

Monterey

People and Place

Location

Monterey is at the southernmost curve of Monterey Bay in Monterey County, approximately 345 miles north of Los Angeles and 113 miles south of San Francisco. The community encompasses 8.44 square miles of land and 3.29 square miles of water. The geographic coordinates of Monterey are lat 36°36'01"N, long 121°53'39"W.

Demographic Profile

According to the 2000 U.S. Census, the population of Monterey was 29,674, a 7.1% decrease from 1990. The gender composition was 50.8% female and 49.2% male. The median age was 36.1, comparable to the national median of 35.3. Almost half (47.4%) were between the ages of 25 and 54. Of the population 18 years of age and older, 91.4% had a high school education or higher, 40.5% had a bachelor's degree or higher, and 15.7% had a graduate or professional degree; significantly higher than the national averages of 79.7%, 22.3%, and 7.8% respectively.

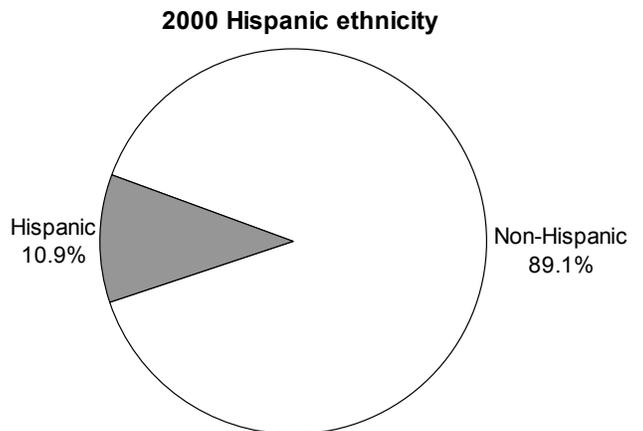
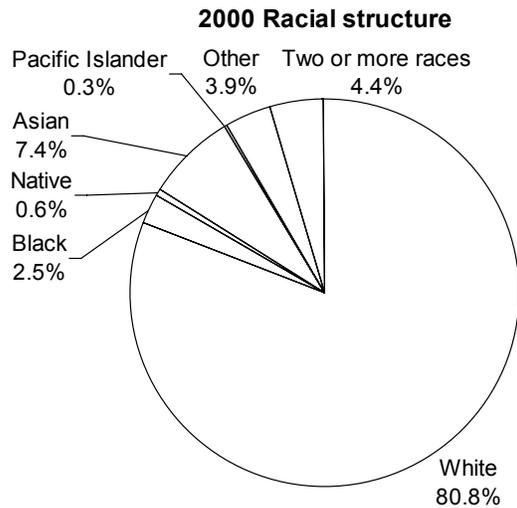
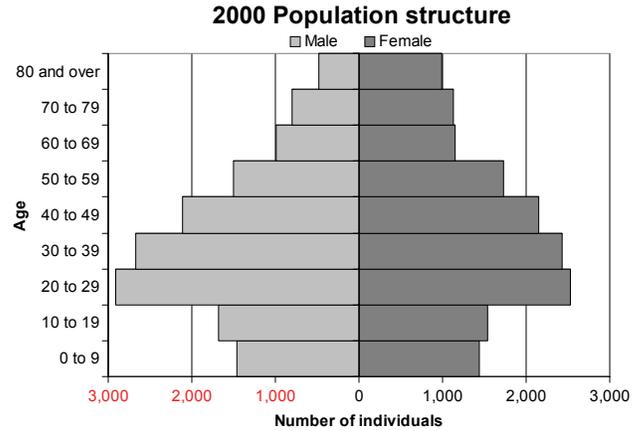
The majority of the racial structure was white (80.8%), followed by Asian (7.4%), individuals who identified with two or more races (4.4%), individuals who identified with some other race (3.9%), black (2.5%), American Indian and Alaska Native (0.6%), and Native Hawaiian and Other Pacific Islander (0.3%). About 10.9% identified as Hispanic, and 17.8% identified as foreign-born.

In 2000 63.7% of the population lived in family households.

History

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

Monterey was the capitol of Alta (upper) California under Mexican rule. The California state constitution was signed in Monterey on October 13, 1849.² The



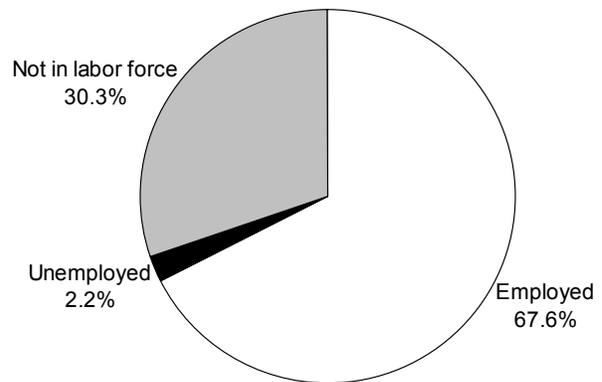
area's first Chinese inhabitants settled on the cove of Point Lobos in 1851, several miles to the south of Cannery Row. Their industrious efforts helped make Monterey one of California's most successful fishing ports. The success of Chinese fishermen led to serious conflicts with Italian-American fishermen. A fire destroyed the Chinese settlement in 1906, and the Chinese fishing fleets on Monterey Bay never fully recovered. The Japanese also had a significant presence in the area in the 1920s and 30s. Since the 1930s, however, Italian fishermen have been the predominant ethnic group.

The year 1902 marked the beginning of Monterey's canning industry. Wartime demand for canned fish drove cannery expansion during World War I. In 1928 the arrival of large and modern purse seiners, with their large nets, increased the efficiency of the local fishing fleet. The fishery was sustained through the Depression by annually turning two-thirds of 1 billion edible sardines into fertilizer. In the 1930s and 1940s Monterey was the center of a thriving fishing industry at Cannery Row and was known as the "Sardine Capital of the World" during WWII. The collapse of the sardine industry was largely economic due to the community's heavy dependence on the fishery, rather than biologic. Current research has shown the disappearance of sardines from the fishery 50–60 years ago was due to long oceanographic cycles and not overfishing; fieldwork indicates sardines have returned to area waters.

Author John Steinbeck brought notoriety to the area in 1945 with his novel *Cannery Row*. In 1958 Ocean View Avenue was officially renamed "Cannery Row." The Monterey waterfront suffered after the crash of the sardine fishery, but experienced a revitalization in the early 1950s and 1960s with new businesses such as cafes, restaurants, and hotels. Monterey continues to celebrate its commercial fishing heritage, and views the current economic contributions of the industry as vital to the community's successful tourism industry.

Monterey Bay attracts millions of tourists every year. The Monterey Bay Aquarium opened in 1984 on the site of the Hovden Cannery.^{3,4} It is visited by about 1.8 million people each year and has been rated the nation's number three top-rated family attraction by Zagat Survey.⁵ Monterey State Historic Park is in Monterey, located on the old site of California's capitol under Spanish and Mexican rule. On this site the U.S. flag was first officially raised, bringing the California Territory into the Union.⁶ Adjacent to the park is the Monterey Maritime Museum with displays and lectures featuring Monterey's commercial fishing history.

2000 Employment structure



Infrastructure

Current Economy

According to the 2000 U.S. Census, 67.6% of Monterey's potential labor force 16 years of age and older were employed, 2.2% were unemployed, and the unemployment rate was 3.1% (calculated by dividing the unemployed population by the labor force). In addition, 30.3% were not in the labor force. The top employment sectors were education, health, and social services (24.8%), local, state, or federal government (19.4%), arts, entertainment, recreation, accommodation, and food services (15.7%), and the armed forces (14%). Natural resource jobs including agriculture, forestry, fishing, and hunting employed 1.3%, but this percentage may be artificially low because many fishermen are self-employed and are underrepresented in these data.

The California Employment Development Department lists McGraw-Hill Publishing, Monterey Peninsula College, and the Naval Postgraduate School as major Monterey employers.⁷

According to the 2000 U.S. Census, Monterey's per capita income in 1999 was \$27,133, the median household income was \$49,109, and 7.8% lived below the poverty level. In 2000 Monterey had 13,382 housing units, of which 94.2% were occupied and 5.8% were vacant. Of the occupied units, 38.5% were by owner and 61.5% were by renter. About 46.5% of the vacant units were for seasonal, recreational, or occasional use.

Governance

Monterey was founded 3 June 1770 and incorporated 30 May 1850.⁸ Monterey is a charter city that operates under a council-city manager government. The five-member city council consists of the mayor and four council members, all elected.⁹ Residents pay a

7.25% sales and use tax rate and Monterey County levies a 10.5% transient lodging tax rate, which earned \$14,330,001 in revenue for fiscal year 2001.¹⁰ See the Governance subsection (page 43) in the Overview section for a more detailed discussion of taxes affecting fishermen and processors in California.

The California Department of Fish and Game headquarters for Marine Region 7 is in Monterey.¹¹ The National Oceanic and Atmospheric Administration's (NOAA) Southwest Regional office is in Long Beach, and NOAA Fisheries Service' Southwest Fisheries Science Center is across Monterey Bay in Santa Cruz. The U.S. Coast Guard has a station in Monterey. Meetings of the Pacific Fishery Management Council are held 95 miles away in Foster City. The U.S. Citizenship and Immigration Services has an office 72 miles away in San Jose.

Facilities

California Highway 1, which follows the California coast, runs through Monterey. Salinas is approximately 24 miles northeast of Monterey on U.S. Highway 101, where there is daily Amtrak rail service with free bus service to downtown Monterey. Monterey also has connecting service to the Salinas Greyhound bus station. The Monterey Peninsula Airport, approximately 5 miles from Monterey, has direct flights to San Francisco, Los Angeles, and Phoenix, Arizona.¹²

The Monterey Peninsula Unified School District encompasses the communities of Monterey, Seaside, and Marina. In Monterey there are six public elementary schools (grades K-5), a public middle school (6-8), and a public high school (9-12). There is also a K-5 charter school and a charter high school, as well as two private high schools (PK-12 and 8-12). Monterey has several colleges and universities: Monterey Peninsula College, the Naval Post Graduate School, Monterey Institute of International Studies, Defense Language Institute, Golden Gate University–Monterey, Monterey College of Law, and Chapman College.¹³

The Monterey Regional Water Pollution Control Agency provides wastewater services, and Pacific Gas and Electric supplies gas and electricity. The Cal-American Water Company provides water.¹⁴ Community Hospital of the Monterey Peninsula is in Monterey and another hospital is in Salinas, approximately 17 miles away.¹⁵ The Monterey Police Department and its 56 officers administer public safety.¹⁶ According to the Monterey County Convention and Visitors Bureau, Monterey has 53 hotels and inns.¹⁷

There are numerous harbor facilities in Monterey. The Monterey Municipal Marina is a full service facility with 413 slips that accommodate 20- to 50-foot vessels,

six end ties for vessels 40 to 75 feet, and a public launch ramp. Fisherman's Wharf (Municipal Wharf I) was once used by 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. Wharf II has a public hoist that services boxed fish and fishing gear. The Monterey Peninsula Yacht Club is located on the end of Wharf II. Commercial dive charters depart from this wharf and a 700-foot public fishing promenade is located alongside it. The City of Monterey charges wharfage fees on a sliding scale based on the value of fish and other ocean products that pass over the wharf for sale. The city supports the commercial fleet through numerous policies for berthing and fees that contribute to the infrastructure found largely on Wharf II.

Additional facilities include approximately 180 privately owned mooring buoys located in the outer harbor that can accommodate commercial vessels up to 100 feet; permits are required for these buoys. There is open anchorage at Del Monte beach east of Wharf II and the East Moorings. Breakwater Cove Marina is a 90-slip private marina and boatyard with a fuel dock and travelift. A chandlery is located next to the marina office.

The Coast Guard wharf was constructed atop a 1,700-foot breakwater that protects the north side of Monterey harbor. This is home port for the *Hawksbill*, a 110-foot cutter. Smaller Coast Guard boats have slips on the shore side of the breakwater. Located near the Breakwater Cove Marina and the Coast Guard Wharf is a modern launch ramp compliant with the Americans with Disabilities Act.

The Monterey Bay National Marine Sanctuary, the largest marine sanctuary in the United States, was established in 1992 and covers 5,322 square miles of ocean. The most extensive kelp forest in the nation is within the sanctuary, and is home to sea otters, seals, shorebirds, fishes, and many other species.¹⁸ The sanctuary was established for resource protection, research, education, and public use; however, it is not authorized to establish commercial or sport fishing regulations.¹⁹

Monterey has several commercial fishing organizations, the largest being the Alliance of Communities for Sustainable Fisheries, headquartered in Monterey but representing fishing interests throughout central California. There are two aquaculture facilities in Monterey, raising primarily red abalone and rock scallops.

Involvement in West Coast Fisheries

Commercial Fishing

At least one seafood processor operated in Monterey in 2000. The company primarily produced squid products; however, specific information (pounds of product/value of product) is confidential. Fieldwork revealed additional processing facilities and fish buyers including Seven Oceans, Monterey Fish Company, So Cal Seafood, and Royal Seafood. Field research also indicated substantial landings of squid in Monterey Bay (including Moss Landing) in 2002 and 2003; squid boats travel to the Channel Islands area during the winter months to fish, contributing greatly to the local economy.

In 2000 139 vessels, including 138 commercially registered vessels, delivered landings to Monterey. Landings in Monterey were made in the following West Coast fisheries (data shown represents landings in metric tons/value of landings/number of vessels landing): coastal pelagic 3,550.1 t/\$729,861/15; crab 0.2 t/\$1,036/8; 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.

In 2000 Monterey residents owned 53 commercial vessels, of which 31 participated in the federally managed groundfish fishery. The number of vessels owned by Monterey residents that participated in each 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/0/7.²⁰

In 2000 five residents held five federal groundfish permits. The number of Monterey residents holding permits in the each 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 0/0/25.²¹

In 2000 Monterey residents held at least 442 registered commercial fishing permits, including 437 registered state permits. The number of state permits held by residents in the each 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 0/0/26.²²

Sportfishing

A number of charter vessels operate out of Monterey, targeting salmon, rock cod and lingcod, tuna, and other species. Many also offer seasonal whale watching tours. In 2002 at least 73 charter businesses

served sport fishermen and tourists. Nine license agents sold sportfishing licenses in Monterey. In 2000 vendors in Monterey County sold 11,071 resident sportfishing licenses, 9 nonresident sportfishing licenses, 175 sport salmon punch cards, and 184 abalone report cards. In the port group consisting of Monterey, Moss Landing, and Santa Cruz, 20 commercial passenger fishing vessels served 37,884 anglers and 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.

Monterey has two boat launch ramps utilized by approximately 4,000 launchers per year, of which the great majority are recreational fishing vessels. Vessels primarily target rockfish, halibut, and Chinook salmon.

Subsistence

Local tribal and nontribal community members may engage in subsistence fishing in the Monterey area, particularly around Monterey Breakwater and Wharf II. 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” 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 in California is captured to some degree in the sportfishing data.

Involvement in North Pacific Fisheries

Commercial Fishing

In 2000 48 vessels owned by Monterey residents participated in North Pacific fisheries, landing 1,426.4 metric tons in the Alaska salmon fishery at a value of more than \$2,092,100. Monterey residents held 51 state permits for Alaska fisheries, but none held federal permits. Residents held 59 crew member licenses for North Pacific fisheries.

In 2000 Monterey residents held 55 commercial fishing permits for North Pacific fisheries, 52 salmon Commercial Fisheries Entry Commission (CFEC) permits, and three herring CFEC permits.

Sportfishing

Monterey residents purchased 43 Alaska sportfishing licenses in 2000.

Notes

1. Ohlone/Costanoan Esselen Nation. 2004. Ohlone/Costanoan Esselen nation. Online at <http://www.eselelnation.com/index.html> [accessed 28 February 2007].
2. City of Monterey. 2004. The community summary. Online at <http://www.monterey.org/comunity.html#History> [accessed 28 February 2007].
3. Cannery Row.com. 2002. The heritage of cannery row. Online at <http://www.canneryrow.com/heritage/index.html> [accessed 28 February 2007].
4. See note 2.
5. Monterey Bay Aquarium Foundation. 2004. Visitor information. Online at <http://www.mbayaq.org/vi/> [accessed 28 February 2007].
6. State of California. 2004. Monterey state historic park. Online at http://www.parks.ca.gov/default.asp?page_id=575 [accessed 28 February 2007].
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8. City of Monterey. 2004. Community summary. Online at <http://www.monterey.org/comunity.html> [accessed 28 February 2007].
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10. State of California. 2004. California counties transient lodging tax revenue. Online at <http://www.sco.ca.gov/ard/local/locrep/adhoc/county/0001cotranslodgtax.pdf> [accessed 28 February 2007].
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12. Monterey County Convention and Visitors Bureau. 2004. Transportation and tours. Online at <http://montereyinfo.org/?p=4380> [accessed 28 February 2007].
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15. See note 13.
16. City of Monterey. 2003. Police services: Monterey police structure. Online at http://www.monterey.org/mpd/general_info/structure.html [accessed 28 February 2007].
17. Monterey County Convention and Visitors Bureau. 2004. Lodging. Online at <http://montereyinfo.org/?p=4422#monterey> [accessed 28 February 2007].
18. Monterey County Convention and Visitors Bureau. 2004. Cities and regions. Online at <http://montereyinfo.org/?p=4422#monterey> [accessed 28 February 2007].
19. National Oceanic and Atmospheric Administration. 2002. Monterey Bay National Marine Sanctuary. Online at <http://montereybay.noaa.gov/intro/welcome.html> [accessed 28 February 2007].
20. 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.
21. See note 20.
22. See note 20.