

Santa Rosa

People and Place

Location

Santa Rosa is in Sonoma County along U.S. Highway 101, about 55 miles north of San Francisco. The city covers 40.13 square miles of land and 0.25 square mile of water. The geographic coordinates of Santa Rosa are lat 38°26'26"N, long 122°42'48"W.

Demographic Profile

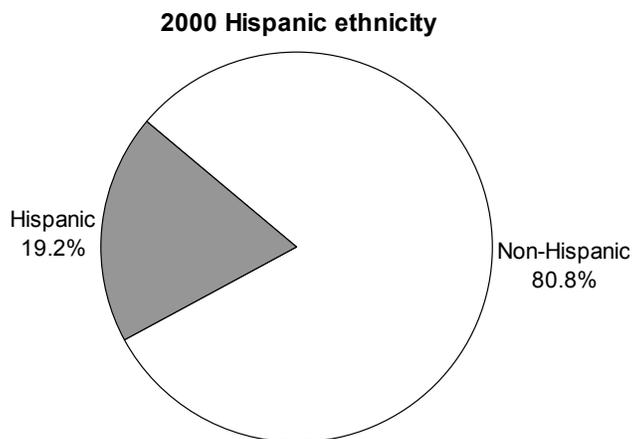
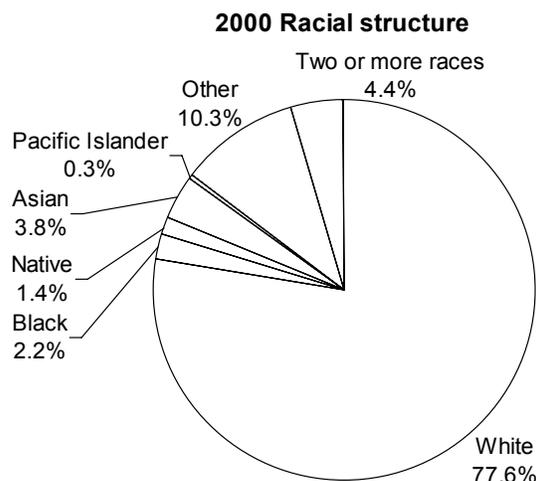
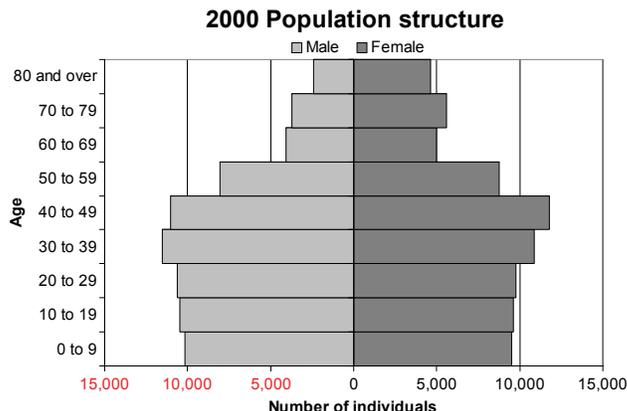
According to the 2000 U.S. Census, the population of Santa Rosa was 147,595, a 23.2% increase from 1990. The gender composition was 51.2% female and 48.8% male. The median age was 36.2, comparable to the national median of 35.3. Of the population 18 years of age and older, 82.5% had a high school education or higher, 24.6% had a bachelor's degree or higher, and 8.0% had a graduate or professional degree; the national averages were 79.7%, 22.3%, and 7.8% respectively. A high school education was the highest level of attainment for 21.6%.

The majority of the racial structure of Santa Rosa was white (77.6%), followed by individuals who identified with some other race (10.3%), individuals who identified with two or more races (4.4%), Asian (3.8%), black (2.2%), American Indian and Alaska native (1.4%), and Native Hawaiian and Other Pacific Islander (0.3%). Ethnicity data indicate 19.2% identified as Hispanic. About 16.3% were foreign-born, of which 54.9% were born in Mexico and 3.6% in Canada.

In 2000 97.4% of the population lived in family households.

History

Indian tribes including the Pomo, Miwok, and Wappo inhabited the area around Santa Rosa and Sonoma County long before European contact. The Pomo were known for their expertise in basket making and lived a subsistence lifestyle focused on marine resources.¹ According to legend, the area was named Santa Rosa after Spanish Priest Juan Amorosa baptized a young Indian woman in a stream, calling the stream and local valley Santa Rosa because the baptism took place on the day of the Feast of Santa Rosa de Lima. Spanish explorers and later Euro-American settlers occupied the area by the early 1800s, and local Spanish authorities deeded the first plot of land to Maria Ignacia Lopez de Carillo, the mother-in-law of General Vallejo,



commander of the Mexican forces north of San Francisco.

The gold rush of the late 1840s and early 1850s brought a steady flow of people to the area, and many stayed after discovering the area's rich agricultural land. In the 1850s Berthold Hoen, Feodor Gustav Hahman, William Hartman, and Julio Carrillo formed a partnership on a plot of land, called it Santa Rosa, and began selling land for \$25 per lot. Santa Rosa incorporated in 1868.² Today the community is known for its tourism activities and its more than 175 wineries.

Infrastructure

Current Economy

According to the 2000 U.S. Census, 62.6% of Santa Rosa's potential labor force 16 years of age and older were employed, 2.9% were unemployed, and the unemployment rate was 4.4% (calculated by dividing the unemployed population by the labor force). In addition, 34.5% were not in the labor force. Top employment sectors include education, health, and social services (19.2%), manufacturing (14.3%), local, state, or federal government (12.8%), and retail trade (12.3%). Natural resource jobs including agriculture, forestry, fishing, and hunting employed only 1%, but this percentage may be artificially low because many fishermen are self-employed and are underrepresented in the data.

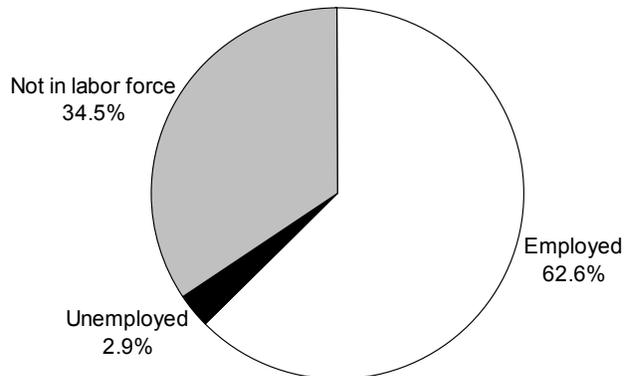
According to the California Employment Development Department, the major employers in Santa Rosa were Santa Rosa Memorial Hospital, Sonoma County Government, and the Army National Guard.³ In 2004 the top five employers in the area were Santa Rosa Junior College (3,115), Agilent Technologies (2,500), St. Joseph Health System (2,370), Sonoma State University (1,799), and Kaiser Permanente (1,423).⁴

According to the 2000 U.S. Census, Santa Rosa's per capita income in 1999 was \$24,495 and the median household income was \$50,931. About 8.5% lived below the poverty level, lower than the national average of 12.4%. In 2000 Santa Rosa had 57,578 housing units, of which 97.3% were occupied and 2.7% were vacant. Of the occupied units, 58.5% were by owner and 41.5% were by renter. About 31.9% of the vacant housing was for rent and 15.2% was for sale.

Governance

Santa Rosa, the county seat of Sonoma County, is an incorporated city with a council-manager government. The city council has seven members and the mayor. The sales and use tax is 8%. See the Governance subsection (page 43) of the Overview section for a more detailed

2000 Employment structure



discussion of taxes affecting fisherman and processors in California.

The nearest California Fish and Game office is in Napa, 44 miles southeast of Santa Rosa. The nearest U.S. Coast Guard station and U.S. Citizenship and Immigration Services office are in San Francisco, 55 miles south. Meetings of the Pacific Fishery Management Council are held in Foster City, 77 miles south. Meetings of the North Pacific Fishery Management Council are held in Portland, 653 miles north. Santa Rosa is 453 miles from the National Marine Fisheries Service (NMFS) Regional Office in Long Beach and 128.9 miles from the NMFS Southwest Fisheries Science Center laboratory at Santa Cruz.

Facilities

Santa Rosa is accessible by U.S. Highway 101 and from the Sonoma County Airport, located within the community. The San Francisco, Oakland, and San Jose international airports are all within 100 miles of Santa Rosa. Greyhound and Amtrak provide bus service and rail links to nearby communities and metropolitan areas.

Santa Rosa has 37 elementary schools, 18 secondary schools (including middle, junior, and high schools), 28 private schools of all levels, two junior colleges, a two-year school of business, and a beauty school.⁵ The Santa Rosa Utilities Department provides water and wastewater services, and administers the Subregional Wastewater System. Pacific Gas and Electric Company provides natural gas and electrical services. The Santa Rosa Police Department and the Sonoma County Sheriff's Department administer public safety. The city also has a fire department. Santa Rosa has two major hospitals, two convalescent hospitals, three mental health and behavioral medicine clinics, and several surgical centers and smaller health clinics. According to the Santa Rosa

Chamber of Commerce, lodging includes 28 hotels and motels, and three bed and breakfasts.

Involvement in West Coast Fisheries

Commercial Fishing

Landings data for Santa Rosa were recorded as part of the Other Sonoma and Marin County Outer Coast Ports group, which includes the communities of Bolinas, Cloverdale, Corte Madera, Dillon Beach, Drakes Bay, Forest Knolls, Greenbrae, Guerneville, Hamlet, Healdsburg, Inverness, Jenner, Kentfield, Marconi, Marshall, Mill Valley, Millerton, Muir Beach, Nicasio, Novato, Occidental, Petaluma, Rohnert Park, San Quentin, San Rafael, Sebastopol, Sonoma, Stewarts Point, Stinson Beach, Tiburon, and Windsor.

Santa Rosa had at least one operating seafood processor in 2000, however, specific information (estimated pounds of product/value of product) is confidential. Reported landings for this port group in 2000 were in the following West Coast fisheries (data shown represent landings in metric tons/value of landings/number of vessels landing): coastal pelagic 135 t/\$116,723/15; crab 6 t/\$42,768/7; groundfish 1 t/\$1,704/9; highly migratory species confidential/confidential/1; salmon 5 t/\$31,805/4; shrimp 3 t/\$23,875/6; and other species 4 t/\$23,656/16. See the Novato, Dillon Beach, Corte Madera, and Sebastopol community profiles for additional information.

Santa Rosa residents owned 12 vessels in 2000, seven of which participated in the federally managed groundfish fishery. The number of vessels owned by Santa Rosa residents that participated in each fishery by state (WA/OR/CA) was: crab 0/0/4, groundfish 0/0/NA, highly migratory species NA/0/NA, salmon 0/1/7, shellfish NA/0/NA, and shrimp NA/1/0.⁶

One Santa Rosa resident held a federal groundfish fishery permit in 2000. The number of Santa Rosa residents holding permits in each fishery by state (WA/OR/CA) was: coastal pelagic 0/0/7, crab 0/0/5, groundfish 0/0/3, highly migratory species NA/0/0, salmon 0/1/27, shellfish 0/0/NA, shrimp 0/1/3, and other species 0/0/6.⁷

In 2000 Santa Rose resident held 83 registered state and federal permits. The number of permits held by these community members in each fishery by state (WA/OR/CA) was: coastal pelagic 0/0/15, crab 0/0/5, groundfish 0/0/4, highly migratory species NA/0/0, salmon 0/0/44, shellfish 0/0/NA, shrimp 0/0/5, and other species 0/0/9.⁸

Sportfishing

In 2002 Santa Rosa had 19 licensed commercial passenger fishing vessels (CPFVs), decreasing to 17 CPFV licensed vessels in 2003. Santa Rosa is in the vicinity of the Port Hueneme, Oxnard, Ventura, Santa Barbara port complex, which received 352,260 commercial passenger fishing vessel landings in 2000 made by 77,345 anglers. The top five fish landed were unspecified rockfish, ocean whitefish, barred sand bass, kelp bass, and California barracuda.

Subsistence

Specific information on subsistence fishing in Santa Rosa is not discussed in detail in this community profile 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 Rosa residents held seven crew member licenses for North Pacific fisheries.

Sportfishing

In 2000 Santa Rosa residents purchased 299 Alaska sportfishing.

Notes

1. A. Kroeber. 1953. Handbook of the Indians of California: The Pomo. California Book Company, Berkeley.
2. City of Santa Rosa. 2005. City founders. Online at <http://ci.santa-rosa.ca.us/default.aspx?PageId=68> [accessed 16 March 2007].
3. State of California. No date. Labor market information: Major employers in Sonoma County. Online at <http://www.calmis.ca.gov/file/majorer/majorer.htm> [accessed 16 March 2007].
4. Economy.com, Inc. 2004. Employment and industry. Online at <http://www.economy.com/research> [accessed 16 March 2007].
5. National Center for Education Statistics. No date. Online at <http://nces.ed.gov/globallocator/> [accessed 16 March 2007].
6. 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.
7. See note 6.
8. See note 6.