



Equal Employment Opportunity Committee

2010 Annual Report

February 10, 2011

City of Santa Cruz Equal Employment Opportunity Committee
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EEO Committee Members 2006 to Present

<u>Name</u>	<u>City Employee Classification</u>	<u>Dates of Service</u>
Warren Barry	Police Sergeant	7/1/01-2/8/07
Patrick Clark	Wharf Custodian	7/9/02-1/15/09
Akin Babatola	Wastewater Lab/Pretreatment Mgr.	9/8/03-8/14/07
Don Roland	(City Council Appointment)	9/14/04-6/30/10
Leslie Cook	City Clerk	11/30/05-3/7/08
Adela Gonzalez	HR Director	10/1/06-3/9/07
Simant Herkins	Parks Maintenance Worker	10/19/06-12/31/09
Brett Taylor	Fire Captain	10/19/06-6/30/08
Rudy Escalante	Police Lieutenant	10/26/06-11/3/09
Jack McPhillips	Police Sergeant	2/8/07-present
Lisa Sullivan	HR Director	6/1/07-present
Nancy Concepción	Associate Planner II	8/14/07-present
Laura Waldren	Office Supervisor, Public Works	11/6/08-present
Piret Harmon	Principal Administrative Analyst, Water	2/12/08-present
Deborah Holmes	(City Council Appointment)	1/27/09-present
Jonna Hubling	Parking Attendant	1/25/10-present
Colleen McMahon	Police Lieutenant	2/4/10-present
Hollis Walton	(City Council Appointment)	1/25/11-present

Staff Support

<u>Name</u>	<u>Position</u>
Kathy Stagnaro	HR Administrative Analyst IV
Tom Graves	Deputy City Clerk
Laura Waldren	Public Works Office Supervisor
Joe McMullen	Staff Liaison/Assistant HR Director

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Section 1: Overview of Committee Activities for 2010

Joe McMullen

The City of Santa Cruz Equal Employment Opportunity Committee is an Advisory Body to the City Council of the City of Santa Cruz. It was originally formed pursuant to Council Resolution No. NS-17,301, dated November 18, 1986. The Committee is generally charged with the responsibility of confirming the City of Santa Cruz's commitment to maintaining a work environment free from unlawful discrimination and/or harassment for all current and prospective City employees. It serves primarily as a communications channel between employees, the City Manager and the community on matters related to Equal Employment Opportunity. The Committee has administrative and logistical support provided by a Staff Appointee of the Human Resources Director.

Prior to 2005 the EEO Committee produced an Annual Report summarizing the City's activities towards meeting the goals outlined in its Equal Employment Opportunity Assurance Plan. The Annual Report included demographics of each department based on job classification and minority status and described the activities engaged in that moved the City towards employing a workforce that was a reflection of the community it serves. To that end it evaluated the degree of success each department (and the City as a whole) had made towards specific numeric representational goals.

Due to staff turnover and the realization in 2005 that its Annual Report did not comply with the California Civil Rights Initiative (aka Proposition 209, which became law after being passed by the voters in 1996), no Annual Report was produced for the years 2005-2008. The 2009 Annual Report reflected the changes needed to comply with Prop 209 and this 2010 Annual Report follows the same new format.

The drastic changes to the Committee's Annual Report were but one result of implementing the requirements of Proposition 209. Further changes affecting the Committee's Purpose, Duties and Responsibilities, as stated in its Bylaws, would also be required:

ARTICLE II – PURPOSE

The purpose of this Committee is to confirm the City of Santa Cruz's commitment to maintain a work environment free from unlawful discrimination and/or harassment for all current and prospective City employees.

ARTICLE III – DUTIES AND RESPONSIBILITIES

The Committee shall have the ability, as vested by the City Council, and be required to:

- Act in an advisory capacity to the City Council in all matters pertaining to equal opportunity employment;

- Serve as a communications channel between City employees, the community, the City Manager and the Equal Employment Opportunity Coordinator on any equal employment opportunity issues;
- Develop annual recommendations for the City Manager and the Equal Employment Opportunity Coordinator on revisions to the Equal Opportunity Program; and
- Perform other duties as may from time to time be prescribed by the City Council.

The third item in Article III had been the primary activity of the Committee since its formation. As described earlier, the mechanism for accomplishing it had been the demographic analysis of the City's workforce as compared to the community it serves. Published in the Annual Report, the Committee's recommendations were focused on bringing the demographics of the workforce and the community as close together as possible through the City's subsequent hiring decisions.

Because those recommendations were articulated as "hire more of <a certain> underrepresented protected class" they were in direct contradiction to the prohibitions against goal-setting contained in Proposition 209. It followed from there that the entire undertaking needed to end, but that begged the question, what then was the Committee's purpose to be going forward?

This is where most of the Committee's time and energy was directed in 2010, towards re-purposing itself in the post-Proposition 209 era. Since a third of the current members joined the Committee in 2009 and 2010, and by 2010 only one member (also termed out in 2010) had been present when a pre-Proposition 209 report had been issued, the members were in search of a new purpose. To that end, the process of creating the goals and objectives took place over the course of six separate meetings – two in 2009 and four in 2010, the last three with the facilitation assistance of Training Manager Dale Zevin.

You will find the Committee's completed goals and objectives in Section 2 of this report.

TEXT OF PROPOSITION 209

Article 1, Section 31 of the California Constitution (Proposition 209) reads as follows:

(a) The State shall not discriminate against, or grant preferential treatment to, any individual or group on the basis of race, sex, color, ethnicity, or national origin in the operation of public employment, public education, or public contracting.

(b) This section shall apply only to action taken after the section's effective date.

(c) Nothing in this section shall be interpreted as prohibiting bona fide qualifications based on sex which are reasonably necessary to the normal operation of public employment, public education, or public contracting.

(d) Nothing in this section shall be interpreted as invalidating any court order or consent decree which is in force as of the effective date of this section.

(e) Nothing in this section shall be interpreted as prohibiting action which must be taken to establish or maintain eligibility for any federal program, where ineligibility would result in a loss of federal funds to the State.

(f) For the purposes of this section, "State" shall include, but not necessarily be limited to, the State itself, any city, county, city and county, public university system, including the University of California, community college district, school district, special district, or any other political subdivision or governmental instrumentality of or within the State.

(g) The remedies available for violations of this section shall be the same, regardless of the injured party's race, sex, color, ethnicity, or national origin, as are otherwise available for violations of then-existing California antidiscrimination law.

(h) This section shall be self-executing. If any part or parts of this section are found to be in conflict with federal law or the United States Constitution, the section shall be implemented to the maximum extent that federal law and the United States Constitution permit. Any provision held invalid shall be severable from the remaining portions of this section.

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Section 2: Statement of EEO Committee Objectives

Outcome of ICA (Institute of Cultural Affairs) Consensus Workshop Method
Facilitated by Dale Zevin, HR Analyst II/Training Manager
Finalized November 4, 2010

Goal #1: Be more engaged, visible, and committed

Objective(s):

- Review, discuss, and evaluate trends from City's Discrimination/Harassment Complaint logs
- Make recommendations to address recurring issues
- Maintain a full membership of the Committee

Goal #2: Raise awareness about the Committee in the City of Santa Cruz workplace and in the community

Objective(s):

- Be creative and innovative about using the City's Intranet and Internet
- Reach out to departments at departmental staff meetings and at quarterly Supervisors/Managers meetings
- Take opportunities to build relationships with the public (community outreach)
- Create a periodic newsletter

Goal #3: Remain current in knowing EEO-related city, state, and federal laws and policies

Objective(s):

- Provide workshops/speakers at Committee meetings, as needed

Activities Planned in Support of Goals & Objectives

(Finalized November 4, 2010)

ACTIONS	WHO	TIMELINE
E-mail complaint logs to Committee members with Agendas	Joe	2 weeks prior to regular Committee meetings
Have discussions re: all recurring issues	All	At regular Committee meetings
Actively recruit and fill current vacant Committee position	All	By 4 th meeting of 2010 (November 4, 2010) <u>Council appointed Hollis Walton on 1/25/11</u>
Meet deadline to fill any Committee vacancy	All	By subsequent meeting held <u>Council appointed Hollis Walton on 1/25/11</u>
Determine Internet EEO content and visuals (including whether or not a group photo and roster of all member names should be posted)	Ad Hoc Subcommittee: Piret, Colleen, Jonna	Report at February 2011 meeting (2/10/11)
Provide EEOC update at Supervisors/Managers quarterly meeting	Laura	First 2011 quarterly meeting (2/10/11) Revised 1/13/11 to take place at second 2011 quarterly meeting.
Select Subcommittee members and develop newsletter 2010 Annual Report	Annual Report Ad Hoc Subcommittee: Waldren & McMahon will assist McMullen	Draft report to be presented February 2011 (2/10/11)
Create a flier for October 6, 2010 Job Fair	Joe/Rosemary	September 29, 2010
Recommend speakers to present at meetings	All	Ongoing
Inform members of updated laws	Joe	Ongoing
Articulate Committee's 2011 Goals	All	November 4, 2010 meeting

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Section 3: Training

Dale Zevin, Human Resources Analyst II/Training Manager

For the last two years, the City has made a conscientious effort to provide Harassment Prevention training and Cultural Diversity training to employees who are required to complete these trainings in order to comply with both City and State mandates. Both trainings continue to be offered approximately every six months.

Harassment Prevention Training

Employees who are new hires or have never met their initial Harassment Prevention training requirement have been HR's priority.

Since 2009 we have offered online Harassment Prevention training by Target Safety's PreventionLink as an option to 'live' classroom training by a Liebert Cassidy Whitmore attorney. The two-hour 'Sexual Harassment for Supervisors' online training meets the State mandate as a two-year refresher for regular managers and supervisors and temporary employees with supervisory responsibilities.

In 2011 we will focus on training non-supervisory employees working out of class as supervisors or managers, and continue our efforts to train temporary employees. During 2010, temporary employees with supervisory responsibilities were trained via large group presentations.

Cultural Diversity Training

The City conducted regular Cultural Diversity trainings by Kristen Masters, Independent Consultant, and by a consultant of the City's Employee Assistance Program (EAP) sponsored by United Behavioral Health. The City has scheduled the next training for May 19, 2011.

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Section 4: Sub-Committee and Other Reports

- ❖ Website Sub-Committee
- ❖ Annual Access to Employment Job Fair Committee Representative Report

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Report of the Website Subcommittee
Piret Harmon

The Website Subcommittee was established at the EEO Committee meeting of September 2, 2010 with a goal to evaluate the existing presence of the Committee on City's internet and intranet sites and make recommendations for enhancements. Members Colleen McMahon, Jonna Hubling and Piret Harmon volunteered to staff the subcommittee.

The subcommittee met in October of 2010 to review the EEO section on City's web page. It was a unanimous decision that while a lot of valuable information is displayed in the section, the organization of the data and its presentation could use improvement to make it easier for public to access and navigate the pages. The members had also done some research to compare City's EEO pages to similar sections of other public agency web sites. In summary, the subcommittee found City of Santa Cruz page to be superior to many others in this respect.

The subcommittee presented a draft document of the recommended changes to the City's EEO web page to the EEO Committee on its November 4, 2010 meeting. The Committee directed the subcommittee to move ahead with proposed changes and work with City's HR staff in updating the web site. After the initial recommended changes are implemented, the subcommittee will reconvene to look for further improvements and ways to utilize the web site as a communication vehicle with public and employees. The subcommittee members will also consider if City Intranet could be used for posting EEO related information that is pertinent only to the City employees.

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Report of the Annual *Access to Employment* Job Fair Committee Representative

Colleen McMahon

As part of its strong commitment to Equal Employment Opportunity the City of Santa Cruz is an ongoing sponsor of the annual *Access to Employment* job fair (<http://www.access2employment.com/>). A City representative from the EEO Committee or HR Department participates in the planning meetings with varying degrees of individual involvement depending on their interests, abilities and other time commitments. Representatives of the City's Recruitment team staff a table at the Fair to promote City employment and attract candidates to apply for job openings.

The 2010 event was held at the Cocoanut Grove and occurred at a time when the jobs were fairly scarce. Thirty-two employers and nineteen agencies participated in the event. Additionally, there were workshops for writing and critiquing résumés. Approximately nine hundred job seekers attended the event.

There was a large pool of job seekers but, due to the economy, employers were hesitant to participate. Companies were reacting to the recession and were not adding to their operations. Most companies couldn't predict when they would begin hiring again so they reduced all recruiting related expenses, including job fair fees. Even so, we were unable to waive registration fees for employers to increase participation. Although there were fewer participating employers and agencies than in prior years, the event was able to serve almost one thousand job seekers. In 2009, thirty-seven employers ended up attending, as did about 900 job seekers.

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Section 5: Appendices

- ❖ 2010 Harassment/Discrimination Complaint Log
- ❖ Federal Department of Labor Contractor Program Veterans' Employment Report
- ❖ Santa Cruz County and State of California 2000 Federal Census Demographics

City of Santa Cruz Equal Employment Opportunity Committee - 2010 Complaint Log

Date Complaint Received	Discriminatory Basis	Complaint Allegations	Complainant's Department	Alleged Harasser's Department	Complaint Status
01/28/10	Status as a Viet Nam veteran	Alleged harasser made inflammatory and offensive statements about soldiers & veterans.	Public Works WWTF	Public Works WWTF	1) <u>1/28/10</u> : complaint received; investigation authorized by HR Director Sullivan; investigation initiated by HR Analyst Rebecca Dzamov and supervised by Ass't. HR Director McMullen. 2) <u>2/10/10</u> : Dzamov interviewed complainant to gather more details based on his written complaint. 3) <u>2/17/10</u> : Dzamov interviewed alleged harasser to present him with complaint and gather his response. 4) <u>2/23/10</u> : Dzamov conducted additional witness interviews. 5) <u>3/15/10</u> : HR Director Sullivan determined no violation of harassment prevention policy; however, the behavior violates City's personnel rules and disciplinary action is recommended (written reprimand); the matter is closed.
05/28/09 (01/28/10 to HR)	Status as a Viet Nam veteran	Alleged harasser made inflammatory and offensive statements about soldiers & veterans.	Public Works WWTF	Public Works WWTF	1) <u>1/28/10</u> : while investigating the above complaint HR became aware of this one 2) <u>3/15/10</u> : investigation authorized by HR Director Sullivan; investigation initiated by HR Analyst Rebecca Dzamov and supervised by Ass't. HR Director McMullen. 3) <u>5/11/10</u> : Dzamov interviewed complainant. 4) <u>7/13/10</u> : Dzamov debriefed McMullen & Sullivan; Sullivan determined there was no violation of the harassment prevention policy in terms of what was said to complainant by alleged harasser, however the supervisor who received the complaint did not inform HR at the time he received it as he should have; recommended action: review of the harassment prevention policy, specifically supervisor/manager responsibility for reporting to HR. 5) <u>7/13/10</u> : Dzamov contacted complainant to inform him of Sullivan's decision (no violation of the policy). 6) <u>7/20/10</u> : at Sullivan's direction, Dzamov and McMullen went on to interview the above-referenced supervisor's two managers as to their knowledge of the complaint and determined they did not have the same knowledge as the complainant's supervisor because said supervisor had never passed on the complaint. 7) <u>7/20/10</u> : Dzamov & McMullen debriefed Sullivan who directed McMullen to conduct a facilitated review of the harassment prevention policy with all supervisor & managers at the WWTF in August & September 2010 (specifically focusing on supervisor/manager responsibility for reporting complaints to HR). 8) <u>8/4/10</u> : WWTF senior <u>supervisors and</u> managers meeting held; all signed acknowledgment of receipt and responsibility for complying with City's harassment prevention policy and complaint procedure. 9) <u>9/29/10</u> : WWTF Seniors (previously "supervisors") meeting held; the matter is closed.

City of Santa Cruz Equal Employment Opportunity Committee - 2010 Complaint Log

05/03/10 (to HR)	Sex (female)	Complainant has experienced discrimination in the field and in her workplace due to her gender; negative evaluation for not taking advantage of training activities that interfere with obligations as a single mother outside of workplace hours is discriminatory.	Public Works Wastewater Source Control (Environmental Compliance)	Public Works WWTF	1) <u>5/3/10</u>: complaint reported to HR by Dept Head after he saw it in an email from complainant to her manager that he was cc'd on. 2) <u>5/5/10</u>: investigation authorized by HR Director Sullivan; investigation initiated by HR Analyst Rebecca Dzamov and supervised by Ass't. HR Director McMullen. 3) <u>5/26/10</u>: Dzamov & McMullen interviewed the complainant. 4) <u>6/1/10</u>: Dzamov & McMullen debriefed the 5/26 interview. 5) <u>7/19/10</u>: Dzamov & McMullen updated Sullivan and determined next steps. 6) <u>7/20/10</u>: Dzamov & McMullen interviewed the alleged harasser. 7) <u>7/28/10</u>: Dzamov & McMullen updated Sullivan and determined next steps. 8) <u>8/3/10</u>: Dzamov & McMullen re-interviewed the complainant with follow-up questions in light of 7/20 interview of alleged harraser; updated Sullivan in email. 9) <u>9/20/10</u>: HR Director Sullivan determined there had been no violation of the policy; complainant notified and investigation closed.
10/21/10	Retaliation	Supervisor is retaliating because of complainant's participation in 2008 in an investigation of supervisor's alleged harassment/discrimination towards another employee.	Public Works (Parking)	Public Works (Parking)	1) <u>10/21/10</u>: complaint reported to HR. 2) <u>11/2/10</u>: investigation authorized by HR Director Sullivan; activities to retain an investigator commenced by Ass't. HR Director McMullen. 3) <u>11/4/10</u>: pending 4) <u>12/1/10</u>: investigation begun by independent outside investigator 5) <u>2/10/11</u>: follow-up interview of complainant conducted 1/14/11; complainant raised new allegations and provided additional information not previously recalled; investigator is pursuing these final items.
12/2/2010 (full intake on 12/15/10)	City's ordinance #9.83: "Prohibition Against Discrimination"; alleged discriminatory basis is sexual orientation.	<u>12/2/10 Phone message</u> : "I've been discriminated against by a motel in Santa Cruz." <u>12/15/10 full intake</u> : Refused accomodation on 9/25/10, allegedly due to sexual orientation (homosexual).	Member of the public	National 9 Santa Cruz (motel) 130 Plymouth St. Santa Cruz, CA 95060 877-747-8713 www.magnusonhotels.com	1) <u>12/2/10</u>: phone message left for Ass't HR Dir. McMullen by complainant 2) <u>12/15/10</u>: McMullen spoke to complainant by phone to obtain details of complaint. 3) <u>12/16/10</u>: McMullen sent letter to motel owner informing them of the complaint and asking them to contact him in early January. 4) <u>1/4/11</u>: Motel owner contacted McMullen and scheduled a meeting for 1/19/11. 5) <u>1/19/11</u>: Meeting held by McMullen & Dzamov with motel owner; motel owner agreed to settle with complainant by attending sensitivity training. 6) <u>2/10/11</u>: Final settlement pending actual attendance at training by motel owner.

FEDERAL CONTRACTOR VETERANS' EMPLOYMENT REPORT VETS-100

RETURN COMPLETED REPORT TO:

U.S. DEPARTMENT OF LABOR
VETERANS' EMPLOYMENT AND TRAINING SERVICE
VETS-100 REPORTING OFFICE
4200 FORBES BLVD., SUITE 202
LANHAM, MARYLAND 20706

TYPE OF REPORTING ORGANIZATION (Check one or both, as applicable) ☒ Prime Contractor ☐ Subcontractor	TYPE OF FORM (Check only one) ☒ Single Establishment ☐ Multiple Establishment-Headquarters ☐ Multiple Establishment-Hiring Location ☐ Multiple Establishment-State Consolidated (specify number of locations) _____(MSC)
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COMPANY IDENTIFICATION INFORMATION

(Omit if items preprinted above)

COMPANY NO: V041555	TWELVE MONTH PERIOD ENDING: 7/30/2010		
NAME OF PARENT COMPANY: CITY OF SANTA CRUZ	ADDRESS (NUMBER AND STREET): 809 CENTER ST ROOM 101		
CITY: SANTA CRUZ	COUNTY:	STATE: CA	ZIP CODE: 95060

NAME OF HIRING LOCATION: Same	ADDRESS (NUMBER AND STREET):		
CITY:	COUNTY:	STATE:	ZIP CODE:

NAICS: 921110	DUNS: 050515881	EMPLOYER ID: (IRS TAX No:) 946000427
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INFORMATION ON VETERANS

REPORT ALL PERMANENT FULL-TIME OR PART-TIME EMPLOYEES AND NEW HIRES WHO ARE VETERANS, AS DEFINED ON REVERSE, DATA ON NUMBER OF EMPLOYEES ARE TO BE ENTERED IN COLUMN L,M, AND N, LINES 1-9. DATA ON NEW HIRES ARE TO BE ENTERED IN COLUMNS O, P, Q, R, AND S. ENTRIES IN COLUMNS O, P, Q, R, AND S, LINES 1 THROUGH 9, AND COLUMNS L, M, AND N, LINE 10(GREY SHADED AREAS) ARE OPTOINAL. ENTRIES IN COLUMN Q, LINE 10 (AREA SHADED LIGHT GREY) ARE OPTIONAL FOR 2002 AND EXPECTED TO BE REQUIRED FOR THE 2003 REPORTING CYCLE.									
JOB CATEGORIES		NUMBER OF EMPLOYEES			NEW HIRES (PREVIOUS 12 MONTHS)				
		SPECIAL DISABLED VETERANS (L)	VIETNAM ERA VETERANS (M)	OTHER PROTECTED VETERANS (N)	SPECIAL DISABLED VETERANS (O)	VIETNAM ERA VETERANS (P)	NEWLY SEPARATED VETERANS (Q)	OTHER PROTECTED VETERANS (R)	TOTAL NEW HIRES BOTH VETERANS AND NON-VETERANS
Officials and Managers	1	1	2	1	0	0	0	0	0
Professionals	2	1	1	0	0	0	0	0	0
Technicians	3	0	0	0	0	0	0	0	0
Sales Workers	4	0	0	0	0	0	0	0	0
Office and Clerical	5	1	0	2	0	0	0	0	3
Craft Workers (skilled)	6	0	6	3	0	0	0	0	1
Operative (semi-skilled)	7	0	1	0	0	0	0	0	0
Laborers (unskilled)	8	0	1	0	0	0	0	0	1
Service Workers	9	0	4	2	0	0	0	0	3
Total	10	3	15	8	0	0	0	0	8

Report the maximum and minimum number of permanent employees on board during the period covered by this report.

Maximum Number	Minimum Number
1,090	903

Appendix 5.3: Santa Cruz County and State of California 2000 Federal Census Demographics

People QuickFacts	Santa Cruz County	California				
Population, 2009 estimate	256,218	36,961,664				
Population, percent change, April 1, 2000 to July 1, 2009	0.2%	9.1%				
Population estimates base (April 1) 2000	255,600	33,871,648				
Persons under 5 years old, percent, 2009	6.8%	7.5%				
Persons under 18 years old, percent, 2009	21.8%	25.5%				
Persons 65 years old and over, percent, 2009	11.1%	11.2%				
Female persons, percent, 2009	49.8%	49.9%				
White persons, percent, 2009 (a)	90.1%	76.4%				
Black persons, percent, 2009 (a)	1.3%	6.6%				
American Indian and Alaska Native persons, percent, 2009 (a)	1.3%	1.2%				
Asian persons, percent, 2009 (a)	4.2%	12.7%				
Native Hawaiian and Other Pacific Islander, percent, 2009 (a)	0.2%	0.4%				
Persons reporting two or more races, percent, 2009	2.9%	2.6%				
Persons of Hispanic or Latino origin, percent, 2009 (b)	30.2%	37.0%				
White persons not Hispanic, percent, 2009	62.0%	41.7%				
Living in same house in 1995 and 2000, pct 5 yrs old & over	50.6%	50.2%				
Foreign born persons, percent, 2000	18.2%	26.2%				
Language other than English spoken at home, pct age 5+, 2000	27.8%	39.5%				
High school graduates, percent of persons age 25+, 2000	83.2%	76.8%				
Bachelor's degree or higher, pct of persons age 25+, 2000	34.2%	26.6%				
Persons with a disability, age 5+, 2000	37,895	5,923,361				
Mean travel time to work (minutes), workers age 16+, 2000	27.8	27.7				
Housing units, 2009	103,743	13,433,691				
Homeownership rate, 2000	60.0%	56.9%				
Housing units in multi-unit structures, percent, 2000	20.4%	31.4%				
Median value of owner-occupied housing units, 2000	\$377,500	\$211,500				
Households, 2000	91,139	11,502,870				
Persons per household, 2000	2.71	2.87				
Median household income, 2008	\$66,495	\$61,017				
Per capita money income, 1999	\$26,396	\$22,711				
Persons below poverty level, percent, 2008	13.3%	13.3%				

Appendix 5.3: Santa Cruz County and State of California 2000 Federal Census Demographics

Business QuickFacts	Santa Cruz County	California				
Private nonfarm establishments, 2007	7,175	891,997				
Private nonfarm employment, 2007	76,098	13,771,650				
Private nonfarm employment, percent change 2000-2007	-4.0%	6.9%				
Nonemployer establishments, 2007	23,144	2,757,179				
Total number of firms, 2002	26,725	2,908,758				
Black-owned firms, percent, 2002	S	3.9%				
American Indian and Alaska Native owned firms, percent, 2002	0.9%	1.3%				
Asian-owned firms, percent, 2002	3.9%	12.8%				
Native Hawaiian and Other Pacific Islander owned firms, percent, 200	F	0.2%				
Hispanic-owned firms, percent, 2002	S	14.7%				
Women-owned firms, percent, 2002	25.7%	29.9%				
Manufacturers shipments, 2002 (\$1000)	1,053,584	378,661,414				
Wholesale trade sales, 2002 (\$1000)	2,293,668	655,954,708				
Retail sales, 2002 (\$1000)	2,618,480	359,120,365				
Retail sales per capita, 2002	\$10,335	\$10,264				
Accommodation and foodservices sales, 2002 (\$1000)	426,478	55,559,669				
Building permits, 2009	149	35,069				
Federal spending, 2008	1,464,050	299,922,630				
Geography QuickFacts	Santa Cruz County	California				
Land area, 2000 (square miles)	445.24	155,959.34				
Persons per square mile, 2000	574.4	217.2				
FIPS Code	87	6				
Metropolitan or Micropolitan Statistical Area	Santa Cruz-Watsonville, CA Metro Area					
	(a) Includes persons reporting only one race.					
	(b) Hispanics may be of any race, so also are included in applicable race categories.					
	FN: Footnote on this item for this area in place of data					
	NA: Not available					
	D: Suppressed to avoid disclosure of confidential information					
	X: Not applicable					
	S: Suppressed; does not meet publication standards					
	Z: Value greater than zero but less than half unit of measure shown					
	F: Fewer than 100 firms					
	Source: US Census Bureau State & County QuickFacts					