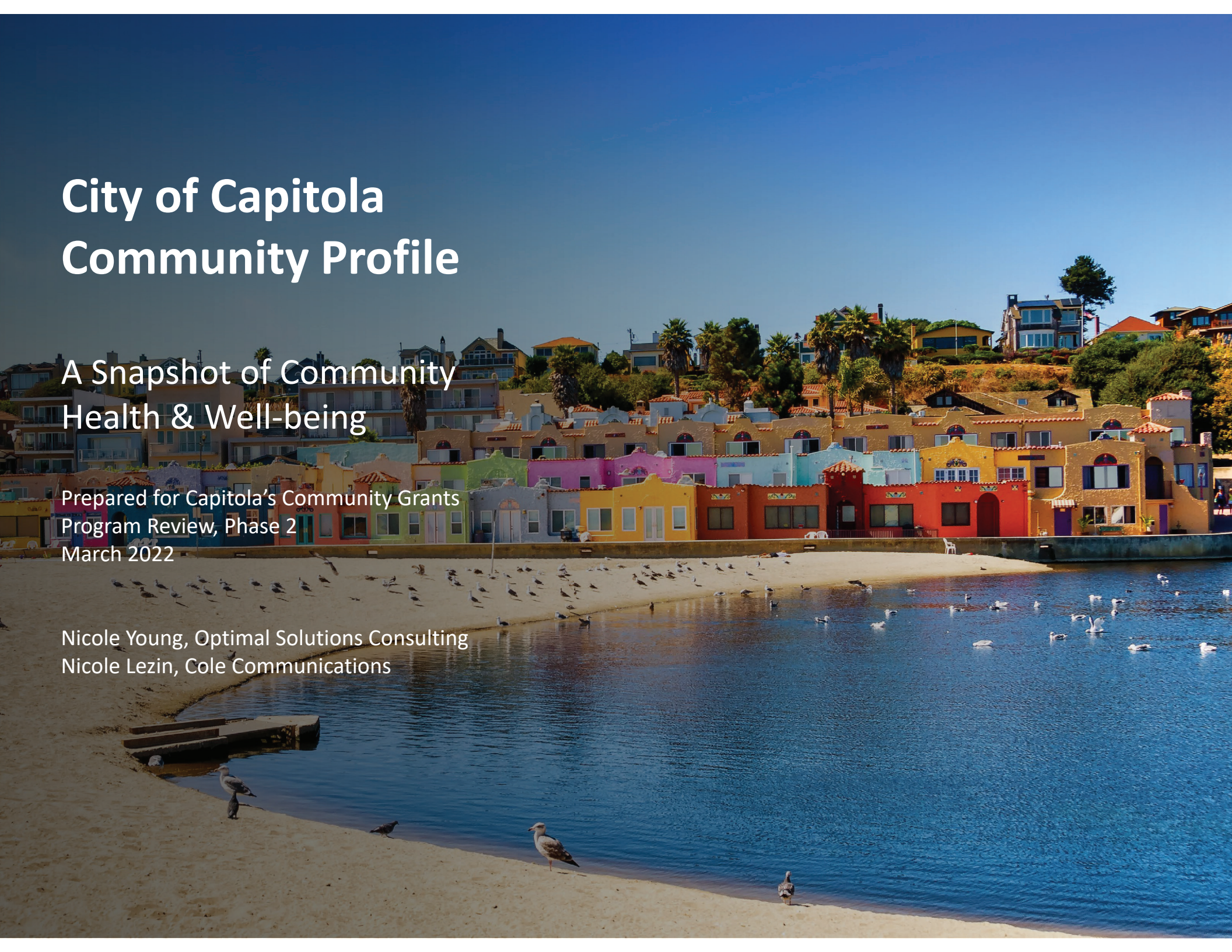


City of Capitola Community Profile

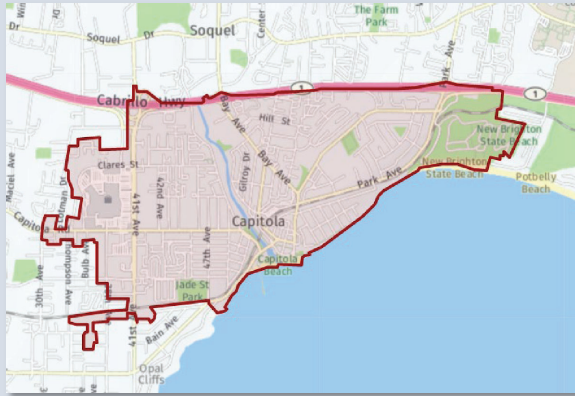
A Snapshot of Community Health & Well-being

Prepared for Capitola's Community Grants
Program Review, Phase 2
March 2022

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Nicole Lezin, Cole Communications



Who Lives in Capitola?

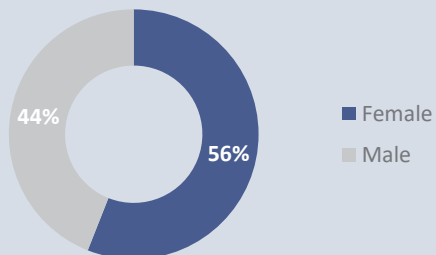


Population Size¹

City/County	Population
Capitola	9,938
Scotts Valley	12,224
Watsonville	52,590
Santa Cruz (City)	62,956
County of Santa Cruz	270,861

Gender²

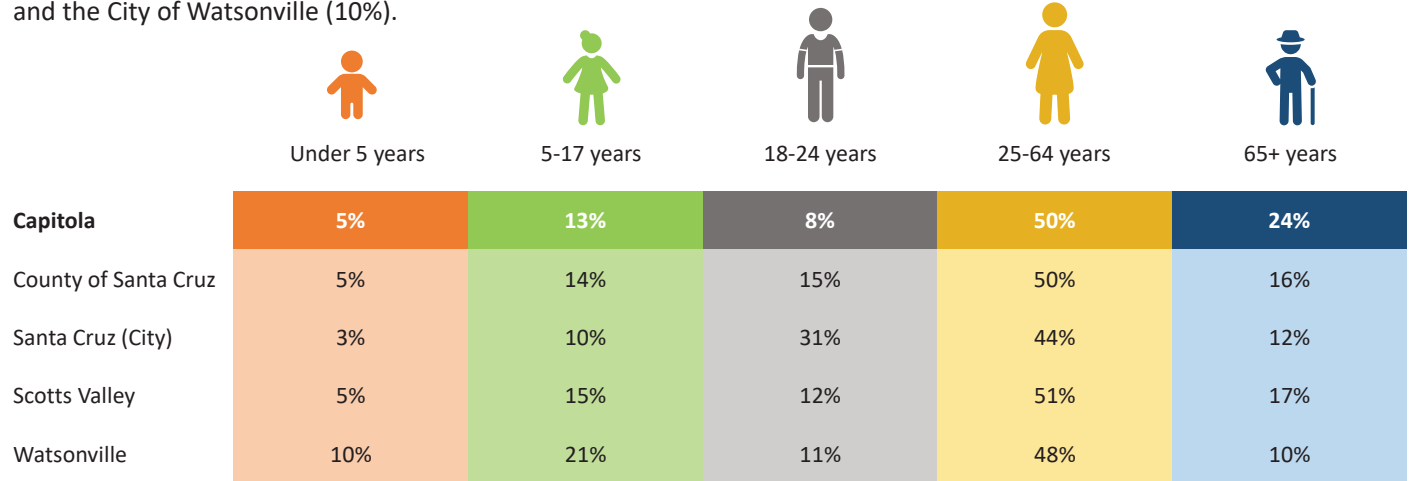
More city residents identify as female than male



Age³

Nearly one in five residents of Capitola is a child or youth under the age of 18, and one in four residents is an older adult, age 65 or older.

Capitola has the highest percentage of older adults in the county – two times higher than the City of Santa Cruz (12%) and the City of Watsonville (10%).



Race, Ethnicity & Language⁴

Capitola's population is primarily White, but there is growing diversity among city residents.

65%
White

25%
Hispanic or Latino

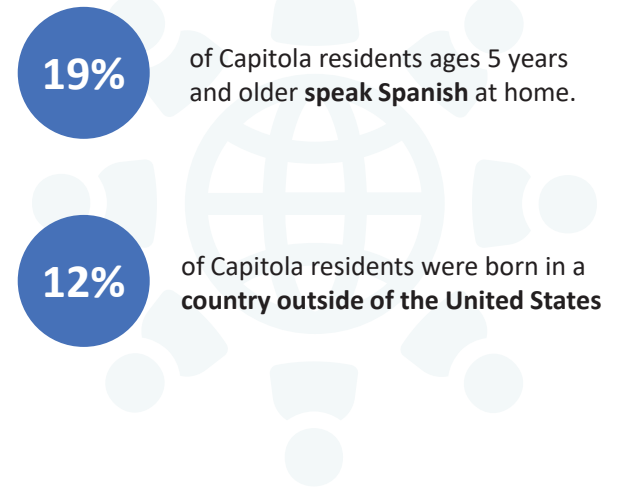
7%
2 or more races

4%
Asian

.7%
American Indian or Alaska Native

.6%
Black or African American

.1%
Native Hawaiian or Pacific Islander



A Framework for Understanding Community Health & Well-being in the City of Capitola



The Collective of Results and Evidence-based (CORE) Investments is a **funding model** and a **movement** to achieve **equitable health and well-being** in Santa Cruz County, using a **results-based, collective impact approach that is responsive** to community needs.

Several local funders, service providers, collaboratives, and initiatives are aligning their efforts in support of the CORE vision of an **equitable, thriving, resilient community** where everyone **shares responsibility** for ensuring the **health and well-being** of all people, at **every stage of life**.

These partners recognize that fulfilling the CORE vision requires investing in **programs, practices, policies, and transformational systems changes** that create **equitable opportunities** to experience eight vital, interconnected **CORE Conditions for Health & Well-being** across the life span, throughout the community.

The data in the remainder of this Community Profile offer a “snapshot” of aspects of health and well-being in the City of Capitola that could potentially be influenced or impacted by the City’s Community Grants Program, as well as other City resources.

The data are organized by the CORE Conditions and represent a subset of community-level indicators of health and well-being. The data included in this Profile either highlight **community strengths and positive trends** to build on, **community challenges and concerning trends** to explore and address, and/or **differences in opportunities or well-being** that appear to be related to race, ethnicity, age, income, or other “dimensions of equity.”

Data were included in this Community Profile if they were available for Capitola based on Census Place, Zip Code, or Census Tract (i.e., not all community-level data are available by geographic area of the county). Data sources are provided on the last page of this Profile.

A complete set of Community Impact statements and Community Indicators for each CORE Condition can be found in the [CORE Results Menu](#), one of several CORE tools embedded in the web-based [DataShare Santa Cruz County](#) platform.

CORE Conditions for Health & Well-being





CORE Condition: Health & Wellness

All community members experience optimal physical, mental, social-emotional, behavioral, and spiritual health across the life span



Many babies in Capitola are getting a **strong start in life**.

Babies in Capitola are born with an average of **10.1** out of 12 **“family assets”** that promote resilience, such as a healthy birthweight, timely prenatal care, parental education level, and parents’ ability to afford and access health care.⁶

This is higher than the statewide and countywide Strong Start score of 9.4.

17% of Capitola residents have **some type of disability**. This is the highest percentage in the county and higher than the statewide rate (11%).⁷



40% of **older adults (ages 65+)** in Capitola **have a disability**. This is higher than the state (35%) and county (29%) rates.⁸

89% of people in the 95010 zip code are **fully vaccinated against COVID-19**. This is the 3rd highest rate among all zip codes in the county, exceeded only by 95041 (Mt. Hermon) and 95007 (Brookdale), both at 100%.⁹



Prior to COVID, **one out of five adults** in Capitola reported having ever been diagnosed with **depression...**



...and **one out of three 7th graders** at New Brighton Middle School (who completed the CA Healthy Kids Survey) reported having depression-related feelings.¹⁰



CORE Condition: Lifelong Learning & Education

High-quality education and learning opportunities from birth to end of life

There is not enough child care available in the 95010 zip code, particularly for **infants and toddlers** in families who are **eligible for subsidized care**.¹¹

93%

Unmet need for **infant & toddler care** (0-35 months) in 2018

42%

Unmet need for **preschool** (3-5 years old) in 2018

The cost of child care varies based on the age of the child and whether it’s in a Center or Family Child Care Home (FCCH). In many cases, **the average annual cost is more than the annual tuition at Cal State Universities (CSUs) and UCs**.^{12, 13, 14}

Infant/Toddler - Center	\$17,160
UCs	\$13,104
PreK - Center	\$12,045
I/T - FCCH	\$10,809
PreK - FCCH	\$10,090
CSUs	\$5,742



92% of Capitola residents age 25+ years have a **High School degree** or higher. This is higher than the statewide and countywide percentages.¹⁵



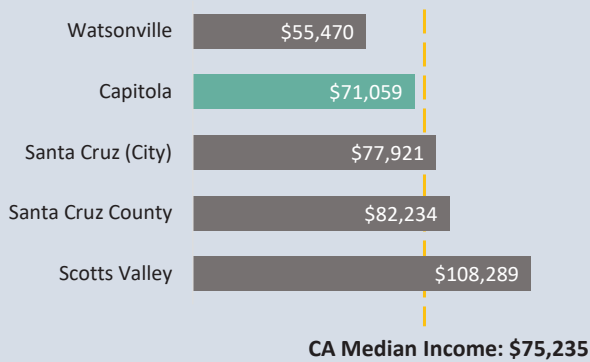
34% of Capitola residents age 25+ years have a **Bachelor’s degree** or higher. This is the 2nd lowest percentage in the county.¹⁶



CORE Condition: Economic Security and Social Mobility

Stable employment, livable wages, food security, ability to afford basic needs, wealth accumulation, and prosperity

The **median household income** in Capitola is lower than the statewide and countywide median income.¹⁷



The **unemployment rate** in Capitola is returning to pre-pandemic levels.

The December 2021 rate of **1.2%** is down from a high of 4.1 in April 2020 and is the lowest rate in the county.¹⁸

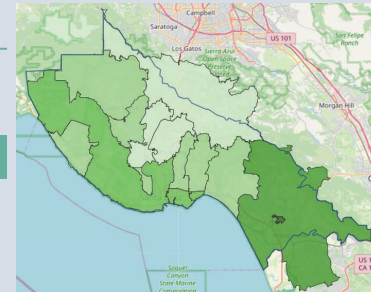


Of the four cities, Capitola has the **highest percentage of children living in families with low incomes in the county.**

28% of children and youth under age 18 in Capitola live in families with incomes below the Federal Poverty Level. Watsonville has the next highest rate (21.3%).¹⁹

There is a moderate level of **food insecurity** in the **95010 zip code** compared to other zip codes in the county, according to the Food Insecurity Index (FSI).²⁰

Zip Code	FSI
95019 (Freedom)	78.0
95076 (Watsonville)	42.8
95010 (Capitola)	18.7
95060 (Santa Cruz)	15.7
95064 (Santa Cruz)	4.3
95066 (Scotts Valley)	2.8



CORE Condition: Thriving Families

Safe, nurturing relationships and environments that promote optimal health and well-being of all family members across generations

21% of households in Capitola have single parents.²¹



While being a single parent does not automatically increase the risk for hardship in a family, it can be stressful for single parents to juggle the responsibilities of raising children, earning a living, and running a household, unless there's a strong support network in place.



33% of older adults in Capitola live alone.²²

While some older adults may enjoy living alone, others might experience loneliness and increased risk for falls or other health issues that may go undetected.

56

AARP **Livability Index** for Capitola, out of a possible score of 100, based on factors such as:²³

- | | | |
|---|--|---|
| + Access to grocery stores, farmers' markets within 1/2 mile | - Access to libraries within 1/2 mile | ! Near-roadway pollution |
| + Access to parks within 1/2 mile | - Cultural, arts, and entertainment institutions per 10k people | ! Housing cost burden |
| + Estimated walk trips per household per day | - Age-group diversity compared to the national population | ! Social involvement index (county) |
| + Top third of neighborhoods across the country | - Middle third of neighborhoods | ! Bottom third of neighborhoods |



CORE Condition: Community Connectedness

A sense of belonging, diverse and inclusive neighborhoods and institutions, vibrant arts and cultural life, and civic engagement

33%

(2017-19)

of 7th graders at New Brighton Middle School* reported **high levels of school supports**, an indicator of Community Connectedness among youth—e.g., they have **caring relationships** with adults at school, have **high expectations from adults** at school, and have **opportunities for meaningful participation** at school.²⁴

This was the **second highest percentage** among all school districts, but the percentage has **decreased in recent years**.

Students who identified as Hispanic/Latino; Multiracial; Gay, Lesbian, or Bisexual; or Not sure of their sexual orientation were **less likely to report having high levels of school supports**, compared to students who identified as White or Straight.

* These data are not exclusive to Capitola, as not all students who attend New Brighton live in Capitola, and some Capitola youth may attend other schools

High Levels of School Supports	2017-19	2015-17	2013-15
All 7 th graders	33%	43%	39%
Hispanic/Latino	30%	37%	32%
Multiracial	24%	43%	21%
Gay/Lesbian/Bisexual	18%	Data suppressed (fewer than 10 respondents)	
Not Sure (sexual orientation)	25%		
White	40%	47%	49%
Straight	33%	42%	39%

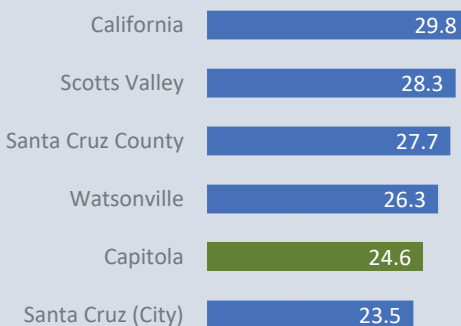


72% of Capitola residents are **registered to vote**. This is higher than the countywide average of 63%.²⁵



CORE Condition: Healthy Environments

Clean, safe, sustainable natural environment and a built environment and infrastructure that support health and well-being



The average **commute times to work** (in minutes) for Capitola residents are lower, compared to most other areas of the county and the statewide average.²⁶



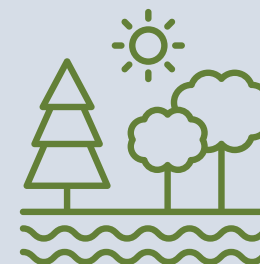
On average, Capitola is ranked as **Very Walkable** by Walk Score, meaning most errands can be accomplished on foot.²⁷



While the Walk Score can vary by specific neighborhood in the city, Capitola's Walk Score is the **highest of all jurisdictions**.



100% of Capitola residents live within a half-mile of a park, considerably higher than the countywide percentage (86%).²⁸



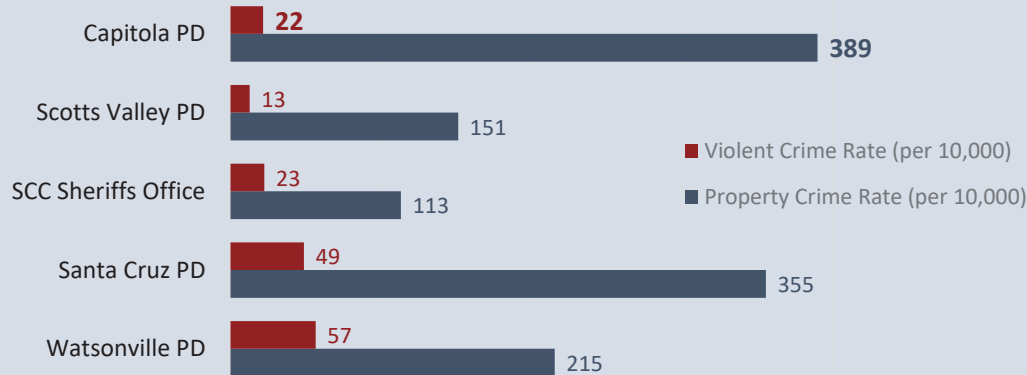
Parks contribute to health and well-being by providing opportunities to exercise, gather outdoors, or enjoy nature.



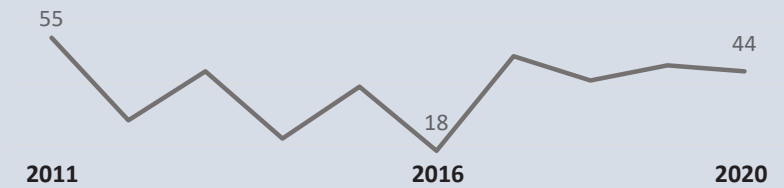
CORE Condition: Safe & Just Community

Fair, humane approaches to ensuring personal, public, and workplace safety that foster trust, respect, and dignity

In 2020, Capitola had one of the **lowest rates of violent crimes** (homicide, rape, robbery, aggravated assault) in the county BUT had the **highest property crime rate**.²⁹



In 2020, **44 domestic violence-related calls for assistance** were received in Capitola, of which 32 involved using hands or feet as weapons and 5 involved knives or other dangerous weapons. Three involved strangulation or suffocation.³⁰



The total number of calls was 20% lower than in 2011, but 144% higher than in 2016.

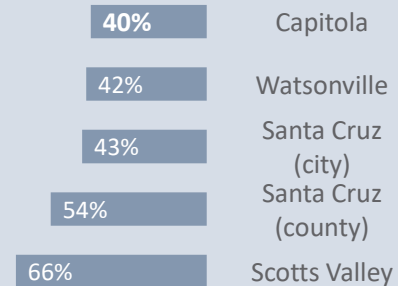


CORE Condition: Stable, Affordable Housing & Shelter

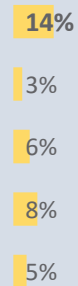
An adequate supply of housing and shelter that is safe, healthy, affordable, and accessible

Capitola's **home ownership rate** of 40.2% is the lowest in Santa Cruz County and its 14% **vacancy rate** is the highest.³¹

Homeownership

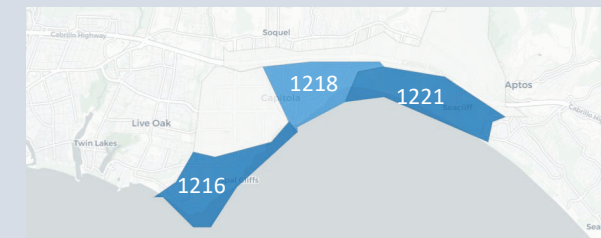


Vacancy Rate



Capitola's number of **Persons per Household** (2.08) is the lowest in the county – and among the lowest in the state.³¹

A measure of housing burden is paying more than 30% of income in rent. Capitola's rate of **housing burden among renters** is the lowest in the County—52% of renters pay more than 30% of income in rent (compared to 62.6% of renters in the City of Santa Cruz and 67% in Watsonville).³²



There were approximately **465 Extremely Low-income Renters (ELI)** in Census Tracts 1216, 1218, and 1221 as of May 2021, according to the Urban Institute's Rental Assistance Priority Index. The Index is based on indicators of housing instability, COVID-19 impact, and equity.³³

- ¹ Population Size. QuickFacts. United States Census Bureau. July 2021. <https://www.census.gov/quickfacts>.
- ² Ibid
- ³ Age. American Community Survey. 2015-19. Retrieved from Census Reporter. <https://censusreporter.org/profiles/16000US0611040-capitola-ca/>.
- ⁴ Race & Ethnicity. QuickFacts. United States Census Bureau. July 2021. <https://www.census.gov/quickfacts/capitolacitycalifornia>.
- ⁵ Language & Nativity. American Community Survey. 2015-19. Retrieved from Census Reporter. <https://censusreporter.org/profiles/16000US0611040-capitola-ca/>.
- ⁶ California Strong Start Index, 2019. <https://strongstartindex.org/>.
- ⁷ Adults with Disability. American Community Survey, 2015-19. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/indicators/index/view?indicatorId=82&localeId=281>.
- ⁸ Adults 65+ with a Disability. American Community Survey, 2015-19. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/indicators/index/view?indicatorId=4307&localeId=281>.
- ⁹ Persons Fully Vaccinated Against COVID-19. Centers for Disease Control and Prevention. Jan 14, 2022. Retrieved February 28, 2022 from DataShare Santa Cruz County. <https://www.datasharescc.org/indicators/index/view?indicatorId=11663&localeId=281>.
- ¹⁰ Adults Ever Diagnosed with Depression. CDC-PLACES, 2019. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/indicators/index/view?indicatorId=2867&localeId=281>. Depression-related Feelings, by Grade Level. WestEd, California Healthy Kids Survey (CHKS) and Biennial State CHKS. California Dept. of Education (Aug. 2020). Retrieved from Kidsdata.org. <https://www.kidsdata.org/topic/662/depressive-feelings-grade/table#fmt=943&loc=2,370,1311,1314,1315,1317,1318,1319,1320&tf=134&ch=69,305,306,431,1177,1176&sortColumnId=0&sortType=asc>
- ¹¹ Unmet Need for Subsidized Care. Early Learning Needs Assessment Tool. American Institutes for Research. 2018. <https://www.elneedsassessment.org/NeedsAssessment.aspx>.
- ¹² Average Annual Cost of Child Care for Infants and Preschoolers in Family Child Care Homes and Child Care Centers. California Child Care Resource & Referral Network. 2018. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/>
- ¹³ CSU 2021-22 Tuition. The California State University. <https://www.calstate.edu/attend/paying-for-college/tuition-by-year>.
- ¹⁴ UC Tuition & Cost of Attendance. University of California Admissions. <https://admission.universityofcalifornia.edu/tuition-financial-aid/tuition-cost-of-attendance/>.
- ¹⁵ People 25+ with a High School Degree or Higher. American Community Survey, 2015-19. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/indicators/index/view?indicatorId=341&localeId=281>.
- ¹⁶ People 25+ Years with a Bachelor's Degree or Higher. American Community Survey, 2015-19. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/indicators/index/view?indicatorId=340&localeId=281>.
- ¹⁷ Median Household Income. American Community Survey, 2015-19. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/indicators/index/view?indicatorId=315&localeId=281>.
- ¹⁸ Monthly Labor Force Data for Cities and Census Designated Places (CDP). California Employment Development Department, Labor Market Division. Retrieved February 1, 2022. <http://www.labormarketinfo.edd.ca.gov>
- ¹⁹ Children Living Below Poverty Level. American Community Survey, 2015-19. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/indicators/index/view?indicatorId=189&localeTypeld=39&periodId=4523>.
- ²⁰ 2021 Food Insecurity Index. Conduent Health Communities Institute. 2021. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/index.php?module=indicators&controller=index&action=foodinsecurity>.
- ²¹ Single-Parent Households. American Community Survey, 2015-19. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/indicators/index/view?indicatorId=411&localeTypeld=39&periodId=4523&comparisonId=6635>.
- ²² People 65+ Living Alone. American Community Survey, 2015-19. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/indicators/index/view?indicatorId=342&localeId=281>.
- ²³ AARP Livability Index. Updated June 2018. <https://livabilityindex.aarp.org/search#Capitola+CA+USA>.
- ²⁴ Student Supports (Student Reported), by District, by Race/Ethnicity, and by Sexual Orientation. WestEd, California Healthy Kids Survey (CHKS) and Biennial State CHKS. California Dept. of Education (Aug. 2020). Retrieved from Kidsdata.org. <https://www.kidsdata.org/topic/645/school-supports-grade/table#fmt=913&loc=2,370,1311,1314,1315,1317,1318,1319,1320&tf=134&ch=69,305,306,431,777,778,779&sortColumnId=0&sortType=asc>
- ²⁵ Voter Registration Totals by District and Party. October 27, 2020 Report of Registration to Secretary of State. Retrieved from County of Santa Cruz Elections Department <https://www.votescount.us/Home/VoterRegistrationTotalsandInformation/WeeklyTotals.aspx>. Population Size. QuickFacts. United States Census Bureau. July 2021. <https://www.census.gov/quickfacts>.
- ²⁶ Mean Travel Time to Work. American Community Survey, 2015-19. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/indicators/index/view?indicatorId=314&localeId=281>.
- ²⁷ Walk Score. Retrieved February 1, 2022 from <https://www.walkscore.com/>.
- ²⁸ Residents Who Live Further Than a Half-mile From a Park. Park Access Tool. California Department of Parks and Recreation. 2002. Retrieved from <https://www.parksforcalifornia.org/parkaccess/?overlays1=parks%2Cnoparkaccess&overlays2=parks%2Cparksper1000>.
- ²⁹ Crime Rates per 10,000 people. California Department of Justice Open Justice. Retrieved February 1, 2022 from <https://openjustice.doj.ca.gov/exploration/crime-statistics/crimes-clearances>. Population Size. QuickFacts. United States Census Bureau. July 2021. <https://www.census.gov/quickfacts/>.
- ³⁰ Domestic Violence-related Calls for Assistance. California Department of Justice Open Justice. Retrieved February 1, 2022 from <https://openjustice.doj.ca.gov/exploration/crime-statistics/domestic-violence-related-calls-assistance>.
- ³¹ Homeownership. American Community Survey, 2015-19. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/indicators/index/view?indicatorId=272&localeId=281>. Housing Vacancy Rates & Persons Per Household. State of California, Department of Finance, E-5 Population and Housing Estimates for Cities, Counties and the State — January 1, 2011-2021. Sacramento, California, May 2021. <https://www.dof.ca.gov/forecasting/demographics/estimates/e-5/>
- ³² Renters Spending 30% or More of Household Income on Rent. American Community Survey, 2015-19. Retrieved from DataShare Santa Cruz County. <https://www.datasharescc.org/indicators/index/view?indicatorId=393&localeId=281>.
- ³³ Emergency Rental Assistance Priority Index. Urban Institute, May 2021. Retrieved from <https://www.urban.org/features/where-prioritize-emergency-rental-assistance-keep-renters-their-homes>.