

Santa Cruz

People and Place

Location

Santa Cruz is on the northern shore of Monterey Bay along California's central coast in Santa Cruz County. San Francisco is the nearest major metropolitan area, 73 miles north. The community encompasses 12.53 square miles of land and 3.07 square miles of water. The geographic coordinates of Santa Cruz are lat 36°58'27"N, long 122°01'47"W.

Demographic Profile

According to the 2000 U.S. Census, the population of Santa Cruz was 54,593. The gender composition was 50.2% female and 49.8% male. The median age in 2000 was 31.7, younger than the national median age of 35.3. Of the population 18 years of age and older, 89.1% had a high school education or higher, 35.7% had attained a bachelor's degree or higher, and 13.3% had a graduate or professional degree; the national averages were 79.7%, 22.3%, and 7.8% respectively.

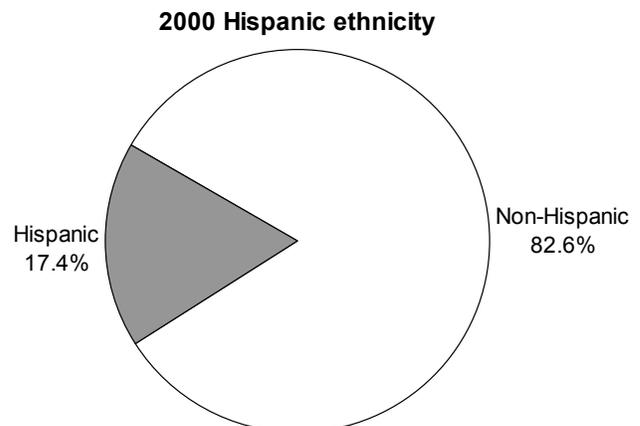
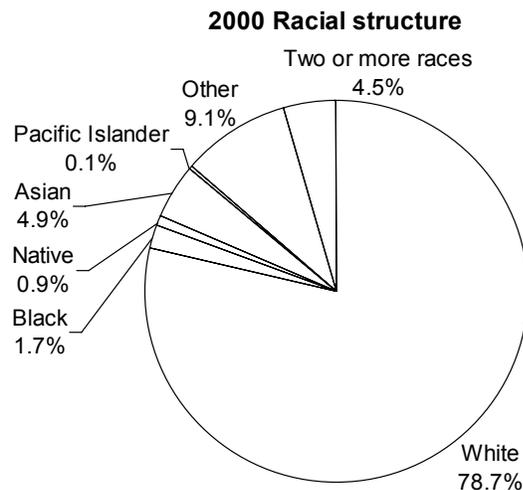
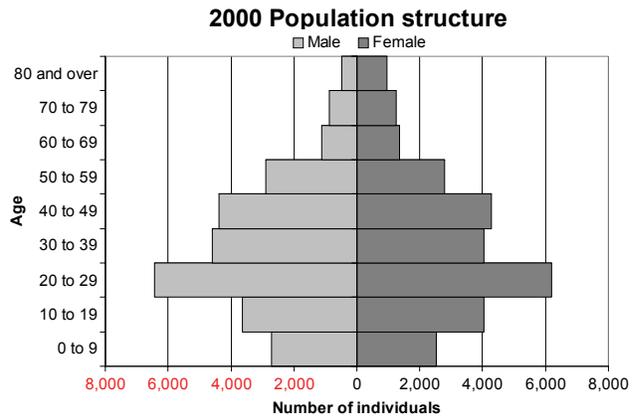
The majority of the racial structure was white (78.7%), followed by individuals who identified with some other race (9.1%), Asian (4.9%), individuals who identified with two or more races (4.5%), black (1.7%), American Indian and Alaskan Native (0.9%), and Native Hawaiian and Other Pacific Islander (0.1%). Ethnicity data indicate 17.4% identified as Hispanic, and 15.1% of the population was foreign-born.

In 2000 60.5% of the population lived in family households.

History

Before Euro-American contact, Indians of the Ohlone Esselen tribe inhabited the area. They were removed from their lands and brought to missions by Spanish soldiers and missionaries in the 1770s. The Spanish had a profound impact on their way of life, disrupting existing social, economic, and religious systems. In 1995 the tribe petitioned for federal recognition. The Ohlone Esselen fished for subsistence purposes and the tribe may be awarded fishing rights in the Santa Cruz area if it is recognized.¹ For a more detailed history of the Ohlone Esselen, see the Moss Landing community profile.

In 1791 Father Fermin de Lasuen established the Santa Cruz Mission. The construction of missions along California's coastline marked the beginning of the Spanish Colonial Era in California. During this period,



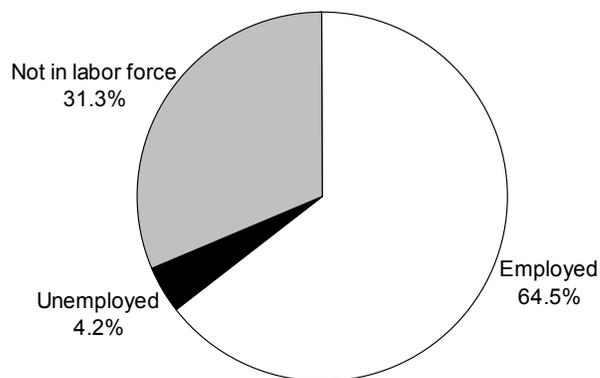
mission lands were used for the beginnings of agriculture in the region. In 1848, at the end of the Mexican-American War, California came under U.S. control and a short time later became a state. Santa Cruz County was created in 1850. The area's early industries were logging, lime processing, leather processing, and fishing. Between 1841 and 1864, 28 logging mills were built in the county. During this period the lime industry in Santa Cruz County also began to grow. The first lime plant was constructed in Santa Cruz in 1853, and a 450-foot wharf was erected on Santa Cruz Bay to ship it to San Francisco. With the opening of several more lime plants, the county was producing 8,000 barrels a month by the end of the 1860s.² The first tannery was founded in 1846, followed by three more in following years. The Salz Tannery operated the longest, 1856 to 2001.³

Commercial fishing in Santa Cruz County began in the 1850s, initiated by a small group of Chinese immigrants. Their settlement did not last long and Santa Cruz's fishing industry languished until a rail line was constructed between Santa Cruz and Watsonville in 1875. The Santa Cruz terminus became home to a fresh fish business started by local residents and Italian immigrants. The rail line also enhanced the distribution of lumber and lime. By 1879, approximately 139,000 pounds of fish annually were shipped out of Santa Cruz. While the fishing industry prospered well into the 1900s, the logging and lime industries declined around the turn of the century. Virtually all of the quality timber had been harvested by the late 1890s, ending the lumber boom. Lime was still relatively abundant in the late 1800s, however, the resource intensive manufacturing process required to produce lime and the development of an alternative building material, cement, decreased demand and production.⁴

Involvement of Italian immigrants and their families in the Santa Cruz fishing industry increased over time. In 1902 John and Sunday Faraola established a commercial fishing company on the old railroad wharf. They built a fishing fleet that became one of the largest on the central California coast. At the height of the industry, 75 to 100 boats a day landed salmon, sea bass, rock cod, and sole. Sportfishing has been a top attraction since the turn of the century and the Faraola family also ran a charter service.

Japanese commercial fishermen made important contributions to the area's fishing industry between 1900 and 1930 through canning abalone and salmon and the development of Cannery Row. During the 1920s and 1930s, the sardine industry boomed in the Monterey Bay area. By 1937 Monterey canneries had produced some 800,000 tons of sardines. Overfishing, coupled with war time policies, took its toll and Santa Cruz's commercial fishing industry went into decline in the early 1940s. In

2000 Employment structure



1942 Executive Order No. 9066 was passed, mandating that Italians were not permitted to enter restricted areas, which included coastlines. As a result, Italian fishermen were forced to move inland and find other forms of employment. The area's commercial fishing industry never fully recovered after the war. Many of the former fishermen had found new ways to earn a living and did not return to fishing. Many who did remain left in 1963 when wharf davits were removed in the process of building a yacht harbor.^{5,6}

While commercial fishing in the area has declined, other industries have risen in prominence, namely tourism and education. Santa Cruz has been a haven for tourists since the 1800s, as sunbathers and sport fishermen took advantage of the San Lorenzo River and the sea.⁷ Tourism declined in the 1950s but has since rebounded. Today more than 4.5 million persons annually visit Santa Cruz, its beaches, downtown, and wharf.⁸ Santa Cruz offers a wealth of recreational and leisure activities. Tourists may visit the Monterey Bay Marine Sanctuary, Seymour Marine Discovery Center, Santa Cruz Surfing Museum, Santa Cruz Boardwalk, and many parks and beaches. The Santa Cruz Municipal Pier and Santa Cruz Harbor have sportfishing operations. While Santa Cruz's commercial fishing industry has endured challenges over the last century, it is still relatively robust. Most commercial fishermen in the area moor their boats in Santa Cruz Harbor.

Infrastructure

Current Economy

According to the 2000 U.S. Census, 64.5% of the Santa Cruz potential labor force 16 years of age and older were employed, 4.2% were unemployed, and the unemployment rate was 6.1% (calculated by dividing the unemployed population by the labor force). In addition,

31.3% were not in the labor force. The top employment sector was local, state, or federal government (20.8%). Natural resource jobs including agriculture, forestry, and fishing employed only 1%, but this percentage may be artificially low because many fishermen are self-employed and are underrepresented in the data.

The other major industries in Santa Cruz are education and health and social services; professional, scientific, management, administrative, and waste management services; arts, entertainment, recreation, accommodation, and food services; and retail trade.

The University of California Santa Cruz was established in 1965 and is considered a world class university with a 2006 enrollment of 15,000.⁹ It is widely known for its scenic campus and top scholars in a number of disciplines. In 1997 the university was the top employer in Santa Cruz County.¹⁰

According to the 2000 U.S. Census, the per capita income of Santa Cruz in 1999 was \$25,758, compared to the average national per capita income of \$21,587. Approximately 16.5% lived below the poverty level in 1999, compared to the national average of 12.4%. In 2000 Santa Cruz had 21,504 housing units, of which 95% were occupied and 5% were vacant. Of the occupied housing, 46.6% were by owner and 53.4% were by renter.

Governance

Santa Cruz incorporated as a town in 1866 and received its first charter as a city in 1876. In 1948 the city adopted a new charter, which established a council/manager government with the mayor and six council members setting policy and the city manager administering policies. The council members are elected at large for four-year terms. Residents pay an 8.25% sales tax and Santa Cruz County levies a 10% lodging tax. See the Governance subsection (page 43) in the Overview section for a more detailed discussion of taxes affecting fishermen and processors in California.

The closest office of the National Marine Fisheries Service is in San Francisco. Meetings of the Pacific Fishery Management Council are also held in San Francisco. The headquarters for the California Department of Fish and Game's Marine Region 7 is 42 miles away in Monterey. The nearest U.S. Coast Guard stations are in Monterey and San Francisco. A suboffice of the U.S. Citizenship and Immigration Services is 32 miles way in San Jose.

Facilities

Santa Cruz is within a one hour drive of three airports certified for commercial carrier operations: Monterey, San Jose International (32 miles), and San

Francisco International (51 miles). The community is in the Santa Cruz City School District, which has four elementary schools, two middle schools, and four high schools, with a total enrollment of approximately 5,500. The district also has three alternative education schools and one school for continuing education.

Santa Cruz Municipal Utilities provides water, sewer, refuse, and recycling services, and Pacific Gas and Electric supplies electricity. Santa Cruz has two medical centers, Dominican Hospital and Sutter Maternity and Surgery Center. The community offers a variety of overnight accommodations, including, hotels, motels, inns, recreational vehicle facilities, state parks, short-term rentals, and bed and breakfasts. The Santa Cruz Police Department and its 100 officers administer public safety.

Several marine-related organizations operate within the area, including the Santa Cruz Commercial Fisherman's Association, a nonprofit group active in local fisheries issues. The Monterey Bay Salmon and Trout Project, founded in 1976, is a nonprofit organization dedicated to the restoration and enhancement of native salmon and steelhead populations in the greater Monterey Bay area. The organization, based in Davenport, operates hatcheries in the Santa Cruz and Monterey harbors, releasing coho salmon and steelhead into local rivers and streams.¹¹ US Abalone, an aquaculture business founded in 1988, is in Davenport.¹² Located on the Santa Cruz Municipal Wharf, Stagnaro Brothers is a family owned and operated business founded in 1937 that also delivers fresh and frozen seafood within Santa Cruz, Monterey, and San Benito counties.¹³

A five-member elected board governs Santa Cruz Harbor which serves commercial and recreational boaters. The harbor is a 1,200 slip multiuse facility on the north end of Monterey Bay. A fleet of 40–50 commercial fishing vessels makes up about 5% of the boats moored in the harbor. The rest are pleasure boats. The harbor offers a fueling station, four-lane boat ramp (19,000 boats annually), commercial fish off-loading area with a resident fish buyer, flaked ice for fish holding tanks, a boat haul-out and repair facility with a 60-ton travel lift, and primary processing facilities. The harbor has recreational vehicle facilities, a beach, and a shopping area and is next to a 55-acre natural area open to the public. The City of Santa Cruz oversees the municipal moorage area that provides berthing for seasonal visiting vessels.

Involvement in West Coast Fisheries

Commercial Fishing

In 2000 166 vessels, all commercially registered, delivered landings to Santa Cruz. Landings were in the following West Coast fisheries (data shown represents landings in metric tons/value of landings/number of vessels landing): coastal pelagic 7.7 t/\$4,226/12; crab 16.7 t/\$97,190/18; groundfish 54 t/\$137,995/49; highly migratory species 28 t/\$57,381/27; salmon 98.1 t/\$372,985/64; shrimp confidential/confidential/1; and other species 28.5 t/\$106,669/30.

Santa Cruz's residents owned at least 39 commercial fishing vessels in 2000, including 23 that participated in the federally managed groundfish fishery. The number of vessels owned by Santa Cruz's residents that participated in each fishery by state (WA/OR/CA) was: crab 0/0/12, groundfish 0/0/NA, highly migratory species NA/0/NA, salmon 0/2/31, shellfish NA/0/NA, shrimp NA/0/1, and other species 0/0/1.¹⁴

Six Santa Cruz residents held five federal groundfish fishery permits in 2000. The number of Santa Cruz residents holding permits in each fishery by state (WA/OR/CA) was: coastal pelagic 0/0/9, crab 0/0/12, groundfish 0/0/12, highly migratory species NA/0/7, salmon 0/2/61, shellfish 0/0/NA, shrimp 0/0/3, and other species 0/0/20.¹⁵

In 2000 Santa Cruz residents held at least 180 permits, including 175 registered state permits. The number of permits held by these community members in each fishery by state (WA/OR/CA) was: coastal pelagic 0/0/21, crab 0/0/13, groundfish 0/0/15, highly migratory species NA/0/0, salmon 0/0/102, shellfish 0/0/NA, shrimp 0/0/4, and other species 0/0/20.¹⁶

Sportfishing

In 2003 three licensed commercial passenger fishing vessels offered services in Santa Cruz. In 2000 the port group consisting of Monterey, Moss Landing, and Santa Cruz reported 139,058 landings by 37,884 anglers. The five most landed species were unspecified rockfishes, Chinook salmon, albacore, unspecified flatfishes, and unspecified fishes. A moratorium on rockfish and the establishment of a Rockfish Conservation Area (a depth-based closure) has deeply affected local sport and commercial fisheries.

Subsistence

Local tribal and nontribal community members may engage in subsistence fishing in the Santa Cruz area, however, specific information on subsistence fishing in Santa Cruz is not discussed in detail due to the lack of

available data. The California Department of Fish and Game uses the term "recreational" for fishermen who do not earn revenue from their catch, but fish for pleasure or to provide food for personal consumption. Information on subsistence fishing in California is captured to some degree in the sportfishing data.

Involvement in North Pacific Fisheries

Commercial Fishing

In 2000 Santa Cruz residents owned two vessels involved in North Pacific fisheries. Community members landed fish in the following North Pacific fishery (data shown represents landings in metric tons/value of said landings/number of vessels landing): salmon confidential/confidential/1.

In 2000 one Santa Cruz resident held a single salmon Commercial Fisheries Entry Commission permit, and 10 held crew member licenses for North Pacific fisheries.

Sportfishing

In 2000 Santa Cruz residents purchased 147 Alaskan sportfishing licenses and one local sportfishing business participated in Alaska's sportfishing industry.

Notes

1. Santa Cruz Wharf. 2004. Historic fishing communities. Online at <http://www.ci.santa-cruz.ca.us/pr/wharf/index.html> [accessed 23 February 2007].
2. S. Lehman. 2000. Economic development of the city of Santa Cruz 1850-1950. Online at <http://scplweb.santacruzpl.org/history/work/edindlum.shtml> [accessed 23 February 2007].
3. Field notes, City of Santa Cruz staff, Santa Cruz, CA, 9 May 2006.
4. See note 2.
5. See note 1.
6. See note 2.
7. E. Gibson. 2000. San Lorenzo once was full of fish. Online at <http://scplweb.santacruzpl.org/history/rec/river.shtml> [accessed 23 February 2007].
8. See note 3.
9. See note 3.
10. Santa Cruz County Government. 2004. County of Santa Cruz profile information. Online at <http://www.co.santa-cruz.ca.us/cao/econprof.htm> [accessed 4 April 2007].
11. The Monterey Bay Salmon and Trout Project. No date. Welcome to the Monterey Bay salmon and trout project. Online at <http://www.mbstp.org/> [accessed 4 April 2007].
12. US Abalone. No date. US Abalone: In harmony with nature. Online at <http://www.usabalone.com/> [accessed 23 February 2007].
13. Stagnaro Brothers Seafood Inc. 2006. Wholesale, retail, restaurant: Santa Cruz. Online at <http://www.stagnarobrothers.com/history/html> [accessed 23 February 2007].

14. NA refers to data that were not available, for example, due to few or no recorded permit numbers, or the partially permitted nature of a fishery in 2000.

15. See note 14.

16. See note 14.