

Santa Rosa, California

People and Place

Location

Santa Rosa, covering 40.13 square miles of land and 0.25 square miles of water, is located in Sonoma County along U.S. Highway 101. The community lies approximately 55 miles north of San Francisco. The geographic coordinates of Santa Rosa, California, are: 38°26'26"N, 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 the 1990 U.S. Census. In 2000 the gender structure was relatively evenly divided with slightly more females (51.2%) than males (48.8%). The median age in 2000 was 36.2, which is comparable to the national median of 35.3 for the same year. A total of 24.3% of the population was under the age of 18, and 41.6% of the population was between the ages of 22 and 49. For the population 18 years and over, 82.5% had a high school education or higher, 24.6% had attained a bachelor's degree or higher, and 8.0% earned a graduate or professional degree. The highest level of educational attainment was a high school diploma/equivalency for 21.6% of the population. In 2000, 97.4% of the population lived in family households.

The 2000 U.S. Census shows that the racial composition was predominantly White (77.6%), followed by Asian (3.8%), Black or African American (2.2%), American Indian and Alaskan native (1.4%), and Native Hawaiian and Other Pacific Islander (0.2%). Overall, 10.3% classified themselves as belonging to some other race and 4.4% of the population identified themselves with two or more races. A total of 19.2% identified themselves as Hispanic or Latino. Less than a quarter (16.3%) of the population was foreign-born. Of those, 54.9% were born in Mexico and 3.6% were born in Canada.

History

Indian tribes including the Pomo, Miwok, and Wappo have inhabited the area around Santa Rosa and Sonoma County since before European contact. The Pomo were known for their expertise in basket-making and lived a subsistence lifestyle that centered on marine resources.¹ According to legend, the area was dubbed Santa Rosa after the Spanish priest Juan Amorosa baptized a young native 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, calling it Santa Rosa, and began selling land for \$25 per lot. Santa Rosa's official recognition as a city came in 1868 when the State of California affirmed its incorporation.² The population of Santa Rosa has grown many-fold during

the 150 years since its founding. Today the community is known for its tourism-related activities and its wineries, which number more than 100.

Infrastructure

Current Economy

According to the California Employment Development Department, the major employers in Santa Rosa include the Santa Rosa Memorial Hospital, Sonoma County Government, and the Army National Guard.³ According to the 2000 U.S. Census, 62.6% of the potential labor force was employed and there was a 4.4% unemployment rate (calculated by dividing the unemployed population by the labor force). A total of 34.5% of the population over the age of 16 was not in the labor force. Of the employed civilian population, 14.3% worked in 'Manufacturing' while 19.2% worked in 'Educational, health and social services' and 12.3% worked in 'Retail trade.' The armed forces accounted for less than 0.07% of the labor force. A total of 12.8% of the employed civilian population was employed by the government and a small percentage (0.5%) reported working for the government in the 'Agriculture, forestry, fishing, and mining' industries. Only 1.0% of the employed civilian population over the age of 16 was involved in 'Agriculture, forestry, fishing, and hunting' according to the 2000 U.S. Census.

Santa Rosa's per capita income was \$24,495 in 1999, according to the 2000 U.S. Census, while the median household income was \$50,931. In 1999 a total of 8.5% of the population was below the poverty level. In 2000 there were 57,578 housing units in Santa Rosa, 97.3% of which were occupied, and 2.7% of which were vacant. Of the occupied housing units, 58.5% and 41.5% were owner and renter occupied respectively. Almost one-third (31.9%) of the vacant housing units were 'For rent' and 15.2% were 'For sale only.'

Governance

Santa Rosa, the County Seat of Sonoma County, is an incorporated City with a council-manager form of government. The City Council includes seven Council members and the Mayor. Sales taxes are 7.25% based on the standard statewide rate. The annual property tax for Sonoma County is approximately 1.11% of the property's assessed value, plus voter-approved special taxes or assessments.

California state law assesses commercial fishing vessels, charter boats, and oceanographic research vessels at 4% of their full cash value for tax purposes. Some commercial vessels are also subject to a Ballast Water Management Fee of about \$500 per voyage.⁴ 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.⁵

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.⁶ 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.⁷

Santa Rosa is 826 miles from the Northwest Regional Office of the National Marine Fisheries Service in Seattle. The nearest California Fish and Wildlife office is located in Napa, 44 miles north of Santa Rosa. The nearest U.S. Coast Guard station and U.S. Citizenship and Immigration Services office are located in San Francisco, 55 miles south. Meetings of the Pacific and North Pacific Fisheries Management Council are held in Foster City (77 miles north) and Portland (653 miles north) respectively.

Facilities

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

Schools in Santa Rosa include 37 elementary schools, 18 secondary schools (including middle, junior, and high schools), 28 private schools of all levels, two junior colleges, one two-year school of business, and one beauty school.⁸ Water and sewer services are provided to Santa Rosa residents by the Utilities Department of the City of Santa Rosa, which also manages the Santa Rosa Subregional Wastewater System. The Pacific Gas and Electric Company supply natural gas and electric utilities to the community. The Santa Rosa Police Department and the Sonoma County Sheriff's Department administer local law enforcement. The City of Santa Rosa has its own Fire Department. The City has two major hospitals, two convalescent hospitals, three mental health and behavioral medicine clinics, and several surgical centers and smaller health care clinics. According to the Santa Rosa Chamber of Commerce, lodging accommodations include 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 port group which includes the nearby communities of San Rafael, Inverness, Bolinas, Jenner, Windsor, Marshall, Petaluma, Novato, Stewart's Point, Dillon Beach, Drakes Bay, Healdsburg, Kentfield, Muir Beach, Guerneville, Sonoma, Nicasio, Greenbrae, Forest Knolls, Occidental, Cloverdale, San Quentin, Rohnert Park, Corte Madera, Mill Valley, Tiburon, Stinson Beach, Hamlet, Marconi, Millerton, and Sebastopol. Reported landings for this port group in 2000 were in the following West Coast fisheries (data shown represent landings in metric tons/value of said landings/number of vessels landing): coastal pelagic (135 t/\$116,723/15), crab (6 t/\$42,768/7), groundfish (1 t/\$1704/9), 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 on these communities. There was at least one seafood processor operating in Santa Rosa in 2000 however specific information (estimated pounds of product/value of product) is confidential.

Santa Rosa residents owned 12 vessels in 2000, 7 of which participated in the Federally Managed Groundfish fishery. In the same year recorded data indicates that the number of vessels owned by Santa Rosa residents that participated in each said 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).⁹

One Santa Rosa resident held a single Federally Managed Groundfish fishery permit in 2000. Recorded data indicates that the number of Santa Rosa residents holding permits in each said 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).¹⁰

According to available data, 83 state and federal permits were registered to Santa Rosa 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 (0/0/15), 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).¹¹

Sportfishing

In 2002, 19 commercial passenger fishing vessels (CPFVs) were licensed to residents of Santa Rosa, decreasing to 17 CPFVs licenses in 2003. Santa Rosa is in the vicinity of the Port Hueneme, Oxnard, Ventura, Santa Barbara port complex, which received a total of 352,260 commercial passenger fishing vessel landings in 2000, made by a total of 77,345 anglers. The top five fish landed were unspecified rockfishes, 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” 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 Rosa residents were scarcely involved in North Pacific fisheries. In the same year residents owned zero vessels that were involved in North Pacific fisheries. Available data indicates no landings were made by community members in 2000. In the same year seven Santa Rosa residents served as crewmembers in North Pacific fisheries and data indicates that there were no state or federal permits registered to community residents.

Sportfishing

A relatively high number (299) of Alaska sportfishing licenses were sold to Santa Rosa community members in 2000. In the same year no local sportfishing businesses participated in Alaskan fisheries.

-
- ¹ Kroeber, Alfred L. 1953. Handbook of the Indians of California: The Pomo. Berkeley: California Book Company.
- ² City of Santa Rosa. 2005. City Founders, [Online]. Available: URL: <http://ci.santa-rosa.ca.us/default.aspx?PageId=68> (access date - April 2005).
- ³ State of California. No date. Labor Market Information: Major Employers in Sonoma County, [Online]. Available: URL: <http://www.calmis.ca.gov/file/majorer/majorer.htm> (access date - July 2004).
- ⁴ 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).
- ⁵ 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).
- ⁶ California Fish and Game. No date. California Fish and Game Code, Sections 8040-8070, [Online]. Available: URL: <http://www.leginfo.ca.gov/cgi-bin/displaycode?section=fgc&group=08001-09000&file=8040-8070> (access date - January 2006).
- ⁷ State of California Department of Agriculture. 2004. List of Marketing Programs, [Online]. Available: URL: <http://www.cdafa.ca.gov/mkt/mkt/mktbrds.html> (access date - July 2004).
- ⁸ National Center for Education Statistics. [Online]. Available: URL: <http://nces.ed.gov/globallocator/> (access date - April 2005).
- ⁹ '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.
- ¹⁰ '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.
- ¹¹ '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.