

Santa Cruz, California

People and Place

Location

The City of Santa Cruz is located on California's North Coast in Santa Cruz County. San Francisco is the nearest major metropolitan area, 73 miles north of Santa Cruz. The community, located at 36°58'27"N and 122°01'47"W, encompasses an area of 15.61 square miles, including 3.07 square miles of water and 12.53 square miles of land.

Demographic Profile

According to the 2000 U.S. Census, the population of Santa Cruz numbered 54,593. The gender distribution was fairly even with 49.8% males and 50.2% females. In 2000 the median age for the population of Santa Cruz was 31.7. This is slightly younger than the median age for the U.S. population overall (35.3). According to the 2000 U.S. Census, the Santa Cruz population was predominantly White (78.7%) followed by Black or African American (1.7%), American Indian and Alaskan Native (0.9%), Asian (4.9%), and Native Hawaiian and other Pacific Islander (0.13%). A total of 9.1% of the population identified with some other race alone, and 4.5% two or more races. A total of 17.4% of the population identified as Hispanic or Latino in 2000, while 15.1% of the population was foreign-born.

According to the 2000 U.S. Census approximately 89.1% of the population 18 and over had attained at least a high school degree or higher, 35.7% of the population had attained at least a bachelor's degree and 13.3% of the population had attained a graduate or professional degree. Approximately 60.5% of Santa Cruz's population lived in family households in 2000.

History

Before Europeans entered the Santa Cruz area, indigenous peoples from the Ohlone/Costanoan Esselen Nation inhabited the area. These peoples were pushed off their lands and brought on to missions by Spanish Missionaries in the 1770s. The Spanish had a profound impact on their way of life, disrupting their social, economic, and religious systems. Eventually California would fall under Mexican and then U.S. governance, unfortunately the lands of the Esselen peoples were never returned. In 1995 the Tribe submitted a petition for federal recognition through the federal acknowledgement process. As the Esselen and the Spanish both fished for subsistence purposes, the Esselen people may end up with fishing rights in the Santa Cruz area if they are acknowledged as a Tribe by the federal government.¹ For a more detailed history of the Esselen peoples see the Moss Landing Community Profile.

In 1791, Father Fermin de Lasuen established a mission at Santa Cruz. The construction of missions along California's coastline marked the beginning of the Spanish Colonial Era in California. During this period mission lands were the foci for the beginnings of farm agriculture in the region. In 1821 Mexico had taken control of California and the region was soon dotted with rancheros, which were built on lands allotted by Mexico to their citizens. In the following decades settlers came from the U.S. and Mexico. In 1849, at the end of the Mexican-American War, California came under U.S. control and became a state. The County of Santa Cruz was created in 1850. The area's early industries were logging, lime processing, and fishing. Between 1841 and 1864, a total of 28 logging mills were built in the county. During the same period the lime industry in Santa Cruz County began to take off. The first lime plant was built in Santa Cruz in 1853, at the same time a 450-foot wharf was constructed on Santa Cruz Bay so that lime could

be shipped from Santa Cruz to San Francisco. With the opening of several more lime plants the county was producing 8000 barrels a month by the end of the 1860s.²

The 1850s saw the start of commercial fishing in Santa Cruz County, as a small enclave of Chinese immigrants began to fish out of Santa Cruz. Their settlement did not last for long and Santa Cruz's fishing industry sputtered until a rail line was constructed between Santa Cruz and Watsonville in 1875. The Santa Cruz terminus became home to a fresh fish business that was started by some locals and a group of Italian immigrants. The rail line also enhanced the distribution of lumber and lime. By 1879, approximately 139,000 lbs of fish 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. The decades of unbridled logging resulted in the near exhaustion of quality timber by the late 1890s, bringing an end to Santa Cruz's 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 for lime and eventually its production.³

As time passed the involvement of Italian immigrants and their families in Santa Cruz's fishing industry increased. "In 1902, John and Sunday Faraola, whose father immigrated to California in the 1860s, established a commercial fishing company on the old railroad wharf. They built a fleet of fishing vessels that was one of the largest on the Central California coast. At the height of the industry, 75 to 100 boats a day unloaded tons of salmon, sea bass, rock cod and sole. Sportfishing has been a top attraction since the turn of the century and the Faraola family ran a charter service on the wharf in addition to their commercial fishing business." During the 1920s and 1930s the Sardine Industry was booming in the Monterey Bay area. By 1937 Monterey's canneries had produced some 800,000 tons of sardines. This boom was not to last, as overfishing took its toll and the sardine stock could not regenerate to its earlier levels. Santa Cruz's commercial fishing industry went into decline as a result of the decimated sardine stocks and war time policies in the early 1940s. In 1942, executive order #9066 was passed, mandating that Italians were not permitted to enter restricted areas, which included the coastlines. As a result, Italian fishers were forced to move inland and find other forms of employment. The area's commercial fishing industry never fully recovered after the war as many of the former fishers had found new ways to earn a living and did not return to fishing. Many of those fishers who did remain left in 1963 when the wharf davits were removed in the process of building a yacht harbor.^{4,5}

While commercial fishing in the area has declined since the 1930s and 1940s several other industries have risen in prominence, namely tourism and education. Santa Cruz had been a haven for tourists since the 1800s, as sunbathers hit the areas beaches and sportfishers took advantage of the San Lorenzo River and the sea.⁶ The area's tourism industry declined in the 1950s but has since rebounded. Today Santa Cruz offers a plethora of recreational and leisure activities. Tourists may visit the Monterey Bay Marine Sanctuary, Seymour Marine Discovery Center, Santa Cruz Surfing Museum, the areas many parks and beaches, and take advantage of a plethora of other sites and events. The sportfishing industry has found a home in Santa Cruz since the 1800s and has benefited from tourism in the area. Today, sportfishing operations can be found at Santa Cruz's Wharf and at Santa Cruz Harbor. While Santa Cruz's commercial fishing industry has endured some challenges over the last century it is still relatively robust today. Most of the commercial fishers in the area harbor their boats in Santa Cruz Harbor.

The University of California (UC), Santa Cruz was established in 1965. UC Santa Cruz is considered to be a world class university. It is widely known as having one of the most scenic

campuses in the country. The university harbors top scholars in a variety of disciplines. In 1997 the University was the number one employer in Santa Cruz County.⁷

Infrastructure

Current Economy

The major industries in Santa Cruz are education, health and social services; professional, scientific, management, administrative, and waste management services; arts, entertainment, recreation, accommodation and food services; and retail trade. According to the 2000 U.S. Census, Santa Cruz had a 6.1% unemployment rate in (calculated by dividing the unemployed population by the labor force), while 64.5% of the working population was employed, and 31.3% of the population was not in the labor force. About 1% of the employed civilian population 16 years of age and over worked in agriculture, forestry, fishing, and hunting. This percentage may not be indicative of the actual number of people in these professions as many are self-employed, and as a result are often undercounted by the U.S. Census.

The per capita income in 1999 was \$25,758 while the median household income was \$50,605. In comparison, the national per capita income in 1999 was \$21,587.00, while the national median household income was \$41,994.00. In 2000, there were 21,504 housing units in Santa Cruz, 95% of these were occupied and the remaining 5% were vacant. Approximately 46.6% of the occupied housing units were owner occupied, while 53.4% were renter occupied in 2000. Approximately 16.5% of the city's population was below the poverty level in 1999. In 2000, 20.8% of the employed civilian population, 16 years of age and over were employed by the government.

Governance

The City of Santa Cruz, incorporated as a town in 1866, received its first charter as a city in 1876. In 1948, the city adopted a new City Charter. This charter established a Council/Manager form of government, with the Mayor and six Council members setting policy for the city, and City Manager serving as chief administrator of those policies. The seven Council members are elected at-large for 4-year terms.

Santa Cruz levies an 8.25% sales tax on regular purchases and a 10% transient lodging (hotel) tax. California state law assesses commercial vessels, charter boats, and oceanographic research vessels at 4% of their full cash value.⁸ 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.⁹ Some commercial vessels are also subject to a Ballast Water Management Fee of about \$500 per voyage.¹⁰ 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.¹¹

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.¹² 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.¹³

The closest enforcement office for the National Marine Fisheries lies approximately 73 miles away from Santa Cruz in San Francisco. The headquarters for the California Department of Fish and Game's Region 3 is located 122 miles to the northeast of Santa Cruz in Yountville. The

nearest United States Coast Guard Stations lie in Monterey (42 miles away) and San Francisco. The U.S. Citizenship and Immigration Services sub-office lays 32 miles way in San Jose. Meetings of the Pacific Fisheries Management Council are held nearby in San Francisco.

Facilities

Santa Cruz lies within a one hour drive of three airports certified for commercial carrier operations. The airports are located in Monterrey, San Jose, and San Francisco. The San Francisco International Airport is the largest of the three and is 51 miles away.

The community of Santa Cruz lies in the Santa Cruz City School District. The District supports 6 elementary schools, 2 middle schools, and 4 high schools, serving approximately 7000 students. The District also has three alternative education schools and one school for continuing education. The community is home to one of the state's premier academic institutions the University of California-Santa Cruz. The university serves approximately 12,000 students.

Santa Cruz Municipal Utilities provides water, sewer, refuse and recycling services to the residents of Santa Cruz. The community's electrical is supplied by Pacific Gas and Electric. 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 (RV) facilities, state parks, short-term rentals, and bed and breakfasts. Public security is maintained by the Santa Cruz Police Department that supports 100 officers.

Santa Cruz Harbor is home to commercial and recreational boaters. The Harbor "...has space for approximately 1000 wet-berthed and 275 dry stored vessels. Roughly 15% of these vessels are commercial fishing boats, 35% pleasure power boats, and 50% pleasure sailboats."¹⁴ The harbor offers a fueling station, a 4-lane boat launch ramp (19,000 boats annually), a commercial fish off-loading area with a resident fish buyer, flaked ice for fish holding tanks, and a boat haul-out and repair facility with a 60-ton travel lift. For recreational purposes, the harbor has RV facilities, a beach, and a shopping area. The harbor also lies next to a 55-acre natural area that is open to the public.

Involvement in West Coast Fisheries

Commercial Fishing

In 2000 a total of 166 vessels, all commercially registered, delivered landings to Santa Cruz. Landings in the community were in the following West Coast fisheries (data shown represents landings in metric tons/value of said landings/number of vessels landing): coastal pelagic (7.7 t/\$4226/12), 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. According to recorded data the number of vessels owned by Santa Cruz's residents that participated in each said 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).¹⁵

Six Santa Cruz residents held five Federally Managed Groundfish fishery permits in 2000. Recorded data indicates that the number of Santa Cruz residents holding permits in each said 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).¹⁶

According to available data, at least 180 permits, including 175 registered state permits, were held by Santa Cruz residents in 2000. Recorded data indicates that the number of permits held by these community members in each said 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).¹⁷

Sportfishing

In 2003, there were three commercial passenger fishing vessels (CPFVs) licensed in Santa Cruz. The port group consisting of Monterey, Moss Landing, and Santa Cruz reported a total of 139,058 total landings by 37,884 anglers in 2000. The five most landed species in 2000 were, in descending order, unspecified rockfishes, king salmon, albacore, unspecified flatfishes, and unspecified fishes.

Subsistence

Local tribal and nontribal community members might be engaged in subsistence fishing in the Santa Cruz area. However, specific information on subsistence fishing in Santa Cruz 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, Santa Cruz residents owned two vessels that were involved in North Pacific fisheries. In the same year community members landed fish in the following North Pacific fisheries (data shown represents landings in metric tons/value of said landings/number of vessels landing): salmon (confidential/confidential/1).

In 2000, a total of 10 Santa Cruz residents served as crewmembers in the North Pacific’s fisheries. In the same year one community resident held a single salmon Commercial Fisheries Entry Commission permit.

Sportfishing

In 2000 a total of 147 Alaskan sportfishing licenses were sold in Santa Cruz and one local sportfishing business participated in Alaska’s sportfishing industry.

¹ Santa Cruz Wharf. 2004. Historic Fishing Communities, [Online]. Available: URL: <http://www.ci.santa-cruz.ca.us/pr/wharf/index.html> (access date - November 2004).

² Lehman, Suzan. 2000. Economic Development of the City of Santa Cruz 1850-1950, [Online]. Available: URL: <http://scplweb.santacruzpl.org/history/work/edindlum.shtml> (access date - November 2004).

³ Lehman, Suzan. 2000. Economic Development of the City of Santa Cruz 1850-1950, [Online]. Available: URL: <http://scplweb.santacruzpl.org/history/work/edindlum.shtml> (access date - November 2004).

⁴ Santa Cruz Wharf. 2004. Historic Fishing Communities, [Online]. Available: URL: <http://www.ci.santa-cruz.ca.us/pr/wharf/index.html> (access date - November 2004).

-
- ⁵ Lehman, Suzan. 2000. Economic Development of the City of Santa Cruz 1850-1950, [Online]. Available: URL: <http://scplweb.santacruzpl.org/history/work/edindlum.shtml> (access date - November 2004).
- ⁶ Gibson, Ross, Eric. 2000. San Lorenzo Once was Full of Fish, [Online]. Available: URL: <http://scplweb.santacruzpl.org/history/rec/river.shtml> (access date - November 2004).
- ⁷ Santa Cruz County Government. 2004. County of Santa Cruz Profile Information, [Online]. Available: URL: <http://www.co.santa-cruz.ca.us/cao/econprof.htm> (access date - November 2004).
- ⁸ 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).
- ⁹ 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).
- ¹⁰ 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).
- ¹¹ 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).
- ¹² 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).
- ¹³ State of California Department of Agriculture. 2004. List of Marketing Programs, [Online]. Available: URL: <http://www.cdfa.ca.gov/mkt/mkt/mktbrds.html> (access date - July 2004).
- ¹⁴ Santa Cruz Harbor. 2004. Santa Cruz Harbor: Education, [Online]. Available: URL: <http://www.santacruzharbor.org/education/overview.html> (access date - November 2004).
- ¹⁵ '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.
- ¹⁶ '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.
- ¹⁷ '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.