

# Dana Point

## People and Place

### Location

Dana Point is in Orange County along Interstate Highway 5, approximately 65 miles north of San Diego and 59 miles south of Los Angeles. It covers 6.64 square miles of land and 22.8 square miles of water. The geographic coordinates of Dana Point are lat 33°28'01"N, long 117°41'50"W.

### Demographic Profile

According to the 2000 U.S. Census, the population of Dana Point was 35,110, a 10.1% increase from 1990. The gender composition was 50% female and 50% male. The median age in 2000 was 39.8 and 54.6% of the population was between the ages of 25 and 59. Of the population 18 years of age and older, 89.3% had a high school education or higher, 37.8% had a bachelor's degree or higher, and 14.4% had a graduate or professional degree; the national averages were 79.7%, 22.3%, and 7.8% respectively.

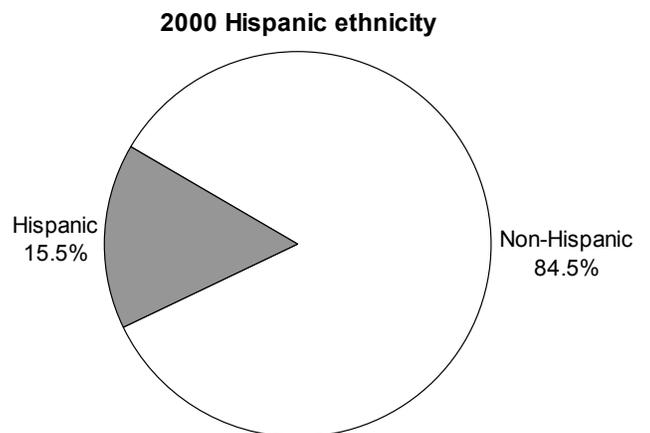
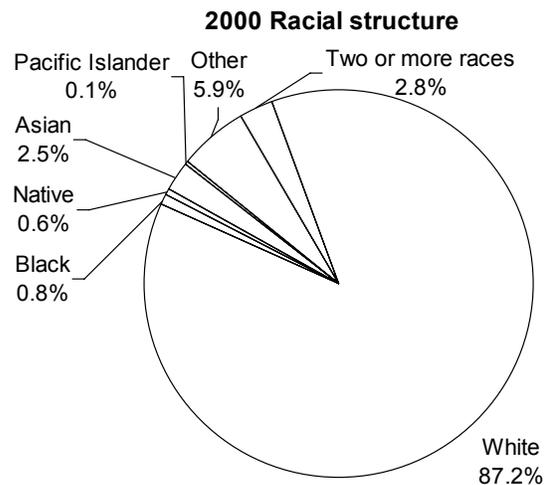
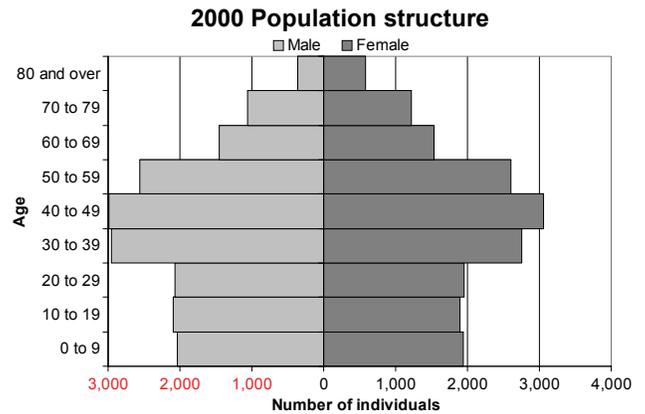
The majority of the racial structure was white (87.2%), followed by individuals who identified with some other race (5.9%), individuals who identified with two or more races (2.8%), Asian (2.5%), black (0.8%), American Indian and Alaskan Native (0.6%), and Native Hawaiian and Other Pacific Islander (0.1%). Ethnicity data indicate 15.5% identified as Hispanic. Approximately 15.6% of the population were foreign-born, of which 43.9% were born in Mexico.

In 2000 79.4% of the population lived in family households.

### History

The first Euro-American contact with this region of southern California came in 1769 when Don Gaspár de Portolá, the leader of a Spanish expedition, discovered the Santa Ana Valley in what is now northern Orange County.<sup>1</sup> Mission San Juan Capistrano, founded in 1776 by the Spanish priest Father Junipero Serra, was named after St. John of Capistrano, Italy. The founders wanted a mission midway between San Diego and San Gabriel in the Los Angeles area. The mission is 5 miles inland from the coast in the community of San Juan Capistrano, but this entire area of southern California was originally known as Capistrano Bay.<sup>2</sup>

In the mid-1800s, Richard Henry Dana Jr., a lawyer and seaman, traveled from Boston to the California coast, via Cape Horn, on a merchant ship called *The Pilgrim*. In



his journal, *Two Years before the Mast*, published in 1840 and widely read since, Dana describes this area as “the most romantic spot on the California coast.” Dana Point is named for him.<sup>3</sup> Today, Dana Point is a seaside community known for tourism, recreation, and its beaches.

## Infrastructure

### Current Economy

According to the 2000 U.S. Census, 65.8% of the potential labor force 16 years of age and older were employed, 2.6% were unemployed, and the unemployment rate was 3.8% (calculated by dividing the unemployed population by the labor force). In addition, 31.6% were not in the labor force. The major employment sectors were education, health, and social services (17.7%), retail trade (12.5%), local, state, or federal government (10.9%), and manufacturing (10.2%). Natural resource jobs including agriculture, forestry, fishing, and hunting employed 0.3%, but this percentage may be artificially low because many fishermen are self-employed and are underrepresented in the data.

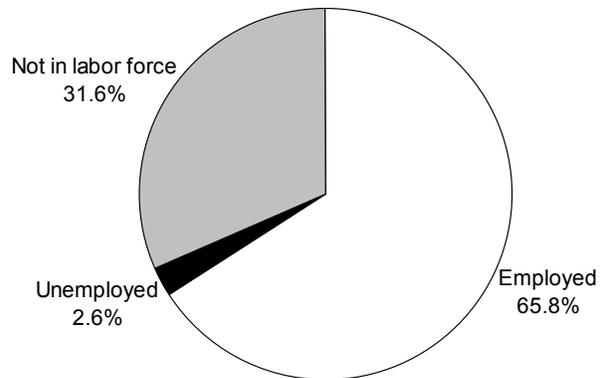
According to the 2000 U.S. Census, Dana Point’s per capita income in 1999 was \$37,938, the median household income was \$63,043, and 6.7% lived below the poverty level. In 2000 Dana Point had 15,682 housing units, of which 92.2% were occupied and 7.8% were vacant. Of the occupied units, 62% were by owner and 38% were by renter. More than half (59.3%) of the vacant units were for seasonal, recreational, or occasional use.

### Governance

Dana Point incorporated in 1989 and is in southern Orange County. It operates under a council/manager form of government. The council consists of five members, including the mayor and the mayor pro-tem. The local sales tax is 7.25% based on the standard statewide rate. See the Governance subsection (page 43) in the Overview section for a more detailed discussion of taxes affecting fishermen and processors in California.

The National Marine Fisheries Service, California Department of Fish and Game, and U.S. Coast Guard all have offices in Long Beach, 44 miles north of Dana Point. The nearest U.S. Citizenship and Immigration Services suboffice is in Santa Ana, 27 miles north. Meetings of the Pacific Fishery Management Council are held in Del Mar, 47 miles south. North Pacific Fishery Management Council meetings are held in Portland, Oregon, 1,022 miles north.

2000 Employment structure



### Facilities

Dana Point is accessible by Interstate Highway 5 and California Highway 1, also known as the Pacific Coast Highway. The nearest airport is the John Wayne Orange County Airport in Santa Ana. The Los Angeles International and San Diego airports also are in relatively close proximity. There is no train station in Dana Point, but the rail line runs through San Juan Capistrano, 5 miles inland. Municipal and regional bus services are available locally.

Public schools in the community include one primary school and one high school. In addition, there are three private schools that offer instruction from kindergarten through eighth grade.<sup>4</sup> The Ocean Institute, founded in Dana Point in 1977, is a nonprofit educational organization that teaches ocean awareness and preservation. The institute owns and operates the brigantine *Pilgrim*, the *Spirit of Dana Point*, and the research vessel *Sea Explorer*.

San Diego Gas and Electric provides electricity and Southern California Gas provides natural gas. The Moulton Niguel Water District supplies water and also treats and recycles wastewater. The Dana Point Police Department and the Orange County Sheriff’s Office administer public safety. The Orange County Fire Authority provides fire emergency services, and several regional medical centers and hospitals are in nearby Mission Viejo and Laguna Hills. Local lodging accommodations include 11 hotels and motels.

Dana Point is also accessible by sea and has a large harbor with two marinas and moorage space for 2,500 boats of varying sizes. Harbor facilities include guest slips, a fuel dock, shipyard, and launch ramp. There are recreational facilities for fishing, windsurfing, jet skiing, kayaking, sailing, and swimming. The most prominent harbor business is Dana Wharf Sportfishing, which

operates a fleet of vessels available for charter and sportfishing daytrips.<sup>5</sup>

## Involvement in West Coast Fisheries

### Commercial Fishing

In 2000 no seafood processors operated in Dana Point. Landings were delivered by 57 vessels, all commercially registered, and were made in the following West Coast fisheries (data shown represents landings in metric tons/value of landings/number of vessels landing): crab 3.2 t/\$7,479/13; highly migratory species 28.1 t/\$249,614/11; shrimp 5.4 t/\$111,989/9; and other species 121.1 t/\$858,023/62. Six vessels made landings valued at \$254, but no data were available regarding the amount of those landings in metric tons.

In 2000 Dana Point residents owned 12 commercial vessels, of which four participated in the federally managed groundfish fishery. The number of vessels owned by Dana Point residents in 2000 that participated in each fishery by state (WA/OR/CA) was: groundfish 0/0/NA, highly migratory species NA/0/NA, shellfish NA/0/NA, shrimp NA/0/1, and other species 0/0/1.<sup>6</sup>

The number of Dana Point residents holding permits in each fishery by state (WA/OR/CA) was: groundfish 0/0/5, highly migratory species NA/0/8, shellfish 0/0/NA, shrimp 0/0/1, and other species 0/0/24.<sup>7</sup>

At least 63 commercial fishing permits were registered to Dana Point residents in 2000, all registered state permits. The number of state permits held by Dana Point residents in 2000 in each fishery by state (WA/OR/CA) was: groundfish 0/0/6, highly migratory species NA/0/9, shellfish 0/0/NA, shrimp 0/0/1, and other species 0/0/47.<sup>8</sup>

### Sportfishing

A well maintained public fishing pier in Dana Point receives considerable use. A number of charter vessels operate out of Dana Point targeting albacore tuna, bluefin tuna, marlin, yellowtail, rock cod, salmon, shark, yellowfin tuna, and other species. Many of these charter vessels also offer seasonal whale watching tours. In 2002, at least 10 charter businesses served sport fishermen and tourists.

One license agent sells sportfishing licenses in Dana Point. In 2000 agents in Orange County sold 26,250 resident sportfishing licenses, 47 nonresident sportfishing licenses, 7 sport salmon punch cards, and 29 abalone report cards. In the port group consisting of Oceanside and Dana Harbor, 29 commercial passenger fishing vessels served 68,598 anglers in 2000. These vessels reported 273,628 landings of more than two dozen

species. Sea bass (unspecified) and Pacific mackerel accounted for 63.6% and 7% of the landings respectively.

### Subsistence

Local tribal and nontribal community members might be engaged in subsistence fishing in the Dana Point area. However, specific information on subsistence fishing in Dana Point 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 is captured to some degree in the sportfishing data.

## Involvement in North Pacific Fisheries

### Commercial Fishing

In 2000 one community member held a crew member license for North Pacific fisheries.

### Sportfishing

Dana Point residents purchased 66 Alaska sportfishing licenses in 2000.

## Notes

1. Santa Ana Historical Preservation Society. No date. The History of Santa Ana. Online at <http://www.santaanahistory.com/history.html> [accessed 13 February 2007].

2. Mission San Juan Capistrano. 2004. Mission of San Juan Capistrano. Online at <http://www.missionsjc.com/historic.html> [accessed 13 February 2007].

3. City of Dana Point. 2003. City of Dana Point. Online at <http://www.danapoint.org/welcome.html> [accessed 13 February 2007].

4. National Center for Education Statistics. No date. No title. Online at <http://nces.ed.gov/globallocator/> [accessed 13 February 2007].

5. City of Dana Point. 2003. Attractions and points of interest. Online at <http://www.danapoint.org/tourism/attractions.html> [accessed 13 February 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.