

Community Profile Data FY 2020 Budget

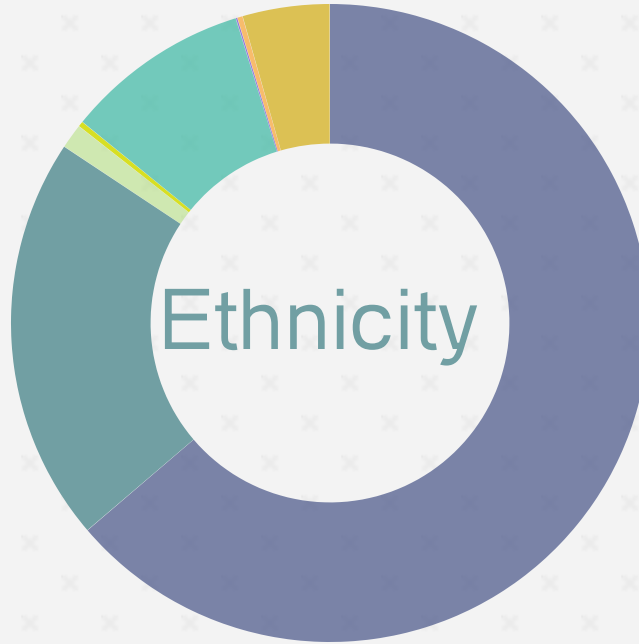


Santa Cruz Population 66,454

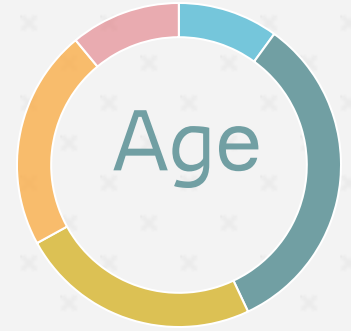
(Source: California Department of Finance)



Male 49% Female 51%



White 64% Hispanic or Latino 21% Black or African American 1% American Indian and Alaska Native 0.3% Asian 9%
 Native Hawaiian and Other Pacific Islander 0.1% Some other race 0.3% 0.3% Two or more races 4%



Under 15 (10%) 15-24 (33%)
 25-44 (24%) 45-64 (22%)
 65+ (11%)

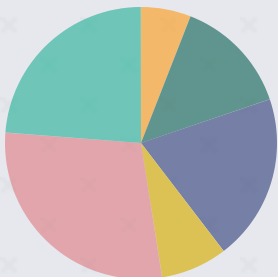
Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Education

Santa Cruz City Schools
 4 public elementary schools
 2 public middle schools
 1 public High School
 5 small/charter schools

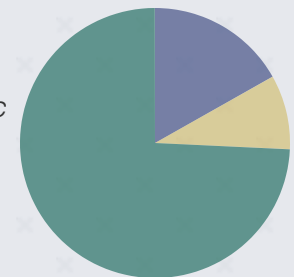
7 WASC accredited private schools*
 University of California, Santa Cruz

* source: SCSC, California Department of Education, WASC



Education Attained of Population Over 25 Years Old: 36,173

Less than HS Diploma 6% High School Diploma 14%
 Some College, No Degree 20% Associate's Degree 8%
 Bachelor's Degree 29% Graduate or Professional Degree 24%



Population 3+ years enrolled in school: 26,364

Nursery/ Elementary 16.5% High School 8.5%
 College or Graduate School 75%



Employment, Economy & Housing

Employment

Median Household income: \$65,421
Residents 16 and older: 56,918
In labor force: 61.1 %

Employed: 56%

Unemployed: 5%

Armed Forces: 0%

Not in labor Force: 38.9%

(e.g. students not looking for work)

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Occupation

Management, Business, Science, and Arts: 48%
Service: 19%
Sales and Office Occupation: 23%
Natural resources, construction, and maintenance: 5%
Production, transportation, and material moving: 5%

Housing

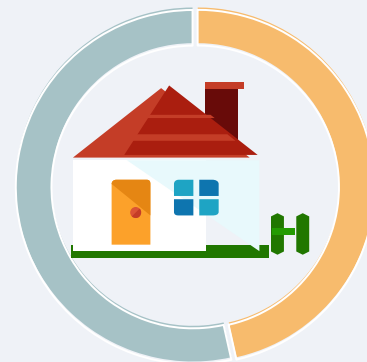
Median home value: 927,400
Total Housing Units: 24,092
Vacant housing units: 1,861
Occupied housing units: 22,231

Owner-Occupied: 10,438
Renter-occupied: 11,793

Median Rental Market Rates:*

1 Bedroom \$2,200
2 Bedroom \$3,175
3 Bedroom \$3,895
4 Bedroom \$4,750

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Trulia.com Feb 2019



● Family Household 46.5%
● Non-Family Household 53.5%

Largest Employers

University of California at Santa Cruz
County of Santa Cruz
City of Santa Cruz
Plantronics
Santa Cruz Beach-Boardwalk
Costco Wholesale Corp
New Teacher Center

Looker Data Sciences, Inc.
Santa Cruz Nutritionals
Crow's Nest
Community Bridges
Santa Cruz Biotechnology Inc.
United Parcel Service

Amenities



25 Parks (8 Dog Off leash Parks)
4 Open Spaces
16 Volleyball Courts
4 Community Gardens Surf Schools
3 Disk Golf Courses

Beaches:

Main Beach
Cowell Beach
Its Beach
Michell's Cove (Beach)

Facilities:

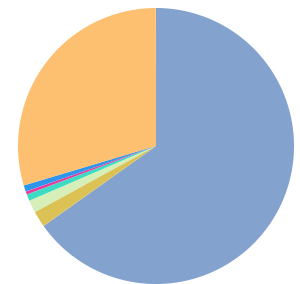
Santa Cruz Wharf
Surfing Museum
Beach Flats Community Center
Louden Nelson Community Center, Santa Cruz
Teen Center and Downtown Senior Center Civic
Auditorium
City Hall
Harvey West Clubhouse, Scout House and Pool
Museum of Natural History
Kaiser Permanente Arena
The Tannery Arts Center
Town Clock
Libraries (Downtown, Branciforte & Garfield)

Transit and the Environment

- Mean travel time to work: 23.5 minutes
- Total injury crashes are down 4% from 2016 to 2017
- Bicycle injury crashes are down slightly from 2016, and have decreased nearly 25% since 2015
- During 2012-2016, 56.5% of commuters drove alone, 1% walked, 9.5% bicycled, 8% carpooled, 7% took the bus, and 2% used other modes such as taxi, motorcycle, etc.
- Total injury crashes are down 4% from 2016 to 2017.
- Bicycle injury crashes are down slightly from 2016, and have decreased nearly 25% since 2015
- Over 2,600 residential solar installations
- Over 72 commercial solar installations
- 163 Certified green businesses

Community Engagement

- -The Council meets on the second and fourth Tuesdays of the month
- -The current agenda packet is available for reference use at the Downtown Branch Library
- -Regular Council meetings are televised on Comcast Community TV, channel 25
- -Public meeting notices, agendas and meeting related documents are available online
- -Live and archived Council meetings can be watched on the City's website.



Democratic 60% Republican 7%
American Independent 2% Green 1%
Libertarian 1% Peace and Freedom 1%
Other 1% No Party Preference 27%

Source: California Secretary of State, October 2018

City Council Members: Mayor Martine Watkins, Vice Mayor Justin Cummings, Sandy Brown, Drew Glover, Chris Krohn, Cynthia Mathews, Donna Meyers

For more information please visit: <http://www.cityofsantacruz.com/>