

# Monterey, California

## People and Place

### *Location*

Monterey is located at the southernmost curve of Monterey Bay, approximately 345 miles north of Los Angeles and 113 miles south of San Francisco. The community, covering 8.44 square miles of land and 3.29 square miles of water, is geographically located at 36°36'01"N and 121°15'37"W.

### *Demographic Profile*

According to the 2000 U.S. Census, the population of Monterey was 29,674, a 7.1% decrease from the 1990 U.S. Census. In 2000 the gender structure was evenly divided with slightly more females (50.8%) than males (49.2%). The median age was 36.1 in 2000, which is comparable to the national median of 35.3 for the same year. According to the same data, 47.4% of the population was between the ages of 25 and 54. For the population 18 years and over, 91.4% had a high school education or higher, 40.5% had attained a bachelor's degree or higher, and 15.7% earned a graduate or professional degree. The highest level of educational attainment was a high school diploma or equivalency for 18.8% of the population.

The 2000 U.S. Census shows that the racial composition was predominantly White (80.8%), followed by Asian (7.4%), Black or African American (2.5%), American Indian and Alaskan native (0.6%), and Native Hawaiian and Other Pacific Islander (0.3%). Overall, 3.9% classified themselves as belonging to some other race and 4.4% of the population identified themselves with two or more races. A total of 10.9% identified themselves as Hispanic or Latino. Approximately 17.8% of Monterey's population identified as foreign-born in 2000.

### *History*

The southern Monterey Bay area is the aboriginal homeland of the Ohlone/Costanoan Esselen Nation. The Nation consists today of approximately 500 enrolled members, 60% of which live in Monterey and San Benito Counties. Currently, the Nation is "in the process of reaffirming its status as an American Indian Tribe with the Bureau of Indian Affairs through the Federal Acknowledgement Process administered by the Branch Acknowledgement and Research."<sup>1</sup> Within this Nation, the Achasta District was located in the area of present-day Monterey.

Monterey was California's first State Capitol and hosted the California's first constitutional convention. It was in Monterey that, on October 13, 1849, the California state constitution was signed.<sup>2</sup> The area's first Chinese inhabitants settled on the cove of Point Lobos, some miles to the south of Cannery Row in 1851. Their industrious efforts helped make Monterey one of California's most successful fishing ports. The successes of Chinese fishermen lead to serious conflicts with Italian-American fishermen. A fire destroyed the Chinese settlement in 1906 and the Chinese fishing fleets on Monterey Bay never fully recovered.

The year 1902 marked the beginning of the canning industry in Monterey. Wartime demand for canned fish drove the expansion of canneries during WWI. In 1928 the arrival of large and modern purse-seiners, with their large nets, increased the efficiency of the Monterey fishing fleet. The fishery was sustained through the Great Depression by turning two-thirds of one billion edible sardines into fertilizer annually. In the 1930s and '40s, Monterey

became the center of a thriving fishing industry at Cannery Row and was known as the “Sardine Capital of the World” during WWII. Author John Steinbeck brought notoriety to the area in 1945 when he published the novel *Cannery Row*. In 1958 Ocean View Avenue was officially renamed “Cannery Row.” The waterfront area of Monterey suffered after the crash of the sardine fishery, but saw a revitalization in the early 1950s and ‘60s with “New Row” businesses like cafes and restaurants.

The Monterey Bay area attracts millions of tourists every year. The Monterey Bay Aquarium opened in 1984 on the site of the Hovden Cannery.<sup>3,4</sup> The Aquarium is visited by about 1.8 million people each year, and was rated the nation’s No. 3 top-rated family attraction by Zagat Survey.<sup>5</sup> Monterey State Historic Park is also located in Monterey. The Park is located on the old site of California’s Capitol under Spanish, Mexican, and U.S. rule. On this site the U.S. flag was first officially raised bringing the California Territory into the Union.<sup>6</sup>

## **Infrastructure**

### *Current Economy*

The California Employment Development Department lists McGraw-Hill Publishing, Monterey Peninsula College, and the Naval Postgraduate School as major employers in Monterey.<sup>7</sup> According to the 2000 U.S. Census, 67.6% of the potential labor force was employed and there was a 2.2% unemployment rate (calculated by dividing the unemployed population by the labor force). A total of 30.3% of the population over the age of 16 were not in the labor force in 2000. Approximately 24.8% worked in “Educational, health and social services” while 15.7% worked in “Arts, entertainment, recreation, accommodation and food services,” the majority of those falling under “Accommodation and food services.” The armed forces accounted for 14.0% of the labor force. The local, state, or federal government employed a total of 19.4% of the civilian population; however none were reported as working in the “Agriculture, forestry, fishing, and mining” industries. Only 1.3% 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.

Monterey’s per capita income in 1999 was \$27,133, while the median household income was \$49,109. In the same year a total of 7.8% of Monterey’s population was below the poverty level. In 2000, 63.7% of the population lived in family households. In the same year there were 13,382 housing units in Monterey, 94.2% of which were occupied, 5.8% were vacant. Of the occupied housing units, 38.5% were owner occupied and 61.5% were renter occupied. Almost half (46.5%) of the vacant housing units were for “seasonal, recreational, or occasional” use.

### *Governance*

Monterey, California, was founded on 3 June, 1770, and incorporated on 30 May, 1850.<sup>8</sup> Monterey is a charter city that operates under a Council-City Manager form of government. The 5-member City Council consists of the Mayor and four Council members; all are elected officials.<sup>9</sup> Monterey levies a 7.25% sales and use tax rate. Monterey County uses a 10.5% transient lodging tax rate which earned \$14,330,001 in revenue for the 2000-2001 fiscal year.<sup>10</sup>

California state law assesses commercial vessels, charter boats, and oceanographic research vessels at 4% of their full cash value.<sup>11</sup> 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.<sup>12</sup> Some commercial vessels are also

subject to a Ballast Water Management Fee of about \$500 per voyage.<sup>13</sup> 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.<sup>14</sup>

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.<sup>15</sup> 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.<sup>16</sup>

The California Department Fish and Game Headquarters for Marine Region 7 is located in Monterey.<sup>17</sup> The National Oceanic and Atmospheric Administration's (NOAA) Southwest Regional office is based in Long Beach, and the National Marine Fisheries Service (NMFS) Southwest Fisheries Science Center is across Monterey Bay in Santa Cruz. There is a U.S. Coast Guard station located in Monterey. Sacramento, approximately 187 miles away, is the nearest city that holds Pacific Fisheries Management Council meetings. The U.S. Citizenship and Immigration Services has an office approximately 72 miles away in San Jose.

### *Facilities*

Scenic Highway 1, which follows the California coast, runs through Monterey. Salinas, California, is approximately 24 miles northeast of Monterey on Highway 101. There is daily Amtrak rail service to Salinas, with free bus service to downtown Monterey. Monterey also has connecting service to the Greyhound bus station in Salinas. The Monterey Peninsula Airport, approximately 5 miles from Monterey in Carmel-by-the-sea, has direct flights to San Francisco, Los Angeles, and Phoenix.<sup>18</sup>

The Monterey Peninsula Unified School District encompasses the communities of Monterey, Seaside, and Marina. In Monterey, there are 6 public elementary schools (K-5), 1 public middle school (6-8), and 1 public high school (9-12). There is also a K-5 charter school and a charter high school, as well as 2 private high schools (PK-12 and 8-12). There are several colleges and universities in Monterey: Monterey Peninsula College, the Naval Post Graduate School, Monterey Institute of international Studies, Defense Language Institute, Golden Gate university-Monterey, and Monterey College of Law.<sup>19</sup>

Sewer services are provided to Monterey residents by the Monterey Regional Water Pollution Control Agency, while Pacific Gas and Electric supplies gas and electricity to the area. Water is provided by the Cal-American Water Company.<sup>20</sup> Health services are administered by the Community Hospital of the Monterey Peninsula located in Monterey. There is another hospital in Salinas, approximately 17 miles away.<sup>21</sup> Public safety is provided by the 56 officers of the Monterey Police Department.<sup>22</sup> According to the Monterey County Convention and Visitors Bureau, a total of 53 hotels and inns are located in Monterey.<sup>23</sup>

There are numerous harbor facilities in Monterey. The Monterey Municipal Marina is a full service marina with 413 slips that accommodate 20- to 50-foot vessels, six end ties for vessels ranging from 40 to 75 feet, and a public launch ramp. Fisherman's Wharf (Municipal Wharf I) was, at one time, used for the sardine industry. Today it is a tourist destination with restaurants, fish markets, gift shops, and charter operations for

sportfishing, whale watching, and sightseeing. Municipal Wharf II is more commercially oriented, with five wholesale fish companies and a commercial abalone farm. Additionally, the Monterey Peninsula Yacht Club is located on the end of Wharf II. Commercial Dive Charters depart from here, and there is a 700-foot public fishing promenade extending from Wharf II. There are 150 privately owned mooring buoys located in the outer harbor, and boats 50 feet and less can use the seasonal East Mooring Program; permits are required. There is open anchorage at Del Monte beach, east of Wharf II and the East Moorings. Breakwater Cove Marina is a 70-slip private marine and fuel dock. A Chandlery is located next to the office. The Coast Guard Wharf was constructed atop the 1700-foot breakwater that protects the north side of Monterey harbor. This is the home port for the *Long Island*, a 110-foot Cutter. Smaller Coast Guard boats have slips on the shore side of the breakwater.

Monterey Bay National Marine Sanctuary (MBNMS), the largest marine sanctuary in the world, was established in 1992 and covers 5322 square miles of ocean. The most extensive kelp forest in the nation, located within the Sanctuary, is home to sea otters, seals, shorebirds, squid, sardines and many other species.<sup>24</sup> The MBNMS was established for the purpose of resource protection, research, education, and public use.<sup>25</sup> There are two aquaculture facilities in Monterey, raising primarily red abalone and rock scallops.

## **Involvement in West Coast Fisheries**

### *Commercial Fishing*

In 2000 landings were delivered to Monterey by 139 vessels, including 138 commercially registered vessels. In 2000, landings in Monterey were made in the following West Coast fisheries (data shown represents landings in metric tons/value of said landings/number of vessels landing): coastal pelagic (3550.1 t/\$729,861/15), crab (0.2 t/\$1036/8), groundfish (429.7 t/\$617,863/59), highly migratory species (45.7 t/\$160,300/18), salmon (117.5 t/\$416,434/51), shrimp (13.9 t/\$284,361/7), and other species (15.7 t/\$42,278/31). There was at least one seafood processor operating in Monterey in 2000. The company primarily produced squid products; however specific information (pounds of product/value of product) is confidential.

There were 53 commercial vessels owned by Monterey residents in 2000, 31 of them participated in the Federally Managed Groundfish fishery. According to recorded data the number of vessels owned by Monterey residents in 2000 that participated in each said fishery by state (WA/OR/CA) was: coastal pelagic (0/0/26), crab (0/0/3), groundfish (0/0/NA), highly migratory species (NA/0/NA), salmon (0/0/33), shellfish (NA/0/NA), and shrimp (NA/0/7).<sup>26</sup>

In 2000, five federal groundfish permits were held by five community members. Recorded data indicates that the number of Monterey residents holding permits in the each said fishery by state (WA/OR/CA) was: coastal pelagic (0/0/112), crab (0/0/4), groundfish (0/0/10), highly migratory species (NA/0/9), salmon (0/0/71), shellfish (0/0/NA), shrimp (0/0/14), and other species (0/0/25).<sup>27</sup>

According to available data, there were at least 442 commercial fishing permits registered to Monterey residents in 2000, including 437 registered state permits. Recorded data indicates that the number of state permits held by Monterey residents in the each said fishery by state (WA/OR/CA) was: coastal pelagic (0/0/246), crab (0/0/4),

groundfish (0/0/12), highly migratory species (NA/0/11), salmon (0/0/115), shellfish (0/0/NA), shrimp (0/0/23), and other species (0/0/26).

### *Sportfishing*

A number of charter vessels operate out of Monterey targeting salmon, rock cod and lingcod, tuna, and other species. Many of these charter vessels also offer seasonal whale watching tours. In 2002, at least 73 charter businesses serviced sport fishermen and tourists in Monterey. There are nine license agents selling sportfishing licenses in Monterey. In 2000 Monterey County residents purchased: 11,071 resident sportfishing licenses, nine non-resident sportfishing licenses, 175 sport salmon punch cards, and 184 abalone report cards. In the port group consisting of Monterey, Moss Landing, and Santa Cruz, a total of 20 commercial passenger fishing vessels served 37,884 anglers in 2000. These vessels reported 139,058 landings composed of more than 15 species. Rockfish (unspecified) and Chinook salmon accounted for 70.8% and 20.6% of the landings respectively.

### *Subsistence*

Local tribal and nontribal community members might be engaged in subsistence fishing in the Monterey area. However, specific information on subsistence fishing in Monterey 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 a total of 48 vessels owned by Monterey residents participated in North Pacific fisheries. These vessels landed 1,426.4 metric tons in the Alaska salmon fishery, at a value of over \$2,092,100.

A total of 59 Monterey residents worked as crewmembers aboard vessels involved in North Pacific fisheries in 2000. Fifty-one individuals held state permits for Alaska fisheries, but no Monterey residents held federal permits for North Pacific fisheries. In 2000 a total of 55 commercial fishing permits for North Pacific fisheries were held by Monterey residents. In the same year residents held 52 salmon Commercial Fisheries Entry Commission (CFEC) permits and three herring CFEC permits.

### *Sportfishing*

While the majority of the charter boats in Monterey target West Coast fisheries, 43 Monterey community members purchased Alaska sportfishing licenses in 2000.

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<sup>1</sup> Ohlone/Costanoan Esselen Nation. 2004. Ohlone/Costanoan Esselen Nation, [Online]. Available: URL: <http://www.esselelnation.com/index.html> (access date - July 2004).

<sup>2</sup> City of Monterey. 2004. The Community Summary, [Online]. Available: URL: <http://www.monterey.org/community.html#History> (access date - July 2004).

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- <sup>4</sup> City of Monterey. 2004. The Community Summary, [Online]. Available: URL: <http://www.monterey.org/comunity.html#History> (access date - July 2004).
- <sup>5</sup> Monterey Bay Aquarium Foundation. 2004. Visitor Information, [Online]. Available: URL: <http://www.mbayaq.org/vi/> (access date - July 2004).
- <sup>6</sup> State of California. 2004. Monterey State Historic Park, [Online]. Available: URL: [http://www.parks.ca.gov/default.asp?page\\_id=575](http://www.parks.ca.gov/default.asp?page_id=575) (access date - July 2004).
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- <sup>8</sup> City of Monterey. 2004. The Community Summary, [Online]. Available: URL: <http://www.monterey.org/comunity.html> (access date - July 2004).
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- <sup>16</sup> 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).
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- <sup>18</sup> Monterey County Convention and Visitors Bureau. 2004. Transportation and Tours, [Online]. Available: URL: <http://montereyinfo.org/?p=4380> (access date - July 2004).
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<sup>25</sup> NOAA. 2002. Monterey Bay National Marine Sanctuary, [Online]. Available: URL: <http://montereybay.noaa.gov/intro/welcome.html> (access date - July 2004).

<sup>26</sup> '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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