



Equal Employment Opportunity Committee

2012 Annual Report

February 14, 2013

City of Santa Cruz Equal Employment Opportunity Committee 2012 Annual Report

February 14, 2013

EEO Committee Members and Staff - 2012



Katherine Donovan, 3/27/12-present
Management Association Appointment



Piret Harmon, 2/12/08-present
City Manager's Appointment



Deborah Holmes, 1/27/09-present
City Council Appointment



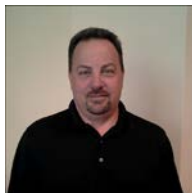
Jonna Hubling, 1/25/10-present
SEIU Local #521 Appointment



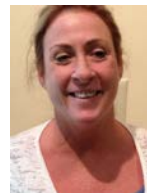
Teresa Landers, 7/1/12-present
City Manager's Appointment (Director)



Colleen McMahon, 2/4/10-present
City Manager's Appointment



Jack McPhillips, 2/8/07-present
Non-Management Association Appointment



Hollis Walton, 1/25/11-present
City Council Appointment



Filipina Warren, 8/17/12-present
City Manager's Appointment

Not pictured

Tom Graves, Management Association Appointment
Lisa Sullivan, City Manager's Appointment (Department Director)
Laura Waldren, City Manager's Appointment
Joe McMullen, Chief Human Resources Officer
Kathy Stagnaro, Human Resources Technician
Jackie Trumbull, Human Resources Assistant
Dale Zevin, Human Resources Analyst II/Training Manager

5/12/11-3/26/12
6/1/07-6/30/12
11/6/08-8/16/12
Staff Liaison
Staff Support
Staff Support
Staff Support

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The 2012 Equal Employment Opportunity Committee Annual Report was created by
Katherine Donovan, Filipina Warren, and Joe McMullen

City of Santa Cruz Equal Employment Opportunity Committee

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Section 1: Overview of Committee and 2012 Activities

Jack McPhillips

The purpose of the Equal Employment Opportunity (EEO) Committee is to serve as a communication channel between City employees, the community, the City Manager, the City Council and the EEO Coordinator on equal employment opportunity concerns. The EEO Committee meets four times per year on the second Thursday of February, May, September, and November at 1:30 pm in the City Council Chambers. The EEO Committee consists of nine members. The City Council appoints two members of the public; the City Manager appoints one executive and three employee representatives; the service employees bargaining unit (SEIU Local 521) appoints one member; and the other bargaining units alternate appointing two members, one management and one non-management.

During 2012, the EEO Committee received and commented on reports about the city's training and employee development efforts, formed subcommittees to address specific initiatives, and continually reviewed the Goals and Objectives of the Committee. EEO Committee's activities for 2012 included presentations at the Quarterly Supervisor's/Manager's meetings, participation in the 2012 Access-2-Employment job fair held at the Cocoanut Grove, and finalization of the Proposition 209 Sub-Committee Report for City Council approval.

The Proposition 209 Subcommittee had the daunting task of updating all of the City's EEO-related documents to comply with current laws regarding EEO. As a result, several Administrative Procedure Orders, Council Policies, and a Resolution were revised or rescinded; please refer to the Report of the EEO Policy Review Subcommittee, contained in Section 4.3 of this Annual Report, for details.

In conclusion, the EEO Committee would like to thank the Human Resources Division of the Administrative Services Department for the administrative and logistical support they have provided.

City Contact and EEO Committee Coordinator/Staff Liaison:

Joe McMullen - Chief Human Resources Officer
Administrative Services Department - City of Santa Cruz
809 Center Street, Room 6 - Santa Cruz, CA 95060
Phone: 831-420-5044
FAX: 831-420-5041
jmcmullen@cityofsantacruz.com

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Section 2: Statement of EEO Committee Goals & Objectives
Updated February 14, 2013

Goal #1: Be more vigilant and committed to a respectful work environment

Objective(s):

- Review and make recommendations from City's Discrimination/Harassment Complaint logs to address recurring issues
- Maintain a full membership of the Committee
- Remain current in knowing EEO-related city, state, and federal laws and policies

Goal #2: Be visible and raise awareness about the Committee in the City of Santa Cruz workplace

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
- Provide workshops, speakers, and other media at Committee meetings and other City events
- Send out periodic announcements and content changes made to the EEOC web page.

Goal #3: Be more proactive in Committee's outreach

Objective(s):

- Take opportunities to build relationships with the public (community outreach)
- Be a resource to the community as a whole

Activities Planned in Support of Goals & Objectives

(February 14, 2013)

ACTIONS	WHO	TIMELINE
<u>Goal 1</u> E-mail complaint logs to Committee members with Agendas	Joe	2 weeks prior to regular Committee meetings
<u>Goal 1</u> Discuss issues on complaint logs	All	At regular Committee meetings
<u>Goal 1</u> Meet deadline to fill any Committee vacancy	All	By subsequent meeting held
<u>Goal 2</u> Provide EEOC update at Supervisors/Managers quarterly meeting	Rotating	At least once a year
<u>Goal 2</u> Select Subcommittee members and develop Annual Report	Annual Report Ad Hoc Subcommittee	Draft to Committee - November Final approval by Committee - February FYI to City Council - March
<u>Goal 3</u> Support October <i>Access to Employment</i> Job Fair Select new rep.	All	November of prior year
<u>Goal 2</u> Offer resources to present at EEOC meetings	All	Ongoing
<u>Goal 1</u> Inform members of updated EEO laws	Joe	Ongoing
<u>Goals 1, 2, & 3</u> Review Committee's Goals and Action Items	All	September and November meetings

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Section 3: Training & Employee Development
Dale Zevin, Human Resources Analyst/Training Manager

In order to comply with City requirements and State mandates, the City continues to provide Harassment Prevention and Cultural Diversity trainings to employees. Both of the above trainings are provided twice a year in classroom format, and Harassment Prevention training is also offered in webinar format.

Harassment Prevention Training

Employees who are new hires or have never met their initial Harassment Prevention Training requirements are provided with a three-hour 'live' classroom training presented by a Liebert Cassidy Whitmore attorney.

We also offer to employees (except for the groups mentioned above) online Harassment Prevention training by TargetSolutions as an alternative option to 'live' classroom training. Their two-hour online course, 'Sexual Harassment for Supervisors' meets the State mandate for a two-year refresher course for regular managers and supervisors and all other employees with ongoing supervisory responsibilities. Their one-hour online course, 'Sexual Harassment,' is offered to temporary employees who do not have supervisory responsibilities. The Human Resources Department also provides another option for seasonal Temporary employees in Parks & Recreation - a one-hour 'live' large group presentation training.

We continue our efforts to provide Harassment Prevention refresher training to non-supervisory employees who are temporarily working out of class as supervisors or managers.

Cultural Diversity Training

In 2012 the City provided Cultural Diversity Trainings on January 18 and May 16 presented by Wally Anderson, Consultant, United Behavioral Health (the City's Employee Assistance Program). Evaluation ratings and comments were excellent.

Brown Bag Lunch Workshops offered to all employees during 2012:

- February 21, 2012: i-pad Open Forum, facilitated by Chris Stathis, Chief I.T. Officer and Scott Collins, Assistant to the City Manager.
- April 11, 2012: "Basics for i-Pad Beginners" facilitated by Chris Stathis.

- June 13, 2012: “Managing Stress with Joy and Laughter” presented by Susan Vogt, Blue Shield Account Representative.
- June 19, 2012: “Internet Safety and Security” presented by SCPD Detective Dave Pawlak.
- August 15, 2012: “Credit Reports and Scoring” presented by Irma Ranzuglia, Financial Educator, S.C. Community Credit Union.
- December 4, 2012: “Managing Your Cholesterol” presented by Dr. Judith Garcia, Physicians Medical Group.

Employee Leadership and Development Program

The Employee Leadership and Development Program offers interested employees (new and incumbent supervisors and managers, and service employees who have expressed an interest in developing their leadership skills with an eye to being promoted) eight competency-based modules that strengthen participants’ knowledge, skills, and abilities to more effectively perform in their current and/or future positions and be prepared for professional and/or leadership advancement to positions of greater responsibility. The Program serves as one component of the City’s Succession Planning initiative. Almost all module presenters are City executive senior managers and department heads. Participants complete an evaluation form at the end of each session in order to provide data for improvement of future modules and the Program.

By the end of 2012, a total of 135 City employees had participated in the Program. Twenty participants completed all 8 classes, receiving a Certificate of Completion which may be used in lieu of actual supervisory experience when applying for some positions. The following modules were offered:

- March 16, 2012: “Communication Skills for Facilitating Effective Meetings” presented by Claire Laughlin, Cabrillo College Corporate Training.
- April 15, 2012: “Planning and Organizing Your Work” presented by Mary Arman, Public Works Operations Manager.
- April 25, 2012: “Decision-Making and Problem-Solving” presented by Mauro Garcia, Parks Superintendent and Grant Parker, Deputy Fire Marshall.
- July 19, 2012: “Customer Delight” presented by Mark Dettle, Public Works Director and Eric Aasen, Fire Division Chief and City Safety Officer.
- August 23, 2012: “Motivating Your Team” presented by Bill Kocher, Water Director and Steve Clark, Deputy Police Chief.
- September 27, 2012: “Performance Evaluation” presented by

Lisa Sullivan, Administrative Services Director, Teresa Landers, Director of Libraries, and Chris Stathis, Chief I.T. Officer.

- October 25, 2012: “Addressing Performance Concerns” presented by Joe McMullen, Chief Human Resources Officer and Wally Anderson, United Behavioral Health Consultant.
- November 15, 2012: “Project Management” presented by Karen Adams, I.T. Project Manager/Training Coordinator and Peter Koht, Economic Development Coordinator.

Mentoring Program

The City’s Mentoring Program is another component of our Succession Planning initiative and provides a professional development opportunity for participating Mentors and Mentees. In the November 2011 – June 2012 round, 13 Mentors and Mentees participated in a 1:1 mentoring relationship. Matches were identified by the interdepartmental Succession Planning Advisory Committee and were based on Mentee’s desired skills and competencies and Mentor self-described strengths.

The Program requires commitment and dedication from both parties who sign an Agreement and together develop the Mentee’s ‘Individual Development Plan’ and goals based on the City’s identified Leadership Competencies. All Mentors and Mentees complete Mid-Point and Final Questionnaires in order to improve future Mentoring Programs.

During 2012, one Mentee (Jason McCluskey) who is the Library Assistant-II/Person-In-Charge at the Felton Branch Library had the opportunity to intern in the City Manager’s office for one year; the internship was in conjunction with his graduate studies in International Policy at the Monterey Institute of International Studies. Another Mentee received his PhD during his City mentorship. A third Mentee received a promotion within the City. Mentoring works and helps keep participants focused and motivated! Many of the participants continue their Mentee/Mentor relationships informally once the formal program ends.

Monterey Bay Employment Relations Consortium (ERC) workshops presented by Liebert Cassidy Whitmore attorneys

The City is a member of the ERC which annually provides up to ten different workshops chosen by its members. All employees of the member Agencies are eligible to attend free of charge.

The 2012 workshops were:

- February 22, 2012: “Super Manager or Super Spy: The Use of Technology in Monitoring Employee Conduct” Webinar.

- March 15, 2012: “Sick and Disabled Employees” and “Legal Issues Related to Generational Diversity and Succession Planning: Opportunities for Building a Stronger Workforce,” hosted by the City of Hollister.
- April 19, 2012: “Prevention and Control of Absenteeism and Abuse of Leave” Webinar.
- May 23, 2012: “Supervisory Skills for the First Line Supervisor/Manager,” hosted by the City of Hollister.
- October 10, 2012: “Mandated Fact-Finding: What Now?” Webinar.
- October 16, 2012: “Health Care Reform” Webinar.
- October 17, 2012: “Accommodating Bad Behavior” Webinar.
- November 8, 2012: “Managing Performance through Evaluation” and “Front Line Defense” hosted by the City of Watsonville.

Read to Lead Book Club

City employees are invited to become participants in the Read to Lead Book Club, which is hosted by Cabrillo College. It is an opportunity to read a selected title and discuss with internal and external colleagues leadership concepts, principles, and applications. In May 2012 we discussed “*Drive: The Surprising Truth about What Motivates Us*” written by Daniel Pink.

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Section 4: Sub-Committee and Other Reports

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

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Report of the Website Sub-Committee

Jack McPhillips

At its November 15, 2012 meeting, the EEO Committee established an ongoing/rotating ad hoc Website Subcommittee. The idea is to keep the website under regular review for any changes thought to be needed, and how to communicate them. The goal is to evaluate the existing presence of the Committee on both the City's public internet and internal Employee intranet sites and make recommendations for enhancements.

Subcommittee members will work with HR Staff Jacqueline Trumbull who will implement the recommended changes and keep the EEO section of the sites current going forward.

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Report of the Annual Access to Employment Job Fair Representative

Deborah Holmes

The City of Santa Cruz supports the annual Access to Employment Job Fair with a representative from the EEO Committee or HR Department (<http://www.access2employment.com/>). The representative participates in the planning of the event. This was my first year representing the City of Santa Cruz. My husband Roy worked the Job Fair with me, and stayed all day. The City of Santa Cruz had a booth and the booth was staffed by Human Resources Analyst Lori Fukuda.

The first planning meeting was held Wednesday April 11, 2012. New members were welcomed and introduced. A historical overview of the Job Fair committee and services the Fair has provided over the past 20 years was provided. There were committee members who had served almost 20 years. People are committed to the Job Fair.

Hosting the Job Fair would be contingent on employer interest and affordability. A number of ideas were discussed from obtaining sponsors, free Job Fair for employers, changing event time, location and date. Finally it was agreed the Job Fair would be held October 9, 2012 at the Cocoanut Grove. The fee for an employer/agency booth was \$100.00 – the Fair was free for job seekers. There were 20 businesses and 18 government agencies and community organizations that provided information about their work in the community, and more than 900 job seekers. Committee members will review the survey from the Job Fair to help improve it for next year.

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Report of the EEO Policy Review Subcommittee

Piret Harmon

To update all City Equal Employment Opportunity-related documents to meet Proposition 209 standards an ad-hoc subcommittee (Proposition 209 Subcommittee) was established in May 2011. The subcommittee met six times before disbanding in November of 2011.

In the course of reviewing the target materials it was discovered that many documents prescribing EEO policies and related procedures were not only out of compliance with the Proposition 209 but also contained redundancies, contradictions, and outdated language. To continue the work of reviewing the documents, and bringing them up to date, a new ad-hoc subcommittee was formed at the November 17, 2011 meeting consisting of the same Committee members that had staffed the previous sub-committee: Chair Waldren, Vice-Chair Harmon, Member Walton, Member McMahon and staff McMullen.

The subcommittee performed a line-by-line review of each document and determined that consolidating all EEO policies and procedures into a Council Policy and an Administrative Procedure Order would greatly simplify the process of accessing and maintaining the information contained in them. The complete set of EEO-related documents with proposed revisions was taken to the City Council at their July 24, 2012 meeting where the Council approved the recommended changes.

Below is the list of all reviewed documents along with approved actions:

- Ordinance 92-11 and Municipal Code, Chapter 9.83 (*Prohibition Against Discrimination*) – No revision
- Equal Opportunity/Non-Discrimination Assurance (EONDA) Plan – Rescind and replace with Council Policy 25.2 (*Discriminatory Harassment Policy*)
- Resolution NS-17,301 (*Resolution of the City Council of the City of Santa Cruz Establishing an Affirmative Action Committee and Describing Functions of Same*) – Rescind
- Council Policy 25.2 (*Discriminatory Harassment Policy*) – Revise
- Council Policy 25.3 (*Mandatory Workshops for City Employees and the City Council Regarding Sexual Harassment and Cultural Diversity*) – Rescind
- Administrative Procedure Order II-I (*Affirmative Action Program*) – Delete
- Administrative Procedure Order II-Ia (*Discrimination/Harassment Policy and Complaint Procedure*) – Revise
- Administrative Procedure Order II-9 (*Grievance Procedures for Unrepresented Employees*) – Revise
- Administrative Procedure Order II-31 (*Managing Employees With Life-Threatening Illnesses*) – Revise
- Administrative Procedure Order I-66 (*Employee Disability Discrimination Policy*) – Delete
- Memoranda of Understanding – Update during contract negotiations or by side letter

The subcommittee disbanded in May 2012 tasking the full EEO Committee to monitor the progress of implementing the changes and posting the updated documents for employee/public access and information.

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Section 5: Appendices

- ❖ 2012 Harassment/Discrimination Complaint Log
- ❖ Federal Department of Labor Contractor Program Veterans' Employment Report ("VETS-100 Report")
- ❖ Santa Cruz County, State of California, and United States 2010-12 Federal Census Demographics

City of Santa Cruz Equal Employment Opportunity Committee

2012 Complaint Log

Date Complaint Received (GRAY HIGHLIGHT = CLOSED)	Discriminatory Basis (FROM POLICY/ORDINANCE)	Complaint Allegations (INCLUDE DEMOGRAPHICS)	Complainant's Department (IF AN EMPLOYEE, OR N/A IF A MEMBER OF THE PUBLIC)	Alleged Harasser's Department (IF AN EMPLOYEE, OR N/A IF A MEMBER OF THE PUBLIC OR COMPLAINT DOES NOT INVOLVE ANOTHER PERSON)	Complaint Status
1/19/2012 (by HR) 12/19/11 (by Dept)	Sex (female)	A pornographic magazine was found by the employee in her locker at the Recycle Center.	Public Works (Resource Recovery)	Public Works (Resource Recovery)	1) <u>1/19/12</u> : Employee and her SEIU shop steward met with Chief HR Officer Joe McMullen to describe how on 12/19/11 she had found a pornographic magazine in her locker at the Recycle Facility; she reported it to her supervisor who told her he would hold a group meeting to tell everyone it was inappropriate and if it could be determined who had placed it there they would be held responsible; after she asked to speak to her shop steward the morning of this day (and before they met with McMullen), the superintendent told them he had met with every employee individually and had reviewed and had them each sign off on the City's harassment/discrimination policy/complaint procedure; in the meeting with McMullen the employee's complaint was that the group meeting had never been held (she was satisfied that the sup't had met with each employee individually). 2) <u>1/23/12</u> : McMullen contacted the sup't who confirmed that he had in fact held the individual meetings; he also said it was his decision to meet individually rather than in a group, and he would follow-up with the employee to tell her that and eliminate her expectation of a group meeting. 3) <u>2/21/12</u> : McMullen confirmed with the sup't that he had completed the follow-up; the matter is closed.

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2012 Complaint Log

Date Complaint Received (GRAY HIGHLIGHT = CLOSED)	Discriminatory Basis (FROM POLICY/ORDINANCE)	Complaint Allegations (INCLUDE DEMOGRAPHICS)	Complainant's Department (IF AN EMPLOYEE, OR N/A IF A MEMBER OF THE PUBLIC)	Alleged Harasser's Department (IF AN EMPLOYEE, OR N/A IF A MEMBER OF THE PUBLIC OR COMPLAINT DOES NOT INVOLVE ANOTHER PERSON)	Complaint Status
1/20/2012	Sex (male)	Terminated from employment as a bartender due to being male.	N/A	N/A	1) <u>1/20/12</u> : Complainant left phone message for ASD Director Lisa Sullivan 2) <u>1/23/12</u> : Sullivan passed phone message to Chief HR Officer Joe McMullen 3) <u>1/24/12</u> : McMullen reaches Complainant by telephone to conduct initial intake; determines situation is covered by Muni Code Chapt. 9.83; McMullen requests Complainant to put elements of his complaint in writing. 4) <u>2/9/12</u> : Having not received a response, McMullen sent another email and left another voice mail attempting to follow-up with complainant; he responded and said he would re-send his email later that night. 5) <u>2/21/12</u> : Having not received anything following the 2/9/12 contact, McMullen again reached out to the complainant via email and voice mail. He answered his phone but said he needed to call back because he was waiting for a call from EDD. 6) <u>2/22/12</u> : Having not heard back the prior day, McMullen again emailed and left a voice message for the complainant asking for a return contact. 7) <u>3/21/12</u> : Having not received a response, McMullen left a voice message for the complainant asking him to respond by the close of business on 3/22/12 or the complaint would be administratively closed. 8) <u>3/22/12</u> : Having not heard anything back from yesterday's phone message McMullen emailed the complainant, this time saying that if he didn't respond by close of business the same day the file would be closed; McMullen also said if complainant later wished to reopen the complaint he was free to do so as long as the time to file and resolve the complaint had not yet expired. 8) <u>3/26/12</u> : Complaint adminstratively closed; the matter is closed.

City of Santa Cruz Equal Employment Opportunity Committee

2012 Complaint Log

Date Complaint Received (GRAY HIGHLIGHT = CLOSED)	Discriminatory Basis (FROM POLICY/ORDINANCE)	Complaint Allegations (INCLUDE DEMOGRAPHICS)	Complainant's Department (IF AN EMPLOYEE, OR N/A IF A MEMBER OF THE PUBLIC)	Alleged Harasser's Department (IF AN EMPLOYEE, OR N/A IF A MEMBER OF THE PUBLIC OR COMPLAINT DOES NOT INVOLVE ANOTHER PERSON)	Complaint Status
6/22/2012	Disability and/or medical condition	Not promoted in July 2011 and April 2012	Water (Distribution)	Water (Distribution)	1) <u>6/22/12</u> : Complaint filed with ASD Director Lisa Sullivan following a series of meetings between Complainant and Chief HR Officer Joe McMullen that commenced in January 2012. 2) <u>8/15/12</u> : Sullivan issues letter to Complainant stating she is ordering an investigation to commence shortly after 9/3/12 and expects it to be concluded by 10/22/12. 3) <u>9/11/12</u> : Investigatory interviews conducted. 4) <u>11/20/12</u> : Investigation findings shared with complainant and their representative; the complaint was not sustained; the matter is closed.
9/13/2012	Physical characteristics, disability	Bullying, harassment, psychological abuse, hostile work environment	Parks & Recreation (Civic Auditorium)	Parks & Recreation (Civic Auditorium)	1) <u>9/13/12</u> : Complaint received in email by Chief HR Officer Joe McMullen. 2) <u>9/19/12</u> : Complaint forwarded to ASD Director Lisa Sullivan. 3) <u>12/14/12</u> : Sullivan informs complainant she has determined an investigation is necessary to resolve the issues of the complaint and retains an outside investigator.
9/24/2012	Gender, age, sexual orientation	Discrimination (withholding of annual merit increase); hostile work environment	City Manager (City Clerk division)	City Manager (City Clerk division)	1) <u>9/24/12</u> : Complaint received by Chief HR Officer Joe McMullen and forwarded to ASD Director Lisa Sullivan. 2) <u>11/21/12</u> : Director Sullivan informed complainant that she determined an investigation is necessary; she will re-contact the complainant when a date has been identified for beginning the investigation. 3) <u>12/10/12 (week of)</u> : Investigation interviews conducted.
10/4/2012	Medical condition	Harassment, emotional/psychological abuse, hostile work environment	City Manager (City Clerk division)	City Manager (City Clerk division)	1) <u>10/4/12</u> : Complaint received by Chief HR Officer Joe McMullen and forwarded to ASD Director Lisa Sullivan. 2) <u>11/21/12</u> : Director Sullivan informed complainant that she determined an investigation is necessary; she will re-contact the complainant when a date has been identified for beginning the investigation. 3) <u>12/10/12 (week of)</u> : Investigation interviews conducted.

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: 8/31/2012		
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	1	1	0	0	0	0	0
Professionals	2	1	0	0	0	1	0	0	1
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	0
Operative (semi-skilled)	7	0	1	0	0	0	0	0	0
Laborers (unskilled)	8	0	1	0	0	0	0	0	0
Service Workers	9	0	0	1	0	0	0	0	0
Total	10	3	9	7	0	1	0	0	4

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

Maximum Number	Minimum Number
1,093	898

Appendix 5.3: Santa Cruz County, State of California, and United States 2010-12 Federal Census Demographics
(Source: US Census Bureau QuickFacts)

People QuickFacts	City of Santa Cruz	City of Watsonville	Santa Cruz County	California	USA
Population, 2012 estimate				38,041,430	313,914,040
Population, 2011 estimate	60,342	51,586	264,298	37,683,933	311,587,816
Population, 2010 (April 1) estimates base	59,948	51,199	262,382	37,253,956	308,747,508
Population, percent change, April 1, 2010 to July 1, 2012				2.1%	1.7%
Population, percent change, April 1, 2010 to July 1, 2011	0.7%		0.7%	1.2%	0.9%
Population, 2010	59,946	51,199	262,382	37,253,956	308,745,538
Persons under 5 years, percent, 2011	3.9% (2010)	9.5% (2010)	5.7%	6.7%	6.5%
Persons under 18 years, percent, 2011	13.7% (2010)	31.5% (2010)	20.8%	24.6%	23.7%
Persons 65 years and over, percent, 2011	8.8% (2010)	8.3% (2010)	11.6%	11.7%	13.3%
Female persons, percent, 2011	49.9% (2010)	50.2% (2010)	50.2%	50.3%	50.8%
White persons, percent, 2011 (a)	74.5% (2010)	43.7% (2010)	88.0%	74.0%	78.1%
Black persons, percent, 2011 (a)	1.8% (2010)	0.7% (2010)	1.4%	6.6%	13.1%
American Indian and Alaska Native persons, percent, 2011 (a)	0.7% (2010)	1.2% (2010)	1.7%	1.7%	1.2%
Asian persons, percent, 2011 (a)	7.7% (2010)	3.3% (2010)	4.8%	13.6%	5.0%
Native Hawaiian and Other Pacific Islander persons, percent, 2011 (a)	0.2% (2010)	0.1% (2010)	0.2%	0.5%	0.2%
Persons reporting two or more races, percent, 2011	5.7% (2010)	4.4% (2010)	3.9%	3.6%	2.3%
Persons of Hispanic or Latino Origin, percent, 2011 (b)	19.4% (2010)	81.4% (2010)	32.7%	38.1%	16.7%
White persons not Hispanic, percent, 2011	66.7% (2010)	13.7% (2010)	59.0%	39.7%	63.4%
Living in same house 1 year & over, percent, 2007-2011	69.9%	85.3%	82.5%	84.2%	84.6%
Foreign born persons, percent, 2007-2011	12.3%	41.9%	18.6%	27.2%	12.8%
Language other than English spoken at home, percent age 5+, 2007-2011	20.9%	74.8%	30.3%	43.2%	20.3%
High school graduate or higher, percent of persons age 25+, 2007-2011	91.8%	51.7%	84.0%	80.8%	85.4%
Bachelor's degree or higher, percent of persons age 25+, 2007-2011	52.2%	10.1%	38.1%	30.2%	28.2%
Veterans, 2007-2011	2,400	1,425	13,170	1,997,566	22,215,303
Mean travel time to work (minutes), workers age 16+, 2007-2011	22.3	22.1	25.7	27	25.4
Housing units, 2011	23,316 (2010)	14,089 (2010)	104,466	13,720,462	132,312,404
Homeownership rate, 2007-2011	45.4%	47.0%	59.4%	56.7%	66.1%
Housing units in multi-unit structures, percent, 2007-2011	32.1%	30.5%	21.2%	30.8%	25.9%
Median value of owner-occupied housing units, 2007-2011	\$695,400	\$389,800	\$613,500	\$421,600	\$186,200
Households, 2007-2011	21,626	13,800	93,834	12,433,172	114,761,359
Persons per household, 2007-2011	2.46	3.61	2.67	2.91	2.6
Per capita money income in the past 12 months (2011 dollars), 2007-2011	\$31,898	\$16,407	\$32,975	\$29,634	\$27,915
Median household income, 2007-2011	\$63,110	\$46,073	\$66,030	\$61,632	\$52,762
Persons below poverty level, percent, 2007-2011	20.2%	20.4%	13.7%	14.4%	14.3%

Appendix 5.3: Santa Cruz County, State of California, and United States 2010-12 Federal Census Demographics
(Source: US Census Bureau QuickFacts)

Business QuickFacts	City of Santa Cruz	City of Watsonville	Santa Cruz County	California	USA
Private nonfarm establishments, 2010			6,781	849,875	7,396,628
Private nonfarm employment, 2010			68,106	12,536,402	111,970,095
Private nonfarm employment, percent change, 2000-2010			-14.1	-2.7	-1.8
Nonemployer establishments, 2010			23,049	2,814,409	22,110,628
Total number of firms, 2007	7,116	3,110	29,122	3,425,510	27,092,908
Black-owned firms, percent, 2007	S	S	S	4.0%	7.1%
American Indian- and Alaska Native-owned firms, percent, 2007	S	S	S	1.3%	0.9%
Asian-owned firms, percent, 2007	S	7.5%	4.8%	14.9%	5.7%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	F	F	F	0.3%	0.1%
Hispanic-owned firms, percent, 2007	S	36.0%	S	16.5%	8.3%
Women-owned firms, percent, 2007	S	32.6%	34.2%	30.3%	28.8%
Manufacturers shipments, 2007 (\$1000)	310,852	459,371	1,502,419	491,372,092	5,338,306,501
Merchant wholesaler sales, 2007 (\$1000)	622,435	1,081,908	D	598,456,486	4,174,286,516
Retail sales, 2007 (\$1000)	830,524	1,540,445	3,725,362	455,032,270	3,917,663,456
Retail sales per capita, 2007	\$15,118	\$31,174	\$14,894	\$12,561	\$12,990
Accommodation and food services sales, 2007 (\$1000)	193,044	69,389	513,826	80,852,787	613,795,732
Building permits, 2011			208	45,471	624,061
Geography QuickFacts	City of Santa Cruz	City of Watsonville	Santa Cruz County	California	USA
Land area in square miles, 2010	12.74	6.69	445.17	155,779.22	3,531,905.43
Persons per square mile, 2010	4,705.3	7,656.5	589.4	239.1	87.4
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					