

El Granada, California

People and Place

Location

The unincorporated town of El Granada, located in San Mateo County, is situated approximately 26 miles south of San Francisco and 43 miles northwest of San Jose. El Granada, covering 5.39 square miles of land, lies at 37°30'10"N, 122°28'06"W.

Demographic Profile

At the time of the 2000 U.S. Census the population of El Granada was 5724. Between 1990 and 2000, the U.S. Census reports that the population of El Granada increased 29.3%. In 2000 the percentage of males and females was 50.5% and 49.5% respectively. The racial composition of the population was predominantly White (84.2%), followed by Asian (2.8%), American Indian and Alaskan Native (1%), Black or African American (0.6%), and Pacific Islander (0.2%). Only 6.8% identified themselves as belonging to some other race and 4.3% classified themselves as belonging to two or more races. Overall, 15.7% of the population identified themselves as Hispanic or Latino. Of the foreign-born population (15.8%), 47.1% were born in Mexico.

The median age of the population in 2000 was 38.3, slightly higher than the national median of 35.3 for the same year. In 2000 approximately 57.8% of the population was between the ages of 25 and 59. A total of 87.2% of the population of El Granada were living in family households in 2000. The 2000 U.S. Census reports that a total of 90.1% of the population of El Granada over 18 years of age had received a high school degree or higher, 47% had received a bachelor's degree or higher, and 17% received a graduate or professional degree; as compared to the national averages of 79.7%, 22.3%, and 7.8% respectively.

History

In 1769 Gaspar de Portola, the Captain of a Spanish exploration team, found San Francisco Bay while searching for Monterey Bay. Upon Portola's arrival in the area there were over 10,000 Indians living in central California's coastal areas between Big Sur and San Francisco Bay. This group of Indians consisted of approximately 40 tribal groups ranging in size from 100-250 members. When the Spanish arrived they referred to the tribal groups collectively as "Costenos," meaning "coastal people." The name was eventually changed to "Costanoan." Native Americans in the San Francisco Bay area were referred to as Costanoans for years until descendants chose to call themselves Ohlones, meaning "the abalone people."¹

The Ohlones utilized hunting and gathering technology, taking advantage of the rich natural resources in the area. Adult males hunted several large game animals including deer, elk, bear, whale, sea lion, otter, and seal. Freshwater and saltwater fish were important in the Ohlone diet, including steelhead trout, salmon, sturgeon, and lamprey. Shellfish were also important to the Ohlone. People that lived along Monterey and San Francisco Bays gathered mussels, abalone, clams, oysters, and hornshell from the local tidelands.²

The Muwekma Ohlone Tribe, one of several Ohlone groups, is comprised of lineages aboriginal to the San Francisco Bay region who trace their ancestry through the Missions Dolores, Santa Clara, and San Jose. The aboriginal homeland of the Muwekma Tribe includes several counties, including San Mateo County. Between 1982 and 1984 the Muwekma Tribal

Council was formally organized and tribal members are currently working for federal recognition.³

During the 23 years of Mexican rule San Mateo County became the site of 17 large ranchos. Two years after the Mexicans were defeated in 1846 gold was discovered in the area and the population of the San Francisco peninsula grew rapidly. Many of the areas most influential persons purchased land in San Mateo County, building large mansions on old Mexican land grants. In 1856 San Mateo County, which up to this point had been part of San Francisco County, was created out of a political deal.

El Granada, along with several other coastal communities in the area, was established between 1906 and 1909 during the real estate boom that followed the construction of the Ocean Shore Railroad. Planned as the “Jewel of the Coast” by the Ocean Shore Railroad – a resort area to rival Atlantic City and Long Beach – the failure of the railroad to reach El Granada cut the development plans short. However the town’s distinctive architecture of radial and semi-circular streets and divided landscaped boulevards gives the community a unique, distinctive style. Located between the sea and the mountains, the area is also known for its scenic beauty. Thousands of eucalyptus trees were planted on the hillside surrounding El Granada and today a large forest surrounds the town. Today several late 19th century weekend cottages are being restored and the construction of new homes continues. For more information on the area see the Half Moon Bay, Princeton, and San Francisco Community Profiles.

Infrastructure

Current Economy

According to the 2000 U.S. Census the top three occupations in El Granada for the eligible labor force 16 years of age and over were “management, professional and related occupations” (45.6%), “sales and office occupations” (22.1%), and “service occupations” (14%). At the time of the 2000 U.S. Census, 15% of the town’s eligible labor force was employed within local, state, or federal governments, all working outside of natural resource industries (agriculture, forestry, fishing, hunting, and mining). The 2000 U.S. Census reports that only 1.1% of El Granada’s population was employed in agriculture, forestry, fishing, and hunting.

According to the 2000 U.S. Census a total of 75.5% of the potential labor force was employed and there was a 2.4% unemployment rate (calculated by dividing the unemployed population by the labor force). Of the population of El Granada over 16 years of age, 22.6% was not in the labor force in 2000, which is less than the national average of 36.1% for the same year. For whom poverty status was determined, 3% of the city’s population was living below the poverty line in 1999. The median household income in 1999 was \$91,719 and the per capita income was \$38,832. In 2000 there were 2097 housing units according to U.S. Census. The percentage of occupied housing units that were owner versus renter occupied were 81% and 19% respectively. The percent of vacant housing units was 3.3%, of which 42% were vacant due to seasonal, recreational, or occasional use.

Governance

El Granada is defined by the U.S. Census as a Census Designated Place. San Mateo County levies a 8.25% sales and use tax on regular purchases and a 10% transient lodging tax.^{4,5} Under Proposition 13 the maximum property tax rate for San Mateo County is 1% of the property’s net taxable value.⁶

California state law assesses commercial vessels, charter boats, and oceanographic research vessels at 4% of their full cash value.⁷ Vessels registered in California with either the Department of Motor Vehicles or the U.S. Coast Guard (USCG) are assessed property taxes by the county tax collector where it is moored.⁸ Some commercial vessels are also subject to a Ballast Water Management Fee of about \$500 per voyage.⁹ California levies a fuel tax of \$0.18 per gallon, a portion of which goes toward marine safety and education programs and boating facility administration and development.¹⁰

The State of California levies landing taxes that must be paid by fishermen and fish processors involved in the retail sale of fish products. These taxes vary by species and range between \$.0013 and \$.0125 per pound of fish.¹¹ The California Department of Agriculture also administers two commodity commissions, the California Salmon Council and the California Sea Urchin Commission, which charge fees for marketing and lobbying on behalf of fishermen involved in these specific fisheries.¹²

The National Marine Fisheries Service's (NMFS) Southwest Fisheries Science Center has laboratories located 64 miles south in Santa Cruz and there is a NMFS Regional Office located approximately 404 miles south in Long Beach. The California Department of Fish and Wildlife's Marine Region has an office located 15 miles east in Belmont. The U.S. Citizenship and Immigration Services is 26 miles north in San Francisco. Meetings of the Pacific Fishery Management Council are held approximately 18 miles northeast in Foster City. El Granada falls under the jurisdiction of the USCG Marine Safety Office San Francisco Bay, one of the largest and busiest marine safety units in the Coast Guard.

Facilities

El Granada is accessible by sea, ground, and air. The major roads connecting El Granada to neighboring cities are U.S. Highway 1 north to San Francisco and south to Santa Cruz. The San Francisco International Airport is located 11 miles north of El Granada. San Mateo County Transit District provides SamTrans bus service throughout San Mateo County and into parts of San Francisco and Palo Alto.

There is one public and two private elementary/middle schools in El Granada, and two high schools are located 4 miles south in Half Moon Bay. The College of San Mateo, serving over 5000 students, is located 16 miles east in San Mateo. The nearest public library is located 4 miles south in Half Moon Bay. Freshwater is provided to El Granada residents by the Coastsides County Water District. The Granada Sanitary District supplies residents with wastewater services. Electricity is provided to the community by Pacific Gas and Electric. Public safety is administered by the San Mateo County's Sheriff's Office. The closest hospital, St. Catherine's, is located 4 miles in north in Moss Beach.

The nearest port facilities are located approximately 2 miles northwest at Pillar Point, just outside of Princeton. Pillar Point is a working fishing harbor with 369 berths. The San Mateo County Harbor District also operates Oyster Point Marina in the City of South San Francisco, a 600-berth recreational boating marina. The Port of San Francisco is located 26 miles northeast of El Granada. El Granada is home to several marine-oriented organizations including the Half Moon Bay Fishermen's Marketing Association, Coastsides Fishing Club, and Save Our Shores.

The San Mateo County Harbor District supports the Alliance of Communities for Sustainable Fisheries, a recently formed group of fishermen from the four harbors that adjoin or lie within the Monterey Bay National Marine Sanctuary: Pillar Point, Santa Cruz, Moss Landing, and Monterey. Pillar Point fishermen are actively participating in Alliance activities including:

attending hearings regarding the Marine Life Protection Act, Marine Sanctuary Advisory Council meetings, conferences, and other meetings regarding fishing in the area.¹³

Involvement in West Coast Fisheries

Commercial Fishing

There are no landings data reported for the community of El Granada. However, landings for the nearby communities of Half Moon Bay and Princeton were in the following West Coast fisheries (data shown represents landings in metric tons/value of said landings/number of vessels landing): coastal pelagic (319 t/\$53,582/30), crab (165 t/\$879,522/72), groundfish (699 t/\$766,728/89), highly migratory species (16.3 t/\$36,204/22), salmon (350 t/\$1,465,453/231), shrimp (confidential/confidential/2), and other species (52 t/\$276,978/57).

El Granada residents owned 25 vessels in 2000 that participated in West Coast fisheries, 17 of which participated in the Federally Managed Groundfish fishery. According to recorded data the number of vessels owned by El Granada residents that participated in each said fishery by state (WA/OR/CA) was: coastal pelagic (0/0/1), crab (0/0/13), groundfish (0/0/NA), highly migratory species (NA/0/NA), salmon (0/0/23), shellfish (NA/0/NA), and other species (0/0/1).¹⁴

Five El Granada residents held four Federally Managed Groundfish fishery permits in 2000. In the same year recorded data indicates that the number of El Granada residents holding permits in each said fishery by state (WA/OR/CA) was: coastal pelagic (0/08/2), crab (0/0/14), groundfish (0/0/18), highly migratory species (NA/0/0), salmon (0/0/44), shellfish (0/0/NA), shrimp (0/0/3), and other species (0/0/12).¹⁵

According to available data, 164 state and federal permits were registered to El Granada residents in 2000. The number of permits held by these community members in each said fishery by state (WA/OR/CA) was: coastal pelagic (0/0/20), crab (0/0/15), groundfish (0/0/22), highly migratory species (NA/0/0), salmon (0/0/75), shellfish (0/0/NA), shrimp (0/0/11), and other species (0/0/17).¹⁶

Available data indicates that there were three seafood processors operating in El Granada in 2000: Exclusive Freshness, Pemberton Fish, and Three Captain's Sea Products. The approximate number of employed individuals for these processors is confidential. In the same year the top three processed products, in terms of tonnage and dollars, were Chinook salmon, Dungeness crab, and sablefish.

Sportfishing

El Granada residents are involved in sportfishing in both West Coast and North Pacific Fisheries. There are two sportfishing license agents located in El Granada. Two Commercial Passenger Fishing Vessels were licensed in El Granada 2002 and two in 2003. Available Internet resources indicated that there are at least three sportfishing businesses located in El Granada - Riptide Sportfishing, Huck Finn, and Huli Cat Sport Fishing - offering sportfishing, ecotourism, and specialty trips.

Subsistence

Specific information on subsistence fishing in El Granada 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" to refer to fishermen that do not earn revenue from their catch but rather fish for pleasure and/or to provide food for personal consumption. Therefore

information on subsistence fishing in California is captured, to some degree, within the above sportfishing data.

Involvement in North Pacific Fisheries

Commercial Fishing

In 2000 El Granada residents were scarcely involved in North Pacific fisheries. In 2000, residents owned zero vessels that were involved in North Pacific fisheries and available data indicates that zero landings were made in the community in the same year.

Additionally, in 2000 there were zero El Granada residents serving as crewmembers in North Pacific fisheries. In the same year one community resident held a single registered state permit, a Bering Sea Aleutian Island Commercial Fisheries Entry Commission permit.

Sportfishing

A total of 10 Alaska sportfishing licenses were purchased by El Granada community members in 2000.

¹ National Park Service. No date. An 'Unvanishing' History, [Online]. Available: URL: <http://www.cr.nps.gov/seac/sfprehis.htm> (access date - November 2004).

² Santa Cruz Public Libraries. 1991. An Overview of Ohlone Culture, [Online]. Available: URL: <http://www.santacruzpl.org/history/spanish/ohlone.shtml> (access date - November 2004).

³ The Muwekma Ohlone Tribe. No date. Mewekma Ohlone Tribe: A brief history and the federal recognition process, [Online]. Available: URL: <http://www.muwekma.org/history/tribe.html> (access date - November 2004).

⁴ California State Board of Equalization. 2004. California City and County Sales and Use Tax Rates, [Online]. Available: URL: <http://www.boe.ca.gov/pdf/pub71.pdf> (access date - July 2004).

⁵ California State Board of Equalization. 2001. California Counties Transient Lodging Tax Revenue, Rate and Date for the Fiscal Year 2000-01, [Online]. Available: URL: <http://www.sco.ca.gov/ard/local/locrep/adhoc/county/0001cotranslodgtax.pdf> (access date - July 2004).

⁶ Office of the County Assessor. 2004. 2004-2005 Annual Report, [Online]. Available: URL: <http://www.scc-assessor.org/scc/assets/docs/653748ARfinal0405.pdf> (access date - November 2004).

⁷ State of California Board of Equalization. No date. Property Tax Rules, Rule 151. Vessels Subject to the Four Percent Assessment, [Online]. Available: URL: <http://www.boe.ca.gov/proptaxes/pdf/r151.pdf> (access date - July 2004).

⁸ California Department of Motor Vehicles. 2003. How to register a vessel, [Online]. Available: URL: <http://www.dmv.ca.gov/boatsinfo/boatreg.htm#how> (access date - July 2004).

⁹ State of California Board of Equalization. 2004. Ballast Water Management Fee, [Online]. Available: URL: <http://www.boe.ca.gov/sptaxprog/bllstweb12.htm> (access date - July 2004).

¹⁰ U.S. Department of Transportation. 2001. Provisions Governing the Distribution of State Motor Fuel Tax Receipts: California, [Online]. Available: URL: <http://www.fhwa.dot.gov/ohim/hwytaxes/2001/california.htm> (access date - July 2004).

¹¹ State of California. No date. Fish and Game Code Section 8040-8070, [Online]. Available: URL: <http://www.leginfo.ca.gov/cgi-bin/displaycod?section=fgc&group=08001-8070> (access date - July 2004).

¹² State of California Department of Agriculture. 2004. List of Marketing Programs, [Online]. Available: URL: <http://www.cdffa.ca.gov/mkt/mkt/mktbrds.html> (access date - July 2004).

¹³ San Mateo County Harbor District. 2003. Pillar Point Harbor, [Online]. Available: URL: <http://www.smharbor.com/pillarpoint.pppress.htm> (access date - December 2004).

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

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