San Francisco, California

People and Place

Location

The City of San Francisco is located in San Francisco County, situated approximately 87 miles southwest of Sacramento and 48 miles northwest of San Jose. San Francisco, covering 46.7 square miles of land and 185.2 square miles of surface water, lies at 37°46’30”N and 122°25’06”W.

Demographic Profile

At the time of the 2000 U.S. Census the population of San Francisco was 776,733. Between 1990 and 2000, U.S. Census data reports that the population of San Francisco increased 7.3%. In 2000 the percentage of males and females was 50.8% and 49.2% respectively. The racial composition of the population was predominantly White (49.7%), followed by Asian (30.8%), Black or African American (7.8%), Pacific Islander (0.5%), and American Indian and Alaskan Native (0.4%). Overall 6.5% identified themselves as belonging to some other race and 4.3% classified themselves as belonging to two or more races. Overall, 14.1% of the population identified themselves as Hispanic or Latino.

The median age of San Francisco’s population in 2000 was 36.5 which was slightly higher than the national median of 35.3 for the same year. In 2000 approximately 61.6% of the population was between the ages of 22 and 59. Of the foreign-born population (36.8%), 33.8% were born in China, 11% in the Philippines, and 8% in Mexico. A total of 63.4% of the population of San Francisco were living in family households in 2000. The 2000 U.S. Census reports that 81.5% of the population of San Francisco over 18 years of age had received a high school degree or higher, 42.9% had received a bachelor’s degree or higher, and 14.9% 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 descendents chose to call themselves Ohlones, meaning “the abalone people.”

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 also 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. The Ohlones, equipped with reed boats, also ventured short distances into the ocean to fish for mackerel, sardine, and other nearshore species.
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 Francisco County. Between 1982 and 1984 the Muwekma Tribal Council was formally organized and tribal members are currently working for federal recognition. In November 1770 the Viceroy of Spain instructed Don Pedro Fages, the comandante of California, to explore San Francisco for the purpose of establishing a mission there. In 1775 the Viceroy authorized Juan Bautista de Anza to command an expedition escorting soldiers and their families to settle the port of San Francisco. Anza was later appointed governor of New Mexico by the King of Spain. Spain established numerous missions throughout California and envisioned them as temporary structures, intended to last approximately 10 years after their foundation. The intentions of the mission priests were to both Christianize and acculturate the Native Americans. The mission settlements would then become pueblos, or cities, and the mission churches would become parish churches, similar to others in the nation. In 1834, California governor General José Figueroa, ordered that the missions be converted to pueblos and that the Indians be given land to raise cattle.

San Francisco grew rapidly as a city, and with the immigration to the area following the discovery of gold, organization and government came quickly. The majority of the economic activity occurring in California during the nineteenth-century occurred just east of San Francisco in the Sacramento-San Joaquin watershed, which drained several rivers through San Francisco Bay. When the Gold Rush began to decline in the Sierras in the late 1840s Californians turned to fishing. The salmon trade picked up during the 1850s and 60s when the price for river freight dropped and steamship service began to Hawai‘i, China, Japan, and Australia. In the mid-1850s the first group of Chinese fishermen appeared on the eastern shores of San Francisco Peninsula and began exporting dried fish and shellfish from San Francisco. The most important Chinese fishery in the Bay Area was the shrimp fishery, which began in 1871. In 1895 the Chinese landed approximately 5.4 million pounds of shrimp valuing $163,000 and the fishery was considered one of the most productive fisheries in California, second to the Bay area’s oyster business.

The Italians, beginning to arrive in the late 1860s, were also quite important to the fishing industry in San Francisco. They were involved in the shrimp fishery but proved less successful than the Chinese and many abandoned it. The Italians built traditional boats called “silenas” (known later as “San Francisco feluccas”) which they moored all along the San Francisco waterfront. By 1880 the “lateen-rigged Italian boats made up about two-thirds of the 85 or so fishing boats serving the city.”

The first wharf built specifically for the fishing fleet, the Union Street Wharf, was built in 1884. The wharf had several amenities for fishermen including: a maintenance shed, four large boiling vats for tanning nets and sails, a boat ramp, and a Market House, where the daily catch was deposited and sold to the local market. Alongside the feluccas moored at the wharf were the sailing gillnet boats that fished the shallower reaches of the San Pablo and San Francisco Bays, and the Sacramento and San Joaquin Rivers. These boats deployed paranzella drag nets – introduced by Sicilians in 1876 – that were particularly efficient in catching offshore rockfish. The gillnet boats also served as tenders to the paranzella feluccas that fished outside the Golden Gate Bridge. The crab fishery was also important in the latter half of the 19th century with the crab boat fleet numbering approximately 50 vessels in the 1880s. Due to construction the wharf
was moved to the intersection of Jefferson and Taylor streets in 1900 and a new Market House was constructed.\textsuperscript{10}

Mining, agriculture, and development in and around the Bay Area brought pollution to the Bay in the twentieth-century. Pollution caused the Bay Area oyster industry to collapse as well as several salmon fisheries. However, by 1925, industrialization came to the area’s fisheries; vessel and gear modifications began to allow fishermen to shift their occupations from nearshore into offshore waters. Boatbuilders in San Francisco soon outfitted the old Italian boat with a single-cylinder gasoline engine. This new vessel, known as the Monterey clipper, could engage in multiple types of fishing and spend several days at sea.\textsuperscript{11} The markets were also expanding in the beginning of the 20th century. Bay Area products were transported by truck, rail, and ship throughout the country and many of the traditional marketing facilities (e.g., the Market Houses) were replaced by industrial scale processing and packing facilities. The increased efficiency of the motorized vessels and the seafood market networks “encouraged a boom for the fisheries held in check only by the ravages of the Great Depression.” Fisherman’s Wharf was soon enlarged into three basins to accommodate the increased number of vessels.\textsuperscript{12}

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Infrastructure

Current Economy

According to the 2000 U.S. Census the top three occupations in San Francisco in 2000 for the eligible labor force 16 years of age and over were “management, professional and related occupations” (48.3%), “sales and office occupations” (25.6%), and “service occupations” (14.3%). The top five employers in San Francisco in 2002 were ABM Industries Inc. (Business Services), ABM Janitorial Services (Business Services), Catholic Health Care West; Charles Schwab Corporation (Security Brokers and Dealers), and Chevron Corporation (Oil and Gas
At the time of the 2000 U.S. Census, 11.7% of the city’s eligible labor force was employed within local, state, or federal governments. The 2000 U.S. Census data reports that 0.1% of San Francisco’s population was employed in agriculture, forestry, fishing, and hunting.

According to the 2000 U.S. Census a total of 63.3% of the potential labor force was employed and there was a 4.6% unemployment rate (calculated by dividing the unemployed population by the labor force). In 2000 a total of 33.7% of the population of San Francisco over 16 years of age was not in the labor force, which is slightly less than the national average of 36.1% for the same year. For whom poverty status was determined, 11.3% of the city’s population was living below the poverty line in 1999. The median household income in 1999 was $55,221 and the per capita income was $34,556. There were 346,527 housing units according to 2000 U.S. Census data. The percentage of occupied housing units that were owner versus renter occupied were 65% and 35% respectively. The percent of vacant housing units was 4.9%, of which 22.4% were vacant due to seasonal, recreational, or occasional use.

San Francisco, founded in 1777 and incorporated in 1850, is the largest city in the Bay Area. Because the City of San Francisco is also a County its government structure is unique. Instead of having a City Manager and Council, county supervisors govern on the city level. The mayor is the official representative of the City and County of San Francisco and is aided by the appointed City Administrator and City Controller. San Francisco levies a 8.25% sales and use tax on regular purchases and an 10% transient lodging tax. Under Proposition 13 the maximum property tax rate for San Francisco County is 1% of the property’s net taxable value. California state law assesses commercial vessels, charter boats, and oceanographic research vessels at 4% of their full cash value. 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. Some commercial vessels are also subject to a Ballast Water Management Fee of about $500 per voyage. 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.

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 $0.125 per pound of fish. 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.

The National Marine Fisheries Service’s (NMFS) Southwest Fisheries Science Center has laboratories located 73 miles south in Santa Cruz and there is a NMFS Regional Office located approximately 405 miles south in Long Beach. The California Department of Fish and Wildlife has a marine field office located about 22 miles south in Belmont. The nearest U.S. Citizenship and Immigration Services is located in San Francisco. The Pacific Fishery Management Council holds meetings approximately 22 miles south in Foster City. San Francisco 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
San Francisco is accessible by ground, sea, and air. The major roads connecting San Francisco to neighboring cities are State Highway 101 south to San Jose and Interstate 80 northeast to Sacramento. San Francisco has numerous transportation services including cable cars, an extensive bus system, the Bay Area Rapid Transit (BART) system, Caltrain, and miles of bike paths. Several ferries serve the San Francisco area including Alameda/Oakland Ferry, the Blue & Gold Fleet, Golden Gate Ferries, Harbor Bay Maritime, and the Vallejo Baylink. The San Francisco International Airport is located just south of the city.

The San Francisco Unified School District, established in 1851, educates over 60,000 students annually in over 160 pre-school, elementary, middle, and high schools. Additionally there are several alternative schools located in the San Francisco. The largest university in the city is San Francisco State University, with over 21,000 enrolled students. The San Francisco Public Utilities Commission (SFPUC) provides freshwater and wastewater services to community residents. SFPUC also produces hydroelectric and solar power for the City and County of San Francisco. Pacific Gas and Electric supplies electricity and natural gas to the community. Public safety in the city is administered by the San Francisco Police Department. There are several medical clinics and hospitals in the San Francisco area. Additional local facilities include several public libraries, city parks, community centers, recreational facilities, places of worship, museums, the Aquarium of the Bay, and the San Francisco Maritime National Historic Park’s Visitor Center. The Port of San Francisco provides berthing for commercial fishing boats at Fisherman’s Wharf. The Port offers full-service ship repair, two dry docks, fuel, ice and other supplies, and numerous portside facilities. Additionally, the Wharf’s Pier 45 houses the West Coast’s largest concentration of commercial fish processors and distributors.

There are several organizations based in San Francisco that focus on marine conservation including Waterkeepers Northern California, and recreation fishing organizations such as CalTrout and Golden West Women Flyfishers. For example, Golden West Women Flyfishers donate funds to groups such as CalTrout and The California Sportfishing Alliance. They also provide donations to organizations such as the Aquatic Outreach Alliance and Kids for the Bay, which promote environmental consciousness among Bay Area children.

### Involvement in West Coast Fisheries

#### Commercial Fishing

In 2000 a total of 363 commercial vessels delivered landings to San Francisco. According to recorded data 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 (2940 t/$2,465,383/120), crab (178 t/$989,754/45), groundfish (1114 t/$1,920,661/77), highly migratory species (81 t/$150,409/23), salmon (373 t/$1,436,021/162), shrimp (confidential/confidential/1), and other species (101 t/$537,709/65).

San Francisco residents owned 57 vessels in 2000 that participated in West Coast fisheries, of which one was part of the Groundfish Vessel Buyback Program. Community members owned 29 vessels that participated in the Federally Managed Groundfish fishery. Recorded data indicates that the number of vessels owned by San Francisco residents that participated in each said fishery by state (WA/OR/CA) was: crab (0/0/18), groundfish (0/0/NA), highly migratory species (NA/0/NA), salmon (0/0/25), shellfish (NA/0/NA), and shrimp (NA/0/2).

Eleven San Francisco residents each held eleven Federally Managed Groundfish fishery permits in 2000. According to recorded data for the same year, the number of San Francisco
residents that held permits in each said fishery by state (WA/OR/CA) was: coastal pelagic (0/0/15), crab (0/0/18), groundfish (1/0/26), highly migratory species (NA/0/2), salmon (1/0/69), shellfish (0/0/NA), shrimp (1/0/3), and other species (0/0/17).

According to available data, 234 state and federal permits were registered to San Francisco 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 (0/0/30), crab (0/0/19), groundfish (3/0/31), highly migratory species (NA/0/0), salmon (1/0/118), shellfish (0/0/NA), shrimp (1/0/3), and other species (0/0/17).

There were at least 12 seafood processors operating in San Francisco in 2000. In the same year approximately 168 individuals were employed by these processors. In 2000 an estimated 3,661,760 lbs of fish were processed at a value of $183,118,517. The top three processed products in the community in 2000, in terms of pounds and revenue earned were salmon (700,253 lbs/$2,640,496), yellowfin (532,146 lbs/$3,360,774), and swordfish (478,405 lbs/$2,964,152).

Sportfishing

The sportfishing industry in southern California is well developed. In San Francisco sportfishermen are heavily involved in both West Coast and Alaskan fisheries. There are eight license agents located in San Francisco. Two Commercial Passenger Fishing Vessels were licensed in San Francisco 2003. San Francisco’s sportfishing fleet is located on Jefferson Street at the Wharf; ten sportfishing boats offer daily departures from this location.

Pier fishing in San Francisco is also quite popular with several local piers within the City. The San Francisco Municipal Pier, built in the early 1930s, was used primarily for recreational fishing. Today the pier is frequented by fishermen, joggers, and tourists. Additional fishing piers include Black Point Pier (located at the foot of the Municipal Pier), Pier 7 (the second longest fishing pier in the city and reputedly one of the best fishing spots), Fort Point Pier, McNear Beach Fishing Pier, Oyster Point Fishing Pier, Dumbarton Pier, and several others. Overall there are more than 35 fishing piers in San Francisco Bay.

Subsistence

Specific information on subsistence fishing in San Francisco 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, San Francisco residents owned three 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): Bering Sea Aleutian Islands groundfish (confidential/confidential/1) and herring (confidential/confidential/1).

In 2000 a total of 18 San Francisco residents served as crewmembers in North Pacific fisheries. In the same year four community residents held four registered state permits. In 2000
residents of San Francisco held two herring, one salmon, and one shellfish Commercial Fisheries Entry Commission (CFEC) permits.

**Sportfishing**

A total of 754 Alaska sportfishing licenses were purchased by San Francisco community members in 2000. One sportfishing business in San Francisco participated in Alaskan fisheries in the same year.

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