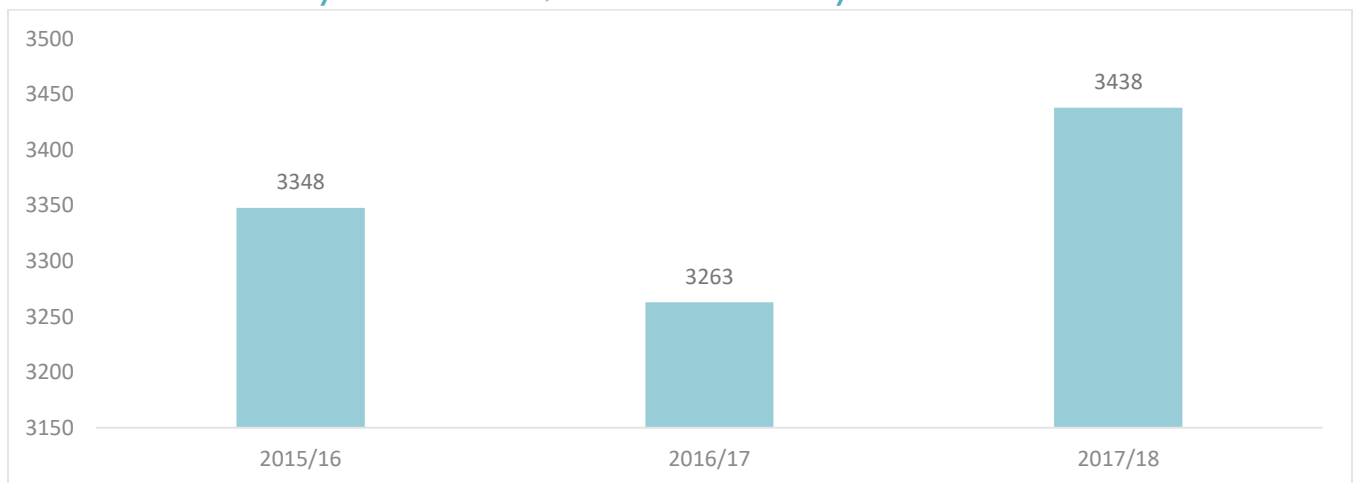
Source: United States Census Bureau (2018). Public Use Microdata Sample from the American Community Survey, 2011-2016 5- year estimates. 2015: Total population estimate (children ages 0-5 in Santa Cruz County): 14,368, Eligible estimate: 392. 2016: Total population estimate (children ages 0-5 in Santa Cruz County): 17,969, Eligible children estimate: 420.

Estimated Race/Ethnicity Distribution of Children Ages 0-5 with Any Disability, Santa Cruz County



Source: Source: United States Census Bureau (2018). Public Use Microdata Sample from the American Community Survey, 2011-2016 5- year estimates. 2015: Total population estimate (children ages 0-5 in Santa Cruz County):14,368, Eligible children estimate: 146. 2016: Total population estimate (children ages 0-5 in Santa Cruz County): 17,969, Eligible children estimate: 151.

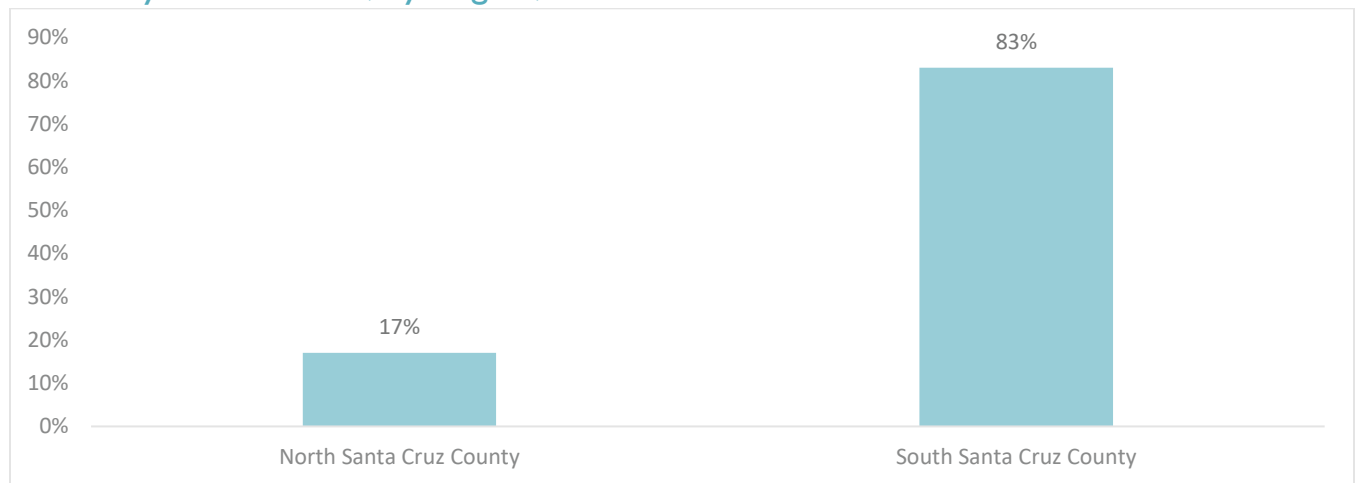
Number of McKinney-Vento Youth, Santa Cruz County



Source: Santa Cruz County Office of Education Representative. (2018). [Email with A. Gallant].

1McKinney Vento Youth: Refers to students designated under the McKinney-Vento Act which authorizes federal legislation relating to the education of children and youth experiencing homelessness. A full definition of the act can be found at <https://nche.ed.gov/legis/mv.php>

McKinney-Vento Youth, by Region, 2016/17



Source: Source: Santa Cruz County Office of Education Representative. (2018). [Email with A. Gallant]

1McKinney Vento Youth: Refers to students designated under the McKinney-Vento Act which authorizes federal legislation relating to the education of children and youth experiencing homelessness. A full definition of the act can be found at <https://nche.ed.gov/legis/mv.php>

**North County includes Bonny Doon, Capitola, Davenport, Live Oak, Santa Cruz, Scotts Valley, and Soquel.*

^South County includes Aptos, Corralitos, Freedom, La Selva Beach, Pajaro, and Watsonville.

End excerpt from Santa Cruz County Demographic Data Snapshot, Head Start Eligible Children report prepared by Applied Survey Research in January 2019

ADDITIONAL DEMOGRAPHIC INDICATORS

Health Advisory Board Focus Group Insight

It is challenging to connect families with a bilingual therapist. There is increased awareness in the community of the impacts of toxic stress on child's mental health. Groups like Advisory Board help build awareness.

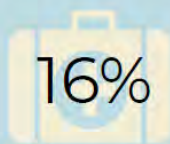


Industries with Largest Employment



20%

Government



16%

Education & Health
Services



16%

Trade, Transportation
& Utilities



13%

Leisure & Hospitality

**INDUSTRY
EMPLOYMENT AND
LABOR FORCE, SANTA
CRUZ COUNTY, 2017**

*Source: Employment
Development Department,
State of California*

New entries in Foster Care

	New entries 1/1/17-12/31/17
Children 0-5	50

Source: California Child Welfare Indicators Project (CCWIP) Reports for California (UBC)

Number of Children in foster care as of July 1st, 2018

Age Group	Total Child Population	In Care
Under 1	2,659	18
1-2	5,698	29
3-5	10,135	26

Source: California Child Welfare Indicators Project (CCWIP) Reports for California (UBC)

Foster Children, Head Start and Early Head Start enrolled children, 2017-2018

Program	Total Cumulative Enrollment	Eligibility determined by Foster Status	In Foster Care at any point during program year	Referred from Child Welfare
Early Head Start	243	8	15	37
Head Start	432	10	11	21

Source: ChildPlus reports on internal program data

Disability Enrollment by Program and Disability, Head Start & Early Head Start, 2017-2018

	Intellectual disability	Hearing impairment, including deafness	Speech or language impairment	Visual impairment, including blindness	Emotional disturbance	Orthopedic impairment	Health impairment	Specific learning disability	Autism	Non-categorical/developmental delay
EHS (0-3)	0	0	37	0	0	1	2	0	1	4
HS (3-5)	1	1	59	1	1	1	6	2	1	0
Total (0-5)	1	1	96	1	1	2	8	2	2	4

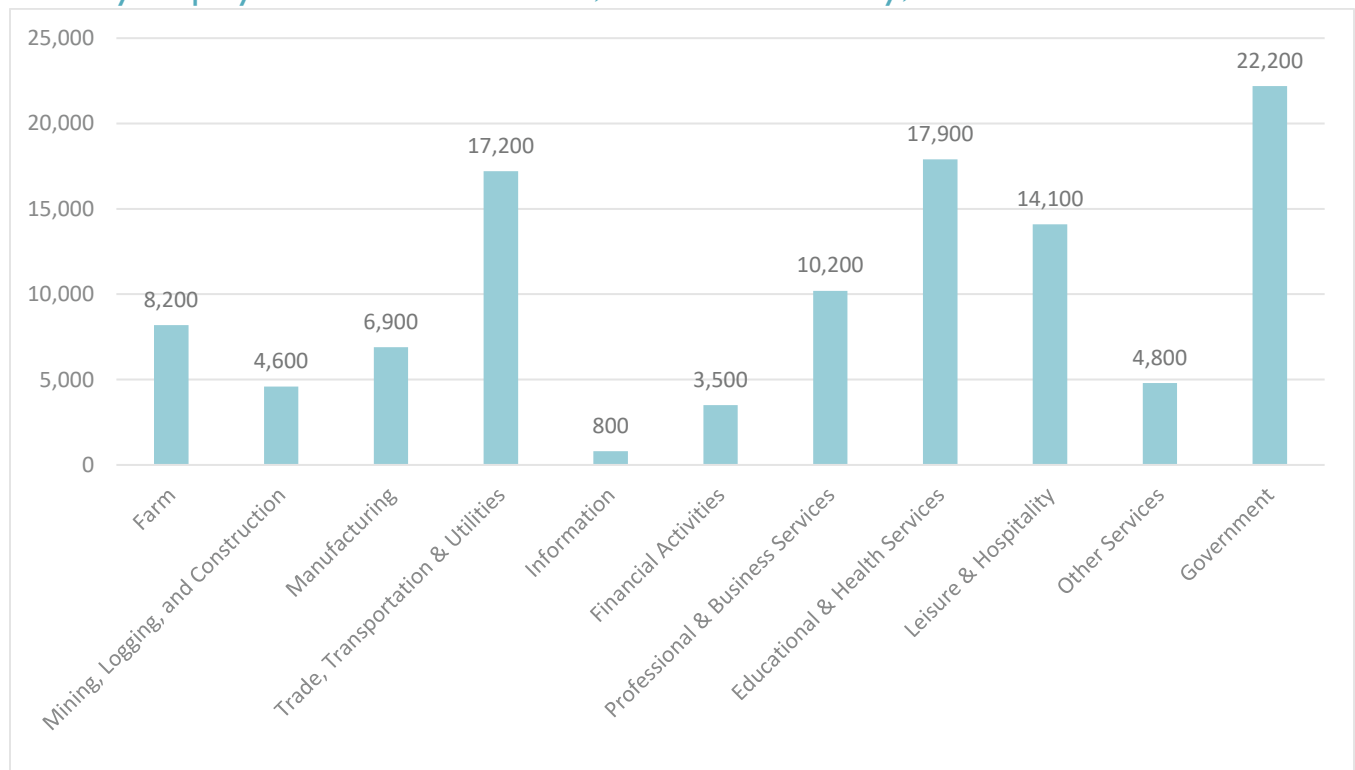
Source: Internal Program data, ChildPlus Report 3501

Special Education Enrollment by Age and Disability, Santa Cruz County December 2017

Age	Intellectual Disability	Hard of Hearing	Deaf	Speech or Language Impairment	Visual Impairment	Emotional Disturbance	Orthopedic Impairment	Other Health Impairment	Specific Learning Disability	Deaf-Blindness	Multiple Disability	Autism	Traumatic Brain Injury
0	0	*	0	0	0	0	*	11	0	0	0	0	0
1	0	*	0	0	*	0	0	26	0	0	*	0	0
2	0	*	0	*	*	0	*	30	0	0	0	0	0
3	*	*	*	90	*	0	*	14	0	0	0	17	0
4	*	*	*	112	0	0	*	14	0	0	0	21	0
5	*	*	0	126	*	*	*	14	*	*	0	20	0
Total 0-5	0	0	0	328	0	0	0	109	0	0	0	58	0
Total 0-20	148	81	0	1330	0	109	0	595	2352	0	0	448	0

Source: California Department of Education, Special Education Division

Industry Employment and Labor Force, Santa Cruz County, 2017



Source: Employment Development Department, State of California



HEALTH INDICATORS

Insight from Health Advisory Board Focus Group

Emerging trends in children's mental health and disabilities include an increase of children with trauma, lack of mental health support for parents, and barriers to accessing care including busy working families with many jobs.

Insight from Program Staff Focus Group

There is a need for additional dental and health providers so that children can be seen in a timely manner. Health services are far away for children in the Santa Cruz Mountains

**BMI, HEAD START
ENROLLED CHILDREN,
2017-2018**

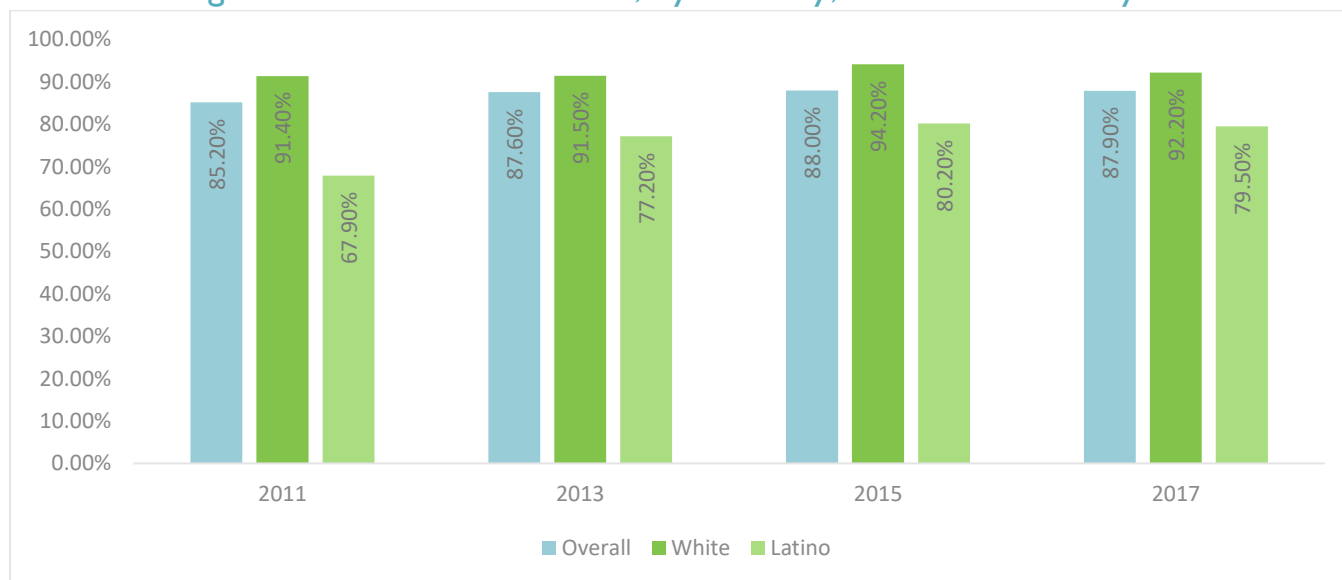
*Source: ChildPlus
report on internal
program data.*

Childhood Obesity



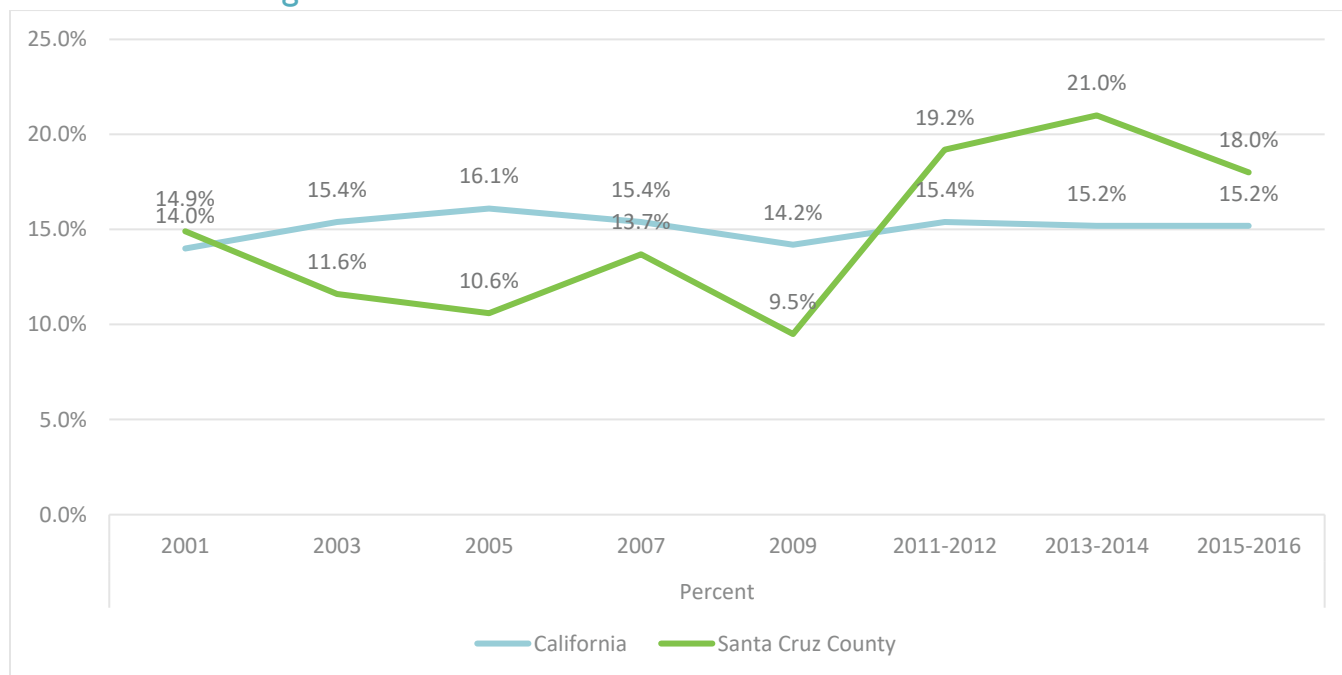
31% of Head Start children were either
overweight or obese in program year
2017-2018

Access to Regular Source of Health Care, By Ethnicity, Santa Cruz County



Source: Applied Survey Research. (2017). 2005-2017 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

Children Ever Diagnosed with Asthma: 2001 - 2016



Definition: Estimated percentage of children ages 1-17 who have ever been diagnosed with asthma (e.g., in 2015-2016, an estimated 15.2% of California children had been diagnosed with asthma).

Source: As cited on kidsdata.org, UCLA Center for Health Policy Research, California Health Interview Survey (Mar. 2018).

BMI, Head Start enrolled children, 2017-2018

	Total	Under Weight	Healthy Weight	Over Weight	Obese
Count	432	26	268	63	69
Percentage	100%	6%	62%	15%	16%

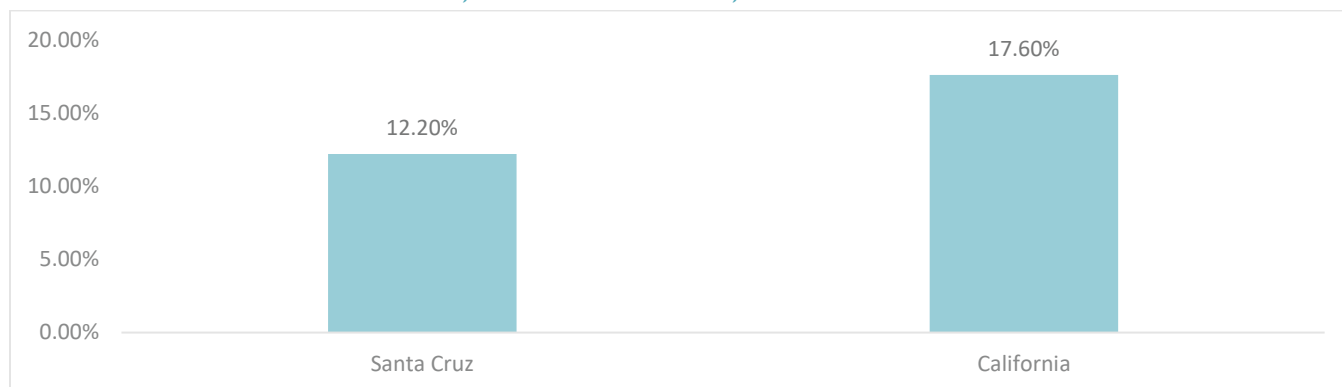
Source: ChildPlus report on internal program data.

Blood Lead 9.5 Mcg/dL And Over Among Tested Children, Age 0-5, null, 2015

County	Percent (%)	Number	Number of children tested
Santa Cruz	0.6	16	2,708
California	0.2	1,250	536,075

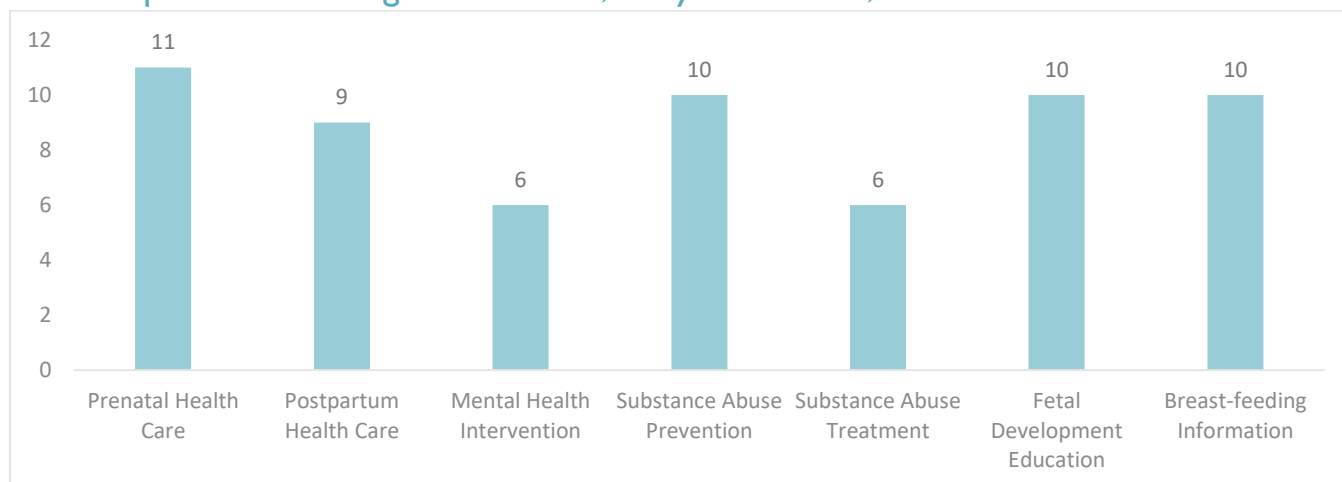
Source: California Environmental Health Tracking Program.

Births to Adolescent Mothers, 15-19 Years Old, 2014-2016



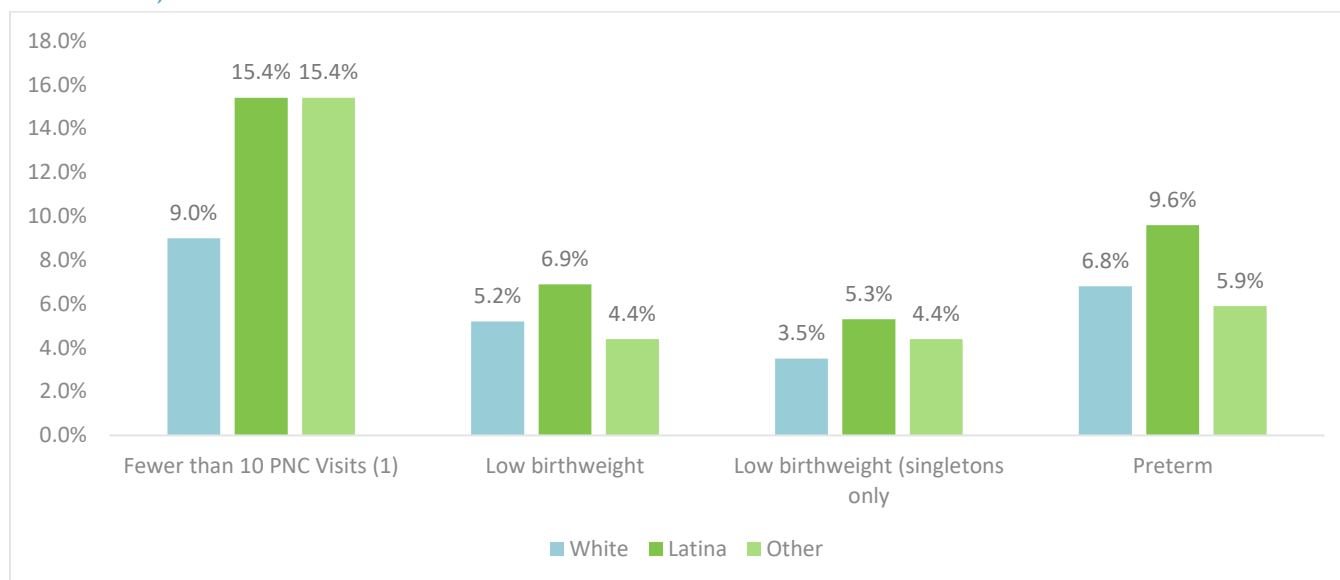
Source: County Health Status Profiles 2018, California Department of Public Health

Services provided to Pregnant Women, Early Head Start, 2017-2018



Source: ChildPlus report on internal program data.

Prenatal Care, Key Health Measures, By Ethnicity of Mother, Santa Cruz County Residents, 2017



“Ethnicity was unknown or withheld for 60 births; they have been excluded from the above calculations. ‘Other ethnicity’ includes Asian, Black, Native American, Pacific Islander, and those who identify as Other.

(1) Births with missing data are excluded.

(2) Multiple births represented 2.2%, 2.7%, and 3.6% of births to White, Latina, and Other ethnicity mothers, respectively.”

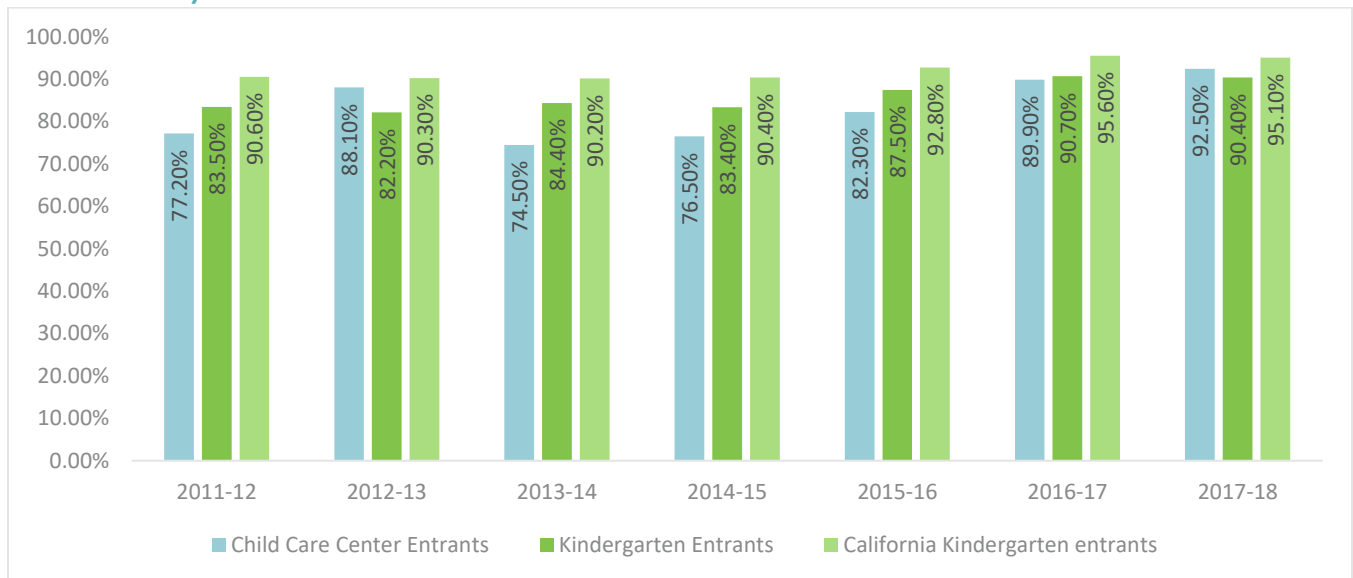
“Latina mothers received substantially fewer prenatal care visits than did white mothers (Figure 3.2); in 2017, the “other race ethnicity” category, which had been intermediate between whites and Latinas in 2016, was equal to the Latina rate.

Low birthweight rates were lower among whites than among Latinas. The “other ethnicities” group is small, so rates vary considerably from year to year; that group had the highest rate of low birthweight in 2013 and 2016, but the lowest rate in 2014, 2015, and 2017.

Preterm birth rates were also lower among whites than among Latinas, and other ethnicities again showed considerable variability due to the small group size.”

Source: Santa Cruz County Health Services Agency, Public Health Division. Births, Santa Cruz County, 2017. Santa Cruz County, CA. June 2018.

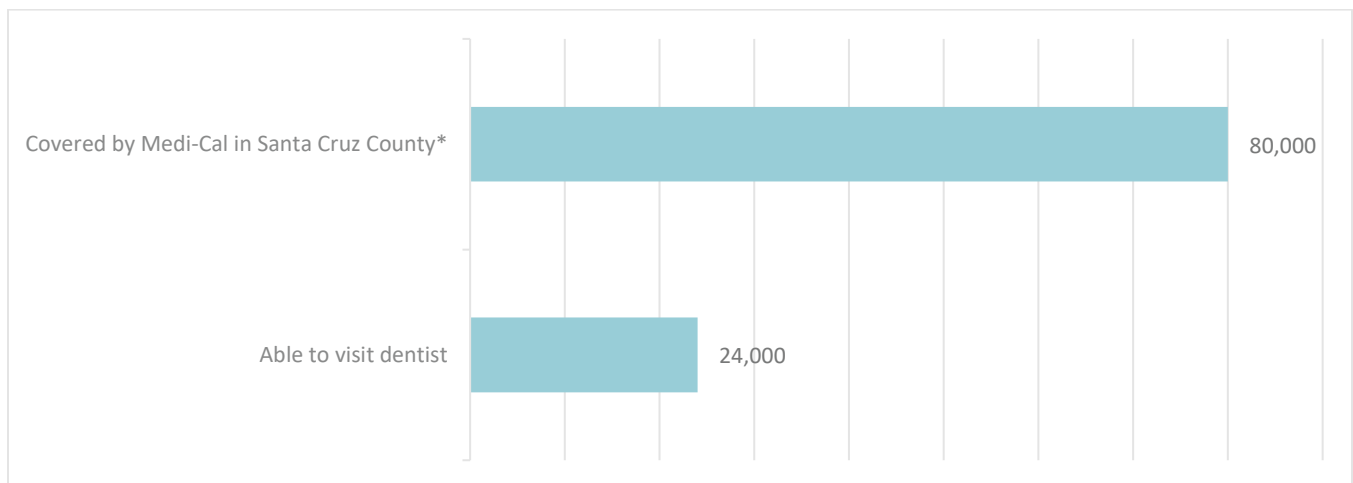
Child Care Centers and Kindergarten Entrants with All Required Immunizations, Santa Cruz County



Source: California Department of Health Services, Immunization Branch. (2018). Child care assessment results. Sacramento, CA. KidsData.org, Kindergartners with All Required Immunizations (2018).

Access to Dental Care

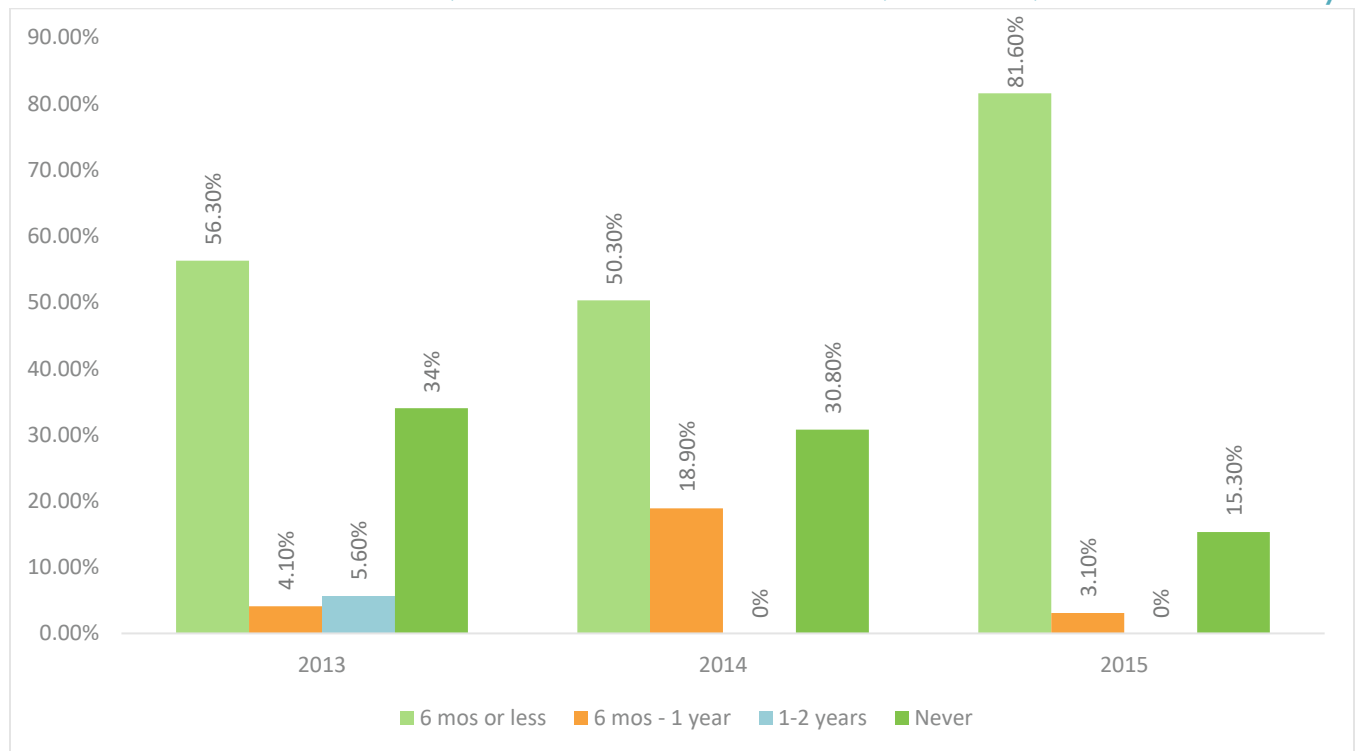
According to the Oral Health Access Santa Cruz County Strategic Plan 2017-2018, “only 10 private offices out of 58 in Santa Cruz County take Denti-Cal, and few are accepting new patients,” and “24% of Pre-K children screened had evidence of dental decay.



*Based on projections from Dientes Needs Assessment

Source: Oral Health Access Santa Cruz County Strategic Plan 2017-2018

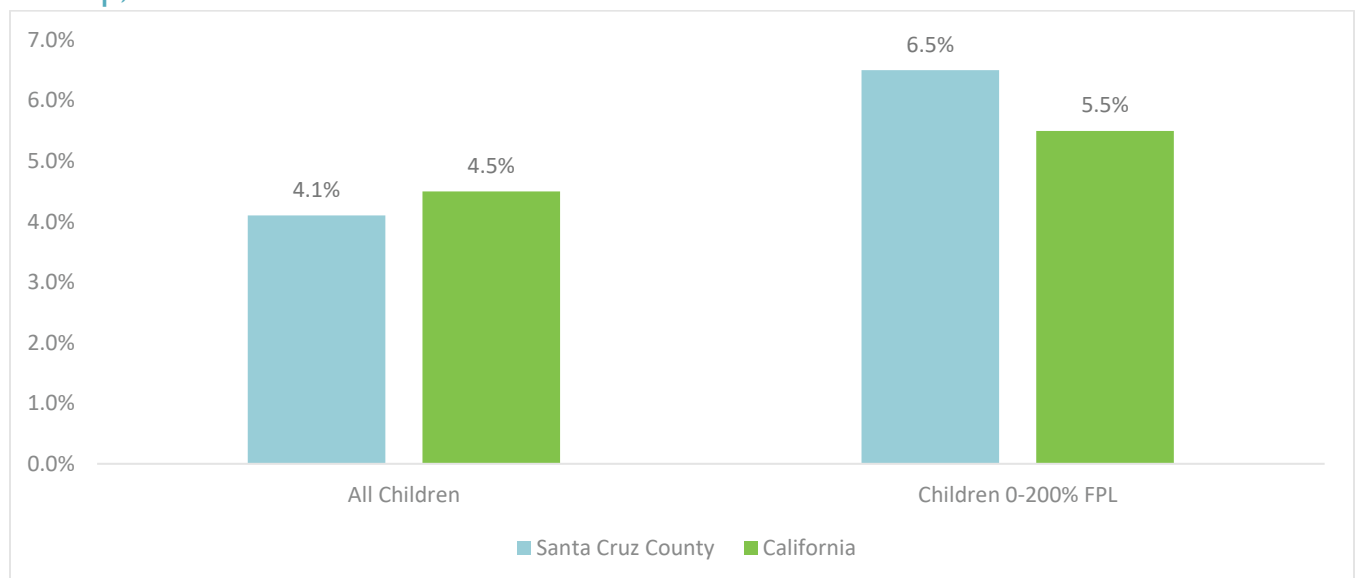
Utilization of Dental Services, Time Since last Dental Visit, Children, Santa Cruz County



Note: Some data statistically unstable due to small sample size

Source: California Health Interview Survey, multiple years

Percent of Parents Who Routinely Use a Bottle for Children Under Age 6 during Sleep or Nap, 2016



Source: Oral Health Access Santa Cruz County. An Update of Selected Dental Utilization Data for Santa Cruz County, April 2018. Barbara Aved Associates.

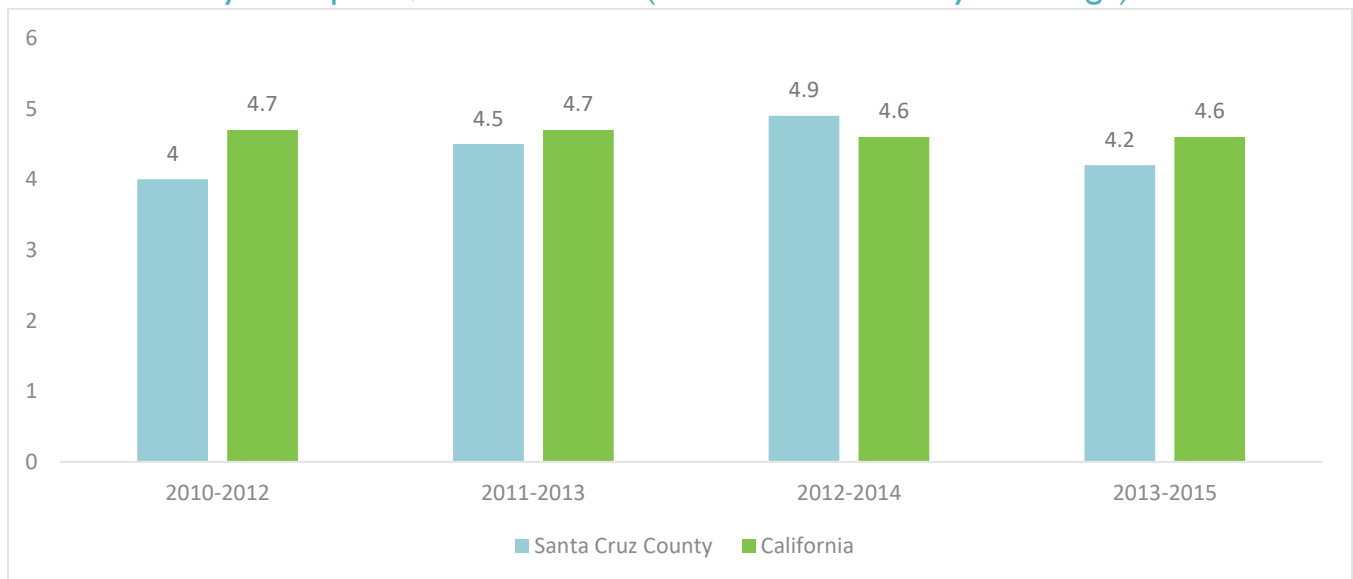
Mortality Rate, Santa Cruz County

Health Status Indicator	Crude Death Rate	Age adjusted Death Rate	CA Current	County Previous
All causes	634.2	596.5	608.5	621.9
All cancers	144.2	130.9	140.2	143.0
Female Breast Cancer	23.8	18.7	19.1	21.8
Prostate Cancer	17.0	19.8	19.6	19.9
Coronary Heart Disease	70.0	65.7	89.1	80.8
Accidents (unintentional Injuries)	43.2	42.4	30.3	33.7
Suicide	16.6	16.3	10.4	13.9
Firearm related Deaths	8.6	8.3	7.6	7.7
Drug-induced deaths	19.8	19.7	12.2	18.8

Crude death rates and age-adjusted death rates are per 100,000 population. Rows highlighted in below indicate that the SC County rate was higher than the CA Current rate.

Source: California Department of Public Health, County Health Status Profiles, 2017-18.

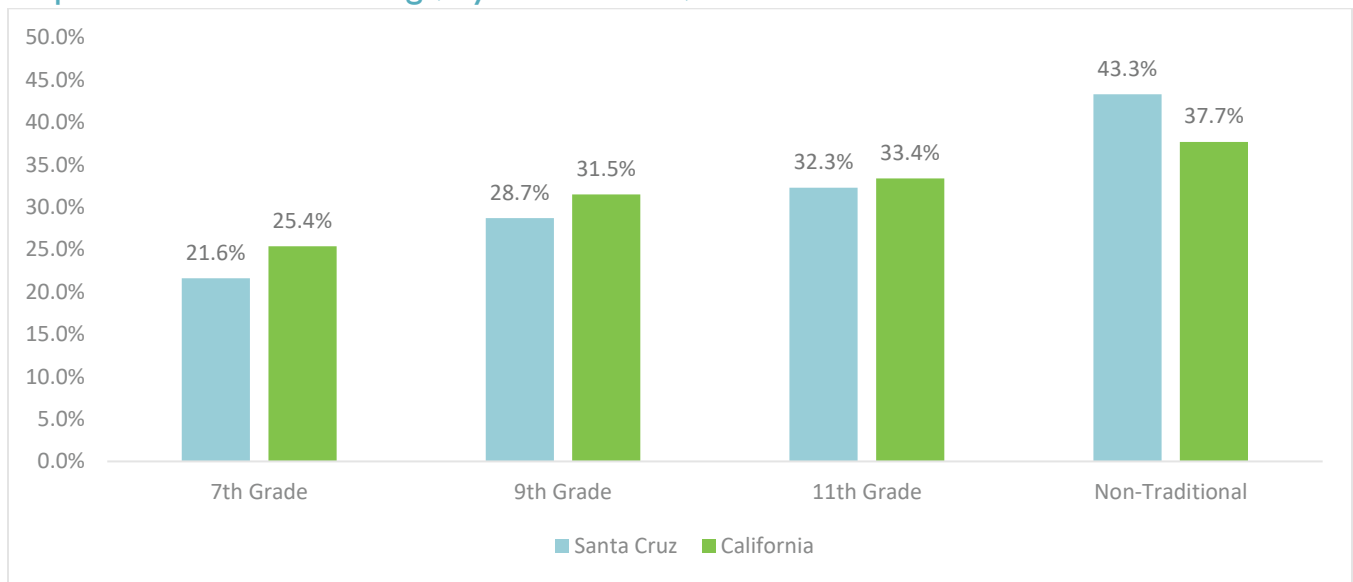
Infant Mortality Rate per 1,000 live births (children under one year of age)



Though infant mortality rates in SC County was on the rise from 2010-2014, there has been a slight decline in the 2013-2015 period.

Source: California Department of Public Health, County Health Status Profiles, 2017-18.

Depression-Related Feelings, by Grade Level, 2013-2015



Definition: Estimated percentage of public school students in grades 7, 9, 11, and non-traditional programs who, in the previous year, felt so sad or hopeless almost every day for two weeks or more that they stopped doing some usual activities (e.g., in 2013-2015, an estimated 31.5% of California 9th graders had depression-related feelings in the previous year).

Source: As cited on kidsdata.org, WestEd, California Healthy Kids Survey. California Department of Education (Jul. 2017).



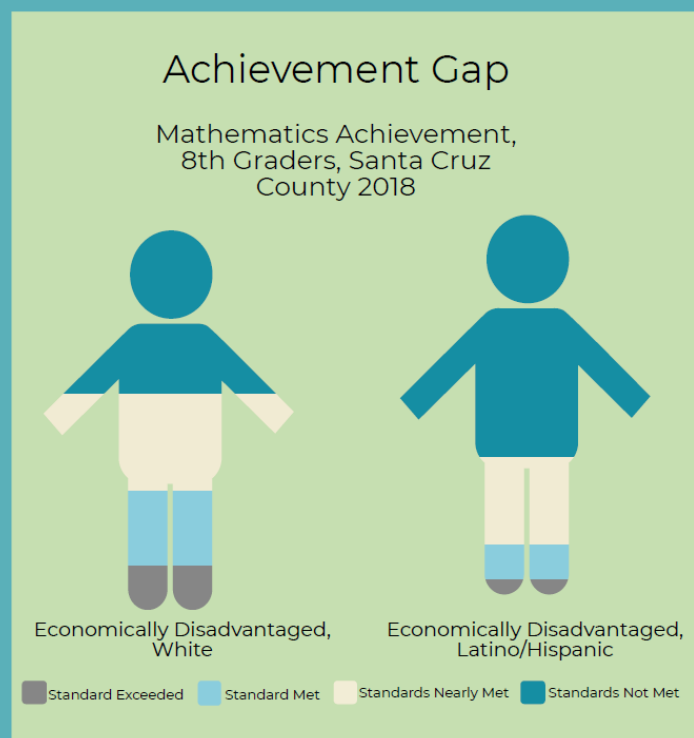
EDUCATION INDICATORS

Insight from Parent Involvement Focus Group

Meaningful Parent Involvement to me is... being an advocate for my child, learning new things, understanding what my child is learning in class, giving ideas and input and seeing them implemented, and my child seeing me be involved.

MATHEMATICS ACHIEVEMENT LEVEL, 8TH GRADERS, SANTA CRUZ COUNTY 2018

*Source: California
Assessment of Student
Performance and Progress*

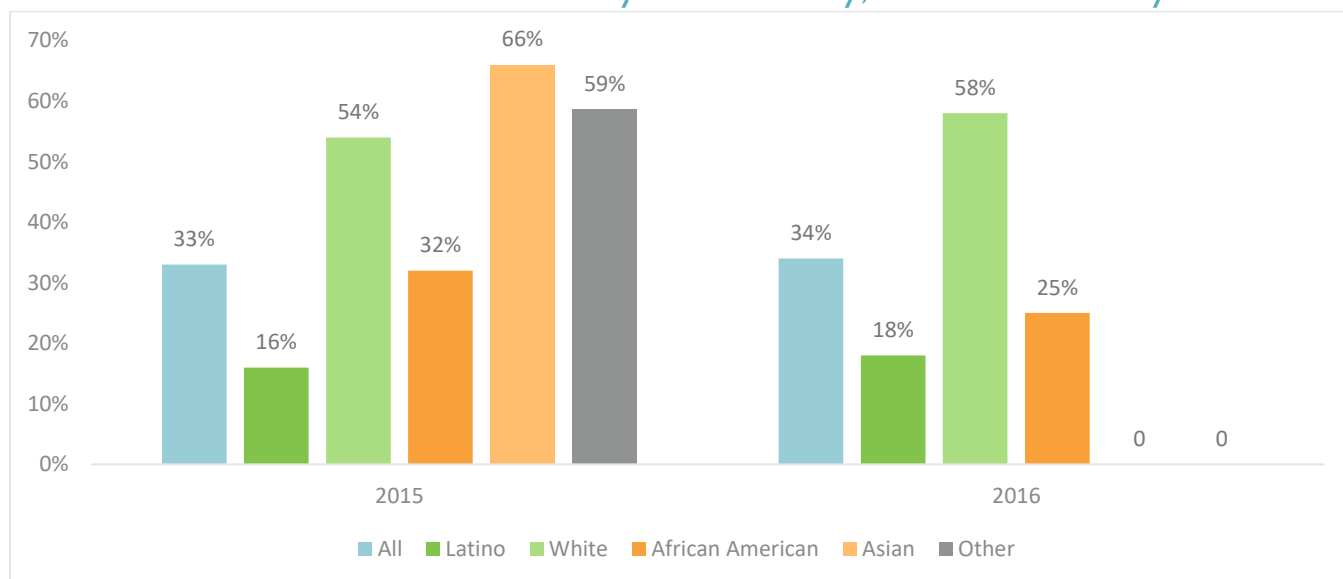


Local School Districts, Enrollment, 2017-2018

District Name	Enrollment Used for Meals	Free & Reduced Price Meals		English Learners		Dropouts (prior year)
Bonny Doon Union Elementary	168	39	23.2%	4	2.4%	n/a
Happy Valley Elementary	120	14	11.7%	5	4.2%	n/a
Live Oak Elementary	2,036	1,162	57.1%	626	30.7%	3
Mountain Elementary	127	13	10.2%	4	3.1%	n/a
Pacific Elementary	120	54	45.0%	17	14.2%	n/a
Pajaro Valley Unified	20,279	14,789	72.9%	8,541	42.1%	82
San Lorenzo Valley Unified	4,998	1,110	22.2%	142	2.8%	10
Santa Cruz City Elementary	2,096	894	42.7%	483	23.0%	n/a
Santa Cruz City High	4,637	1,891	40.8%	357	7.7%	49
Santa Cruz County Office of Education	1,379	428	31.0%	200	14.5%	69
Scotts Valley Unified	2,470	266	10.8%	47	1.9%	1
Soquel Union Elementary	1,964	670	34.1%	224	11.4%	0
County Totals:	40,394	21,330	52.8%	10,650	26.4%	214
State Totals:	6,220,826	3,739,347	60.1%	1,271,150	20.4%	47,249

Source: California Department of Education Data Reporting Office

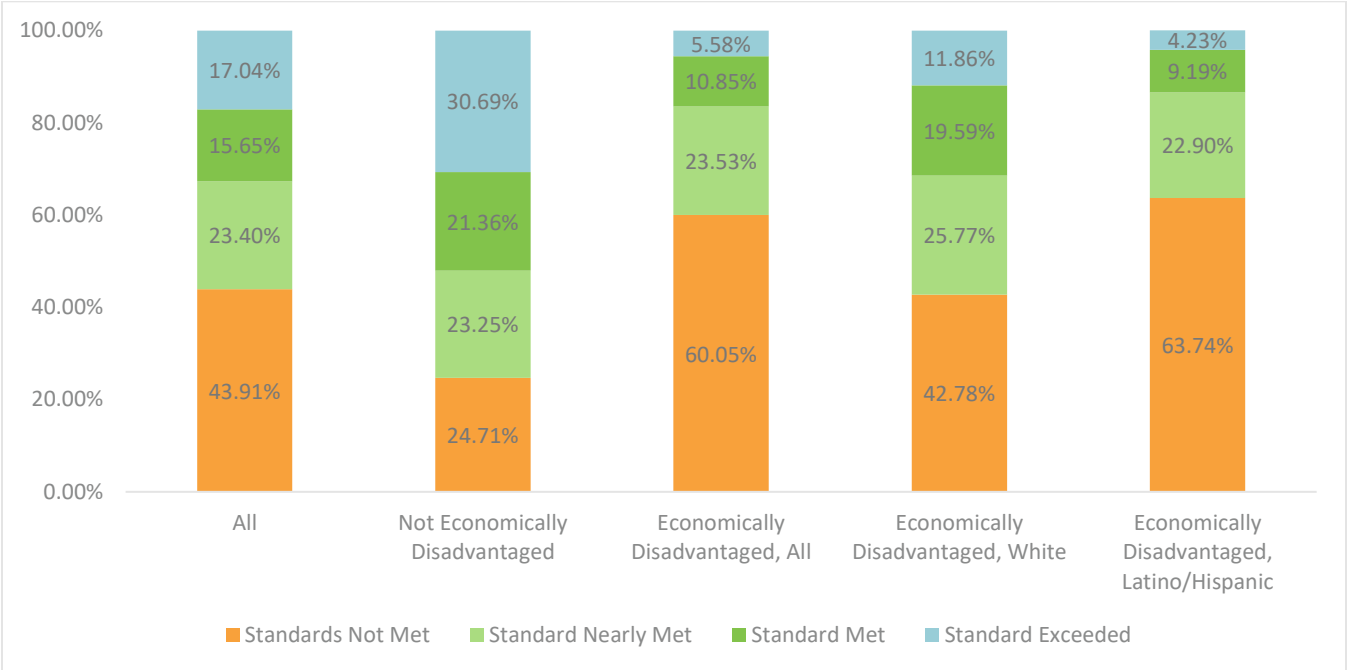
3rd Graders Who Read at Grade Level by Race/Ethnicity, Santa Cruz County



*Data was not available for Asian or Other in 2016

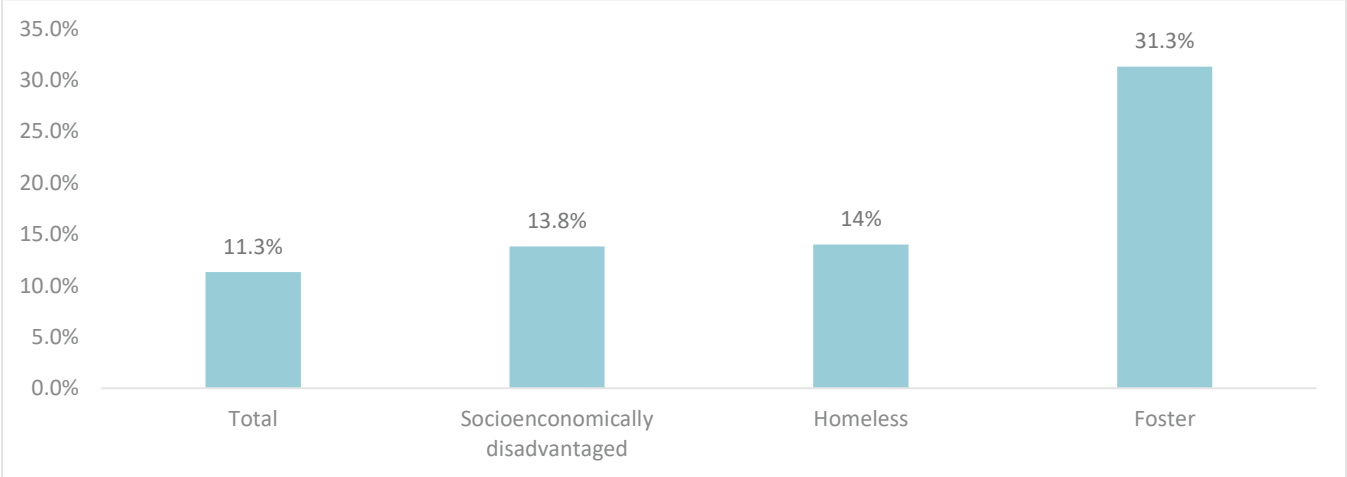
Source: Kids Count Data Center <https://datacenter.kidscount.org/data/bar/9172-3rd-graders-who-read-at-grade-level-by-race-ethnicity?loct=5#5/1182,1198-1199/false/870/217,757,107,436,172,4/18184>

Mathematics Achievement Level, 8th Graders, Santa Cruz County 2018



Source: California Assessment of Student Performance and Progress

Chronic Absenteeism Rate in Santa Cruz County, 2017-2018



Source: Data Reporting Office, California Department of Education

SOCIAL SERVICE INDICATORS

Insight from Parent Involvement Focus Group

The best way to communicate with parents is...
building relationships; using texting, calls, emails or
apps for reminders; and be approachable



Housing Burden

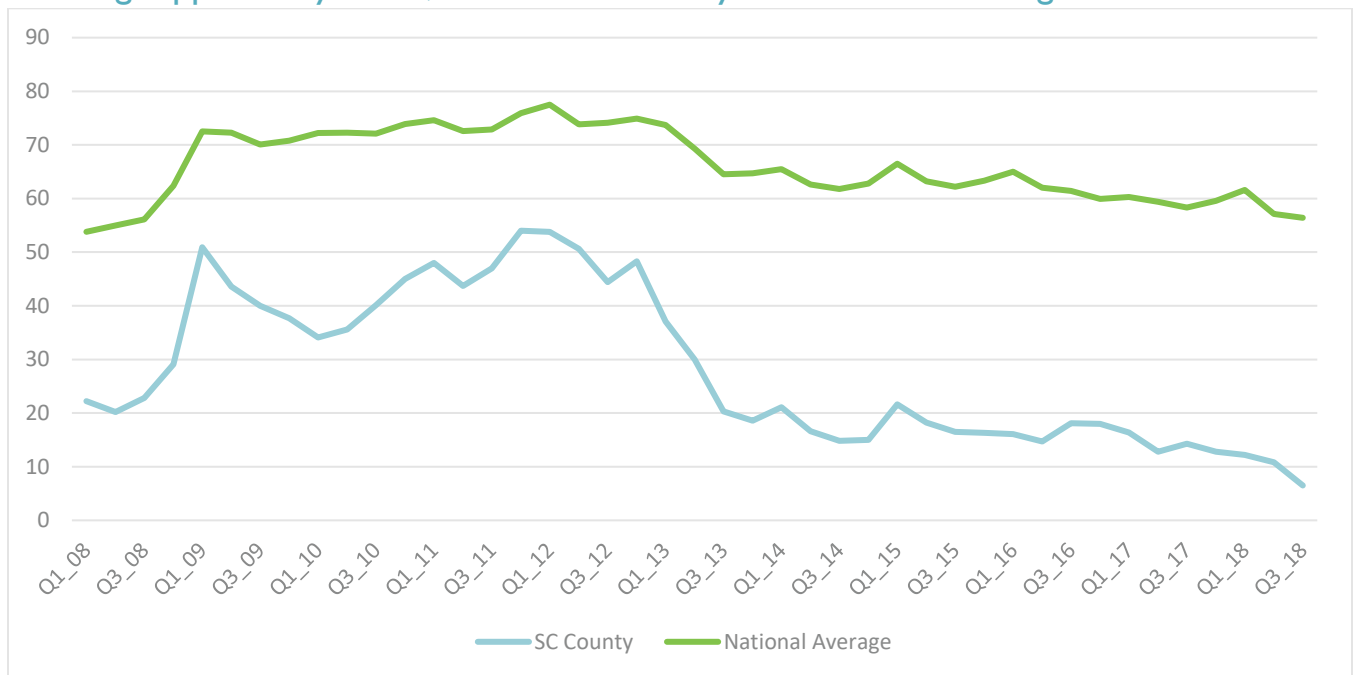


Of Santa Cruz households
spend 30% or more of
income on rent

**GROSS RENT AS
PERCENTAGE OF
HOUSEHOLD INCOME,
SANTA CRUZ COUNTY, 2017**

*Source: American Census
Survey*

Housing Opportunity Index, Santa Cruz County and National Average



The Housing Opportunity Index (HOI) for a given area is defined as the share of homes sold in that area that would have been affordable to a family earning the local median income, based on standard mortgage underwriting criteria.

Source: Data collected from the NAHM/Wells Fargo Housing Opportunity Index.

16.4% of homes in the Santa Cruz-Watsonville Metro Area were affordable to Median Income Families (a decrease of 52% between 2010 and 2017. Compared to National Average: 60.3%)

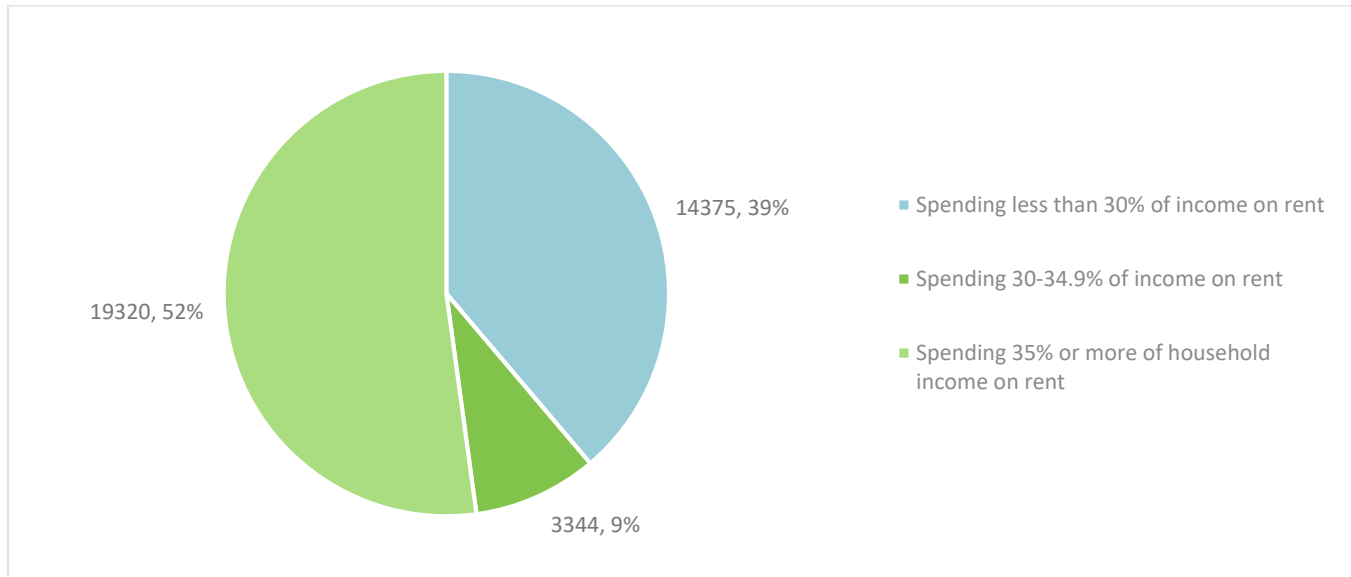
Housing Opportunity Index (HOI): 3rd quarter 2018, Share of homes affordable for Median Income: 6.5%

3rd Quarter 2018 Affordability Rank Nationally: 238 (SF-redwood city /SF is 239 out of 239)

Source: Santa Cruz Community Assessment Project (CAP)

Gross Rent as Percentage of Household Income, Santa Cruz County, 2017

The US Department of Housing and Urban Development defines the housing burden as Families who pay more than 30% of their income for housing and may have difficulty affording necessities such as food, clothing, transportation, and medical care.



Source: American Census Survey

Rent Estimates, 50th Percentile, Santa Cruz County

Number of Bedrooms	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019 (estimated)
0	\$1,160	\$1,212	\$1,058	\$1,039	\$1,051	\$1,146	\$1,064	\$1,253	\$1,348	\$1,682
1	\$1,363	\$1,424	\$1,248	\$1,257	\$1,271	\$1,387	\$1,289	\$1,486	\$1,589	\$1,979
2	\$1,784	\$1,864	\$1,627	\$1,700	\$1,750	\$1,876	\$1,725	\$1,975	\$2,113	\$2,618
3	\$2,598	\$2,714	\$2,341	\$2,191	\$2,217	\$2,418	\$2,285	\$2,620	\$2,812	\$3,479
4	\$2,779	\$2,904	\$2,413	\$2,444	\$2,473	\$2,698	\$2,555	\$2,942	\$3,184	\$3,972

Source: HUD Data User Sets

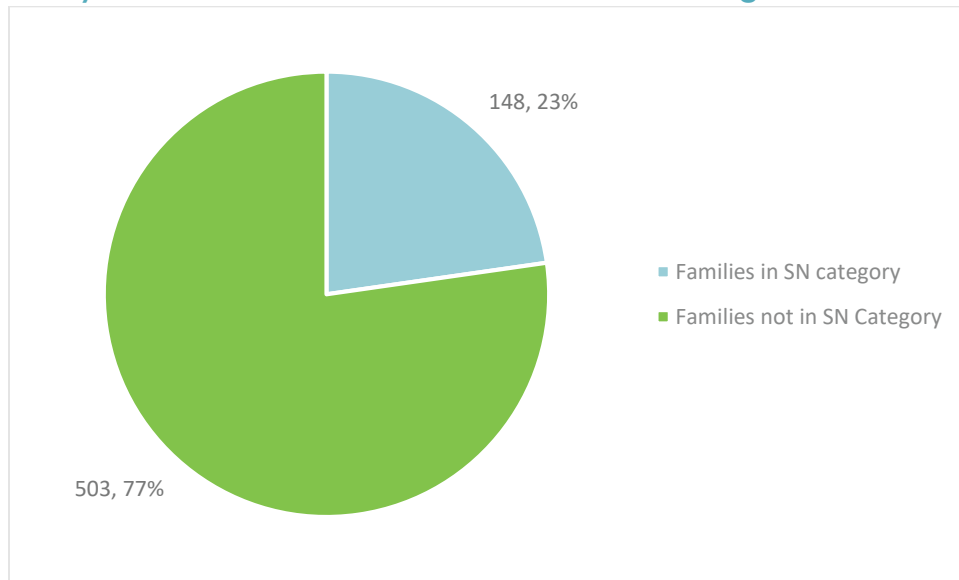
Vacation Rentals in Santa Cruz County

Owner-Occupied units	Hosted Rentals	Vacation Rentals
56,992	240	1,035

Property owners may rent their home as a short-term rental (less than 30 days) with a permit

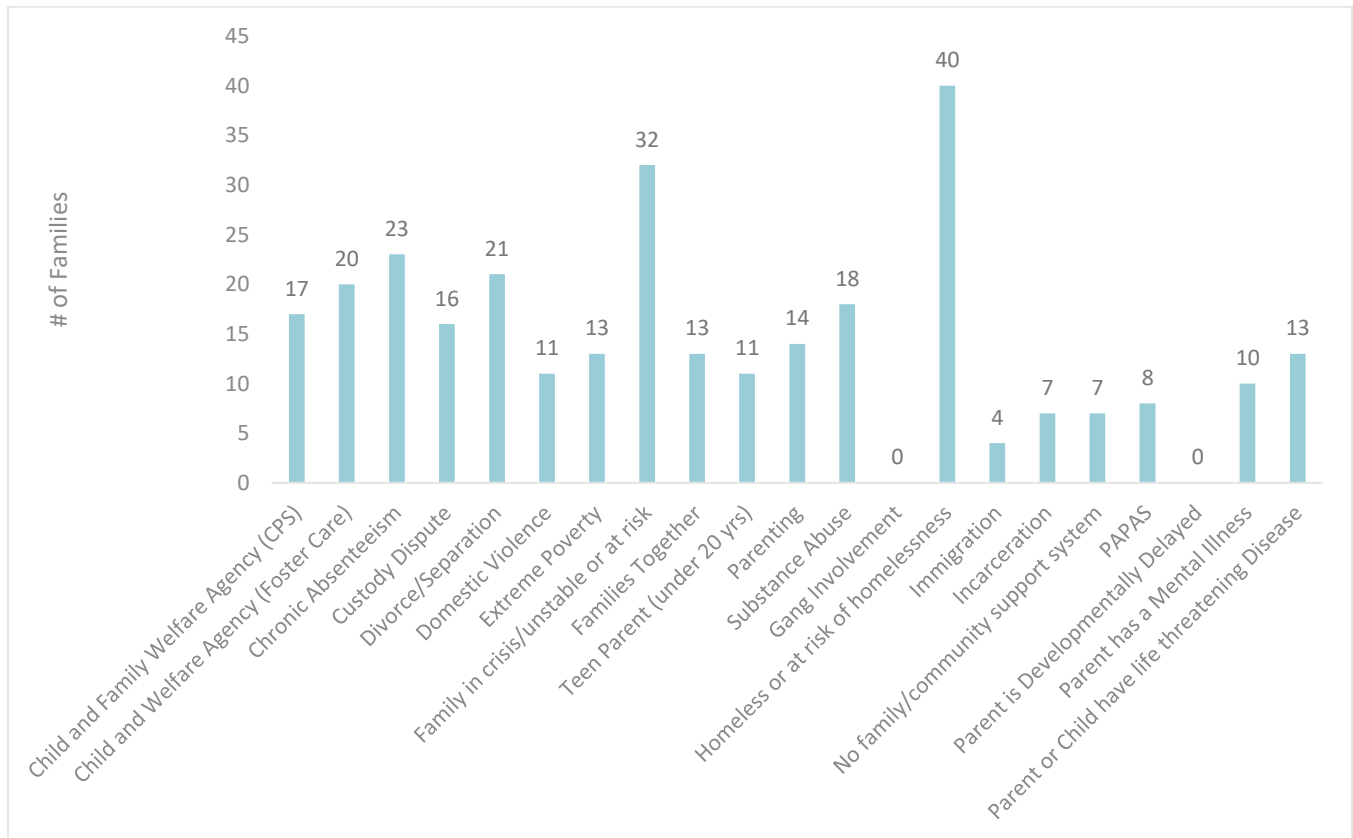
Source: Email correspondence, Zoning and Development, Santa Cruz County.

Head Start & Early Head Start enrollment of Families with High Needs, 2017-2018



Source: ChildPlus report on internal program data.

Families with High Needs, By Need Type, Head Start and Early Head Start Program Data, 2017-2018



Source: ChildPlus report on internal program data.

Homeless Public School Students, Count and Percentage, 2016

Locations	Number	Percent
California	275,448	4.4%
Santa Cruz County	3,348	8.3%
Live Oak Elementary (School District)	92	4.4%
Pajaro Valley Unified (School District)	2,917	14.3%
San Lorenzo Valley Unified (School District)	89	1.9%
Santa Cruz City Elementary (School District)	41	1.8%
Santa Cruz City High (School District)	96	2.1%
Scotts Valley Unified (School District)	35	1.4%
Soquel Union Elementary (School District)	45	2.3%

Definition: Percentage of public school students recorded as being homeless at any point during a school year (e.g., 4.4% of California students were recorded as being homeless at some point during the 2016 school year).

Source: As cited on [kidsdata.org](https://www.kidsdata.org), California Dept. of Education, Coordinated School Health and Safety Office custom tabulation & California Basic Educational Data System (May 2017). Downloaded on 1/11/2019 5:22:55 PM. <https://www.kidsdata.org/topic/230/homeless-students/bar#fmt=356&loc=370,1311,1314,1315,1316,1317,1319,1320,2&tf=88&sort=loc>

Homeless Public School Students, by Nighttime Residence 2016

Nighttime Residence	California	Santa Cruz
Doubled Up with Friends or Relatives	85.2%	88.1%
Hotel/Motel	4.4%	1.2%
Temporary Shelter	7.3%	6.4%
Unsheltered	3.2%	4.4%

Definition: Percentage of public school students recorded as being homeless at any point during a school year, by type of nighttime residence (e.g., among California students recorded as being homeless at some point during the 2016 school year, 3.2% were unsheltered).

Data Source: As cited on [kidsdata.org](https://www.kidsdata.org), California Dept. of Education, Coordinated School Health and Safety Office custom tabulation (May 2017). Downloaded on 1/11/2019 6:45:28 PM.

<https://www.kidsdata.org/topic/793/homeless-students-residence/table#fmt=1211&loc=2,370&tf=88&ch=1132,1133,1134,1135&sortColumnId=0&sortType=asc>

Crime Rates, per 1,000 Residents

	2011	2012	2013	2014	2015	2016	2017
Violent Crime Rate							
City of Capitola	2.8	4.7	3.8	3.0	2.8	2.8	3.4
City of Santa Cruz	7.8	7.0	6.5	8.3	3.7	8.1	6.2
City of Scotts Valley	^	^	^	^	1.8	^	^
City of Watsonville	5.5	4.9	4.6	5.1	5.8	4.5	5.6
Santa Cruz County	4.4	3.9	3.7	4.2	4.3	4.0	3.8
Property Crime Rate							
City of Capitola	60.3	54.3	59.7	62.7	65.2	74.8	58.8
City of Santa Cruz	54.8	58.0	50.5	52.0	55.8	55.9	55.7
City of Scotts Valley	24.2	28.0	24.4	22.4	25.3	21.0	18.6
City of Watsonville	31.3	30.8	25.5	28.7	36.7	32.9	32.0
Santa Cruz County	33.1	32.8	30.4	30.2	33.9	34.4	32.4

^ Rate is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Rate calculated using population estimates from E-4 Population estimates
<http://www.dof.ca.gov/Forecasting/Demographics/Estimates/E-4/2010-18/>

Source: Crime data collected from OpenJustice, a project of the California Department of Justice.
<https://openjustice.doj.ca.gov/crime-statistics/crimes-clearances>

LOCAL CHILD CARE INDICATORS

Insight from Parent Involvement Focus Group

Parents want to attend meetings to be informed about their child's learning, to show their child that they are invested in them, to meet and connect with other parents, and learn how to support children's learning at home. Barriers to greater participation are work schedule and lack of transportation.



Non-traditional Childcare Hours



17% of parents request evening, weekend, or overnight care for their children

No licensed child care centers in Santa Cruz County offer hours at this time.

NON-TRADITIONAL HOURS & SCHEDULE OF CHILD CARE

Source: 2017 Child Care Portfolio, produced by the California Child Care Resource and Referral Network

Children, age 3-4, enrolled in pre-school in Santa Cruz County

	2015		2016		2017	
	SC County	CA	SC County	CA	SC County	CA
Population 3 to 4 years	6,127	1,030,101	6,009	1,025,859	6,169	1,023,193
Of these, the number enrolled in school	2,801 (45.7%)	503,899 (48.9%)	2,244 (37.3%)	497,985 (48.5%)	3,089 (50.1%)	510,232 (49.9%)

Source: ACS table S1401

Transitional Kindergarten Enrollment, Santa Cruz County

	2013-14	2014-15	2015-16	2016-17
Participate at any point during academic year	332	448	470	486
Total enrolled on TK Census Day	308	407	435	448

- In SC County for the 2016-17 school year, **486** children participated in a TK program at any point during the academic year, or **448** total enrolled in TK on Census day.
- TK enrollment has been consistently on the rise since the first available data in SY 2013-14.

Source: California Department of Education, Transitional Kindergarten Data.

<https://www.cde.ca.gov/ds/sd/sd/filestktdata.asp>

Child Development Providers, Santa Cruz County, 2018

	Number of licensed centers	Maximum Number of slots
State Pre	24	907
Other State	4	206
Head Start	17	535
Private	70	3075
Total	115	4723

Source: 2017 Child Care Portfolio, produced by the California Child Care Resource and Referral Network

Cost of Child Care

	Licensed Child Care Center		Licensed Family Child Care Homes	
	SC County	CA	SC County	CA
Full time infant care	\$16,710	\$16,452	\$9,637	\$10,609
Full Time preschool care	\$12,010	\$11,202	\$8,883	\$9,984

Source: 2017 Child Care Portfolio, produced by the California Child Care Resource and Referral Network

Schedule of Child Care

Child Care Supply	Licensed Child Care Center		Licensed Family Child Care Homes	
	SC County	CA	SC County	CA
Full time and part time slots	68%	67%	95%	80%
Only Full-time slots	8%	18%	3%	18%
Only Part-times slots	24%	15%	3%	2%

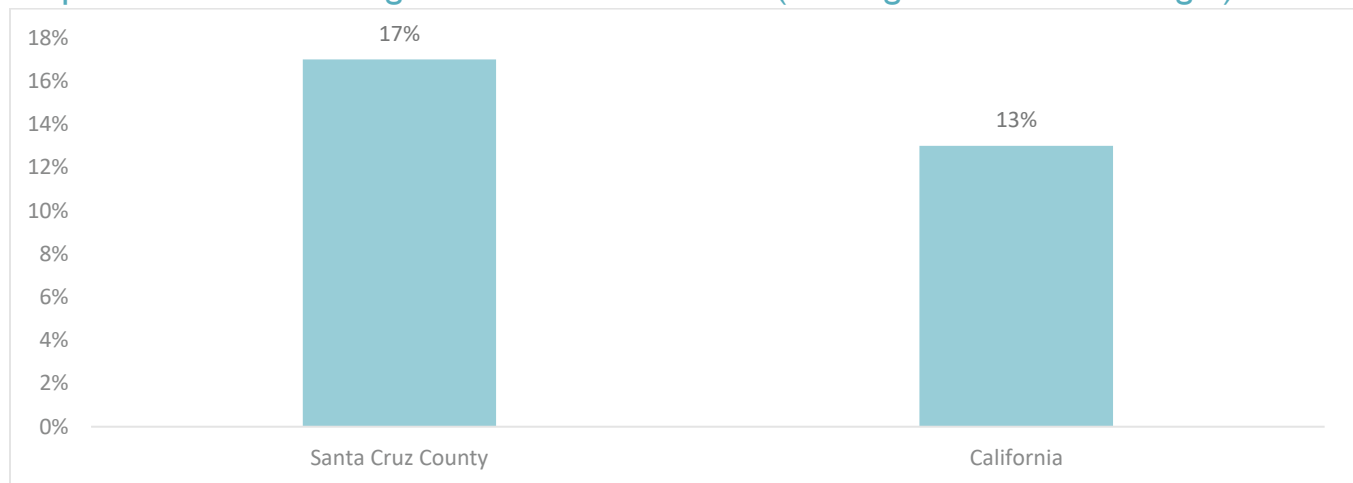
Source: 2017 Child Care Portfolio, produced by the California Child Care Resource and Referral Network

Non-traditional Hours

	Licensed Child Care Center		Licensed Family Child Care Homes	
	SC County	CA	SC County	CA
Sites Offering Evening, weekend of overnight Care	0%	3%	33%	41%

Source: 2017 Child Care Portfolio, produced by the California Child Care Resource and Referral Network

Requests for Care During Non-Traditional Hours (Evening/Weekend/Overnight)



Source: 2017 Child Care Portfolio, produced by the California Child Care Resource and Referral Network

COMMUNITY RESOURCES

Insight from Program Staff Focus Group

Organizations like WIC, Mountain Community Resource Center, and the Food Bank are important resources for our families. Resources are often close to families and families are sharing that they are accessing them.

Community Strength

One of the key strengths of our community is the availability of community resources to support families and individuals experiencing challenges with everything from putting food on the table to finding stable housing, to coping with past trauma. Several new collaboratives have emerged recently to increase the ease and efficiency of connecting community members with the full range of services that would be supportive to them. These include Thrive By Three and Goodwill's Active Referral Network both of which launched in 2018.

ADULT EDUCATION/EMPLOYMENT	
Watsonville /Aptos Adult Education/Downtown Watsonville	831-786-2160 / 786-8225
Santa Cruz Adult School	831-429-3966
WORKFORCE	831-464-6286 Santa Cruz / 763-8700 Watsonville
"Opportunity to Read" Literacy Center(Watsonville Public Library)	831-768-3410
Cabrillo College	831-479-6100 Aptos / 786-4700 Watsonville
Volunteer Center-The Literacy Program	831-427-5077
COMMUNITY RESOURCES	
La Manzana Community Resources	831-724-2997
Mountain Community Resources	831-335-6600
Housing Authority of Santa Cruz County	831-454-9455
Santa Cruz City Housing and Community Development	831-420-5109
Families in Transition	831-458-7124 Santa Cruz / 728-9791 Watsonville
Live Oak Family Resource Center	831-476-7284
Community Bridges	831-688-8840
Human Services Department	831-454-4036
The Davenport Resource Service Center	831-425-8115
Diversity Center of Santa Cruz (HIV/AIDS, legal issues, mental health, personal care, domestic violence)	831-425-5422
Family Service Agency of the Central Coast	831-423-9444
EMERGENCY RESOURCES	
Pajaro Valley Shelter for Women and Children	831-728-5649
River Street Shelter	831-459-6644
Shelter Project	831-457-1741
Monarch Services (formerly Woman's Crisis Support)	831-425-4030 Santa Cruz / 722-4532 Watsonville
Walnut Avenue Women's Center	831-426-3062
Salvation Army	831-426-8365 Santa Cruz / 724-3922 Watsonville
Community Food Hotline (Second Harvest Food Bank)	831-662-0991
Child Protective Services	831-454-4222
Poison Control	800-222-1222
PARENT SUPPORT	
PAPAS, Supporting Father Involvement	831-763-3123
Childcare Switchboard	831-466-5820 Santa Cruz / 724-2997 ext. 210 Watsonville
Duncan Holbert School	831-761-6066
YWCA	831-724-6078
Voucher Project	831-688-2152
SELPA/Special Education Services	831-466-5700 Santa Cruz / 786-2130 Watsonville
Parental Stress Hotline	831-426-7322 Santa Cruz / 724-2879 Watsonville
HEALTH SERVICES	
Cabrillo College Dental Clinic	831-479-6431
Dientes Community Dental Clinic	831-464-5409
Salud Para La Gente-Dental/Medical Clinics	831-423-0222 Santa Cruz / 728-0222 Watsonville

Planned Parenthood Clinic	831-426-5550 Santa Cruz / 724-7525 Watsonville
Santa Cruz Health Services Agency	831-454-4100 Santa Cruz / 763-8400 Watsonville
WIC-Women, Infant and Children	831-426-3911 Santa Cruz / 722-7121 Watsonville
Santa Cruz Women's Health Center	831-427-3500
Public Health Nurse Line, Monday-Wednesday 8:30am-10:30am	831-454-4339
EMOTIONAL WELLNESS	
Youth Services	831-429-8350 / 688-8856
Suicide Prevention Services of the Central Coast	831-458-5300 / 877-663-5433 Hotline
Family Service Agency	831-423-9504 Santa Cruz / 728-9970 ext. 200 Watsonville
Parent Center	831-426-7322/ 724-2879
SAFETY	
American Red Cross of Santa Cruz County	831-462-2881
Car Seat Safety Information -- Refer to Head Start Health Assistant Herendida Garcia	831-724-3885
Watsonville Police Department non-emergency	831-471-1151
Santa Cruz County Immigration Project	831-724-5667
Watsonville Law Center	831-722-2845
Casa de La Cultura	831-763-0702
Department of Child Support Services, County of Santa Cruz	866-901-3212
FOOD	
Second Harvest Food Bank of Santa Cruz	831-722-7110
CalFresh	831-454-4165
Farmers Market, Market Match Program	831-454-0566
HOUSING	
New Roots Housing Program (Encompass)	
Housing for Health (Encompass)	
Housing Authority	831-454-9455
MENTAL HEALTH	
Community Connection (Adult MH)	831-425-8132
National Alliance on Mental Illness (NAMI) Santa Cruz County	831-427-8020 x7
SUBSTANCE ABUSE	
Coastal Turning Point	831-234-2010
Janus	866-526-8772 toll free / 831-462-1060 for Spanish
Siena House	831-425-2229
ADDITIONAL RESOURCES	
Friends Outside: SC Volunteer Center	831-427-5078
Boys and Girls Clubs of SC County	831-423-3138
Barrios Unidos	831-457-8208
Walnut Avenue Women's Center	(831) 426-3062 / 800-799-7233 hotline

ENCOMPASS COMMUNITY SERVICES

831-724-3885

**225 WESTRIDGE DR
WATSONVILLE, CA 95076**

WWW.ENCOMPASSCS.ORG