

Marina

People and Place

Location

Marina is on Monterey Bay 6 miles north of the City of Monterey along California Highway 1. The community is in Monterey County, approximately 177 miles southwest of Sacramento and 104 miles south of San Francisco. Marina encompasses 8.75 square miles of land and 0.85 square mile of water. Its geographic coordinates are lat 36°41'04"N, long 121°48'04"W.

Demographic Profile

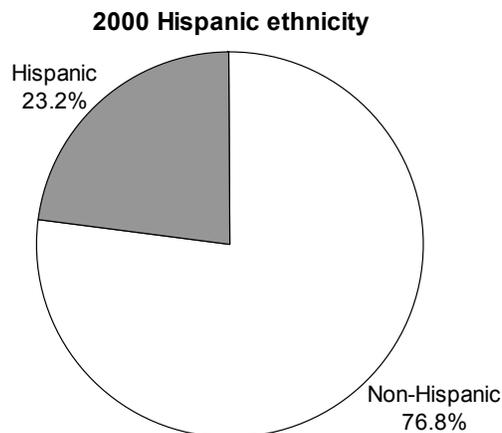
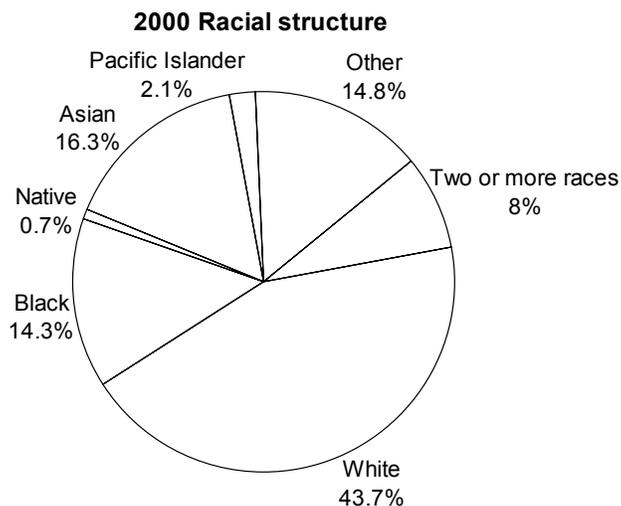
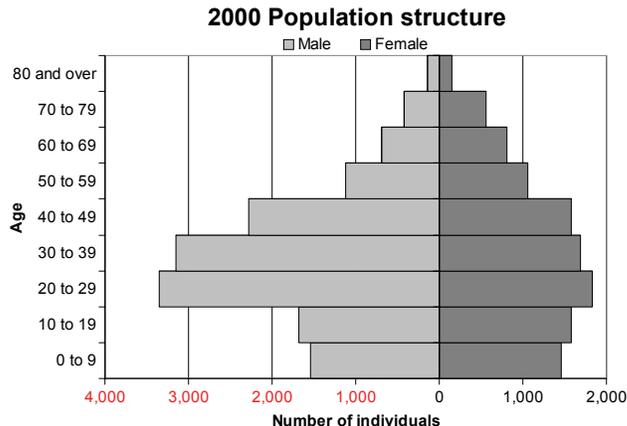
According to the 2000 U.S. Census, the population of Marina was 25,101, a 5% decrease from 1990. In 2000 the gender structure was uneven: 42.8% female and 57.2% male. The median age in 2000 was 32.3, slightly lower than the national median of 35.3. Of the population 18 years of age and older, 71.3% had a high school education or higher, 12.6% had a bachelor's degree or higher, and 4.0% had a graduate or professional degree; the national averages were 79.7%, 22.3%, and 7.8% respectively.

The racial composition of Marina was predominantly white (43.7%), followed by Asian (16.3%), individuals who identified with some other race (14.8%), black (14.3%), individuals who identified with two or more races (8%), Native Hawaiian and Other Pacific Islander (2.1%), and American Indian and Alaskan Native (0.7%). Approximately 23.2% identified as Hispanic. About 22.8% were foreign-born, of which 26.5% were born in Mexico, 16.7% in Korea, and 15.5% in the Philippines. According to the Marina Chamber of Commerce, these demographic data make Marina the seventh most ethnically diverse community in the United States.¹

In 2000 64.7% of the population lived in family households, compared to 82.2% nationally.

History

The area surrounding Marina is the aboriginal homeland of the Ohlone and Esselen tribes. Members of the tribes relied heavily on acorn meal and salmon for subsistence and utilized a shell currency for trading throughout the area.² There are no data available on the precontact Indian population in this area, and many were forcibly removed to missions and reservation lands after the arrival of Euro-American settlers. Today, the Ohlone and Esselen tribes have approximately 500 enrolled members, of which 60% live in Monterey and San Benito



counties. The tribes are seeking federal recognition, which could reestablish traditional land and resource rights in this area.³

In 1912 real estate developer William Locke-Paddon, the founder of Marina, purchased 1,500 acres from David Jacks, a powerful entrepreneur who once owned much of the land surrounding Monterey Bay. Locke-Paddon subdivided the land into 300 five-acre parcels, which he marketed to prospective residents as the “Locke-Paddon Colony.”⁴ A few years later, Locke-Paddon convinced the Southern Pacific Railroad to construct a flag stop in his new community to accommodate travelers and prospective customers en route from San Francisco. In 1918 Locke-Paddon officially changed the name of the community to Marina, after the Spanish word for “seacoast” or “shore.” The town grew rapidly from the 1930s through the 1950s as its commercial district developed, and dunes lining the Pacific Ocean near Marina became important sites for industrial sand mining.⁵ In the 1980s, the sand mines surrounding Marina were closed due to environmental concerns, and in 1983 much of the local beachfront was protected as the Marina Dunes Nature Preserve, an 8,000-acre parcel administered by the U.S. Bureau of Land Management. Today Marina State Beach, which is within the Marina Dunes Nature Preserve, provides a number of recreational opportunities, and the Monterey Coastal Bike Path runs through the community.⁶ Marina has a number of hotels and resorts that cater to tourists.

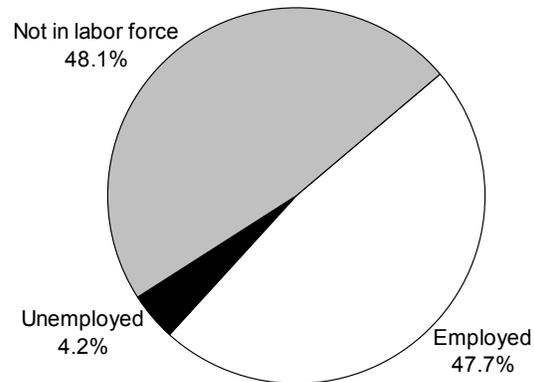
The military, through Fort Ord (located between Marina and Seaside), has had an important presence in Marina throughout the community’s history. Fort Ord began as a cavalry outpost in 1917 and became an important army training facility during World War II. Although the base closed in 1993, many Fort Ord soldiers permanently settled in the area. Parts of the former Fort Ord complex now house the campus of California State University of Monterey Bay. Monterey remains an important commercial fishing port and many Marina residents may commute to jobs in the fishing industry. The City of Marina officially incorporated in 1975, making it the youngest community on the Monterey Peninsula.⁷

Infrastructure

Current Economy

According to the 2000 U.S. Census, 47.7% of Marina’s potential labor force 16 years of age and older were employed, 4.2% were unemployed, and the unemployment rate was 8.1% (calculated by dividing the unemployed population by the labor force). In addition, 48.1% were not in the labor force. The top employment

2000 Employment structure



sectors were local, state, or federal government (21.3%), education, health, and social services (20.6%), retail trade (12.8%), accommodation and food services (12.4%), and the armed forces (1.8%). Natural resource jobs including agriculture, forestry, fishing, and hunting employed 3.5%, but this percentage may be artificially low because many fishermen are self-employed and are underrepresented in the data.

According to the Marina Chamber of Commerce, the community’s largest employer is Albertson’s Grocery. The tourism and outdoor recreation industries are also central to the local economy.⁸

According to the U.S. Census, Marina’s per capita income was \$18,860 in 1999, below the national per capita income of \$21,587. The median household income was about \$43,000, above the national median household income of \$41,994. Approximately 13.1% lived below the poverty level in 1999, slightly higher than the 12.4% nationally average. In 2000 Marina had 8,537 housing units, of which 79% were occupied and 21.0% were vacant. Of the occupied units, 45.8% were by owner and 54.2% were by renter. Of the vacant units, only 1.2% was due to seasonal, recreational, or occasional use.

Governance

Marina is governed by a mayor, a mayor pro tem, and a three-member city council. Residents pay a 7.25% sales tax and Monterey County levies a 10.5% transient lodging tax.⁹ 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.¹⁰ The National Oceanic and Atmospheric Administration’s Southwest Regional office is in Long Beach (360 miles), and the National Marine Fisheries Service Southwest

Fisheries Science Center is in Santa Cruz (34 miles). A U.S. Coast Guard station is in Monterey. Sacramento, approximately 177 miles northeast, is the nearest city hosting Pacific Fishery Management Council meetings. The nearest U.S. Citizenship and Immigration Services office is 64 miles away in San Jose.

Facilities

Marina lies along California State Highway 1, which connects the city to other coastal communities. Marina Municipal Airport has paved runways. The nearest airport certified for carrier flights is Monterey Peninsula Airport in Monterey and the nearest major international airport is in San Jose.

Marina is within the Monterey Peninsula Unified School District, which has 13 elementary schools, 4 middle schools, and 4 high schools. Marina has 3 elementary schools, a continuation school, and an adult education center. Students attend middle school in Salinas (12 miles) and high school in Seaside (6 miles). California State University of Monterey Bay has operated a campus on the former Fort Ord site since 1995, and Marina is home to Golden Gate University and Monterey Peninsula College.

The Marina Coast Water District provides water and sewage treatment services, and Pacific Gas and Electric Company supplies electricity and natural gas. The nearest hospital is Community Hospital of the Monterey Peninsula in Monterey. The Marina Department of Public Safety administers police and fire services.¹¹ Several hotels, including the luxury Marina Dunes Resort, are in Marina.

The nearest marine facilities are in Monterey. The Monterey Harbor Municipal Marina is a full service marina with 413 slips that accommodate vessels from 20 to 50 feet, six end ties for vessels from 40 to 75 feet, and a public launch ramp.¹² Fisherman's Wharf (Municipal Wharf I) at one time was used for the sardine industry. Today the wharf 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, featuring 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 there. A 700-foot public fishing promenade extends from Wharf II. There are 150 privately owned mooring buoys in the outer harbor, and boats 50 feet and less can obtain a permit to use the seasonal East Mooring Program. There is open anchorage at Del Monte Beach east of Wharf II and the East Moorings. Breakwater Cove Marina is a 70-slip

private marina and fuel dock. A chandlery is next to the marina's office.

Involvement in West Coast Fisheries

Commercial Fishing

According to available data, there were no seafood processors in Marina in 2000. Landings data for Marina were recorded as part of the Other Santa Cruz and Monterey County Ports port group, which includes the communities of Aptos, Big Sur, Capitola, Carmel, Davenport, Felton, Fort Ord, Freedom, Gilroy, Hollister, Lucia, Mill Creek, Monterey, Morgan Hill, Pacific Grove, Pebble Beach, Point Lobos, Salinas, San Juan Bautista, Seaside, Soquel, Watsonville, and Willow Creek.

Reported landings for this port group in 2000 were in the following West Coast fisheries (data shown represent landings in metric tons/value of landings/number of vessels landing): coastal pelagic confidential/confidential/1; groundfish 10 t/\$87,427/23; and other species <1 t/\$187/7. See the Seaside and Pebble Beach community profiles for additional information. In 2000 22 commercial vessels were owned by Marina residents, of which 8 participated in the federally managed groundfish fishery.

The number of vessels owned by Marina residents in 2000 that participated in each fishery by state (WA/OR/CA) was: coastal pelagic 0/0/4, groundfish 0/0/NA, highly migratory species NA/0/NA, salmon 0/0/18, shellfish NA/0/NA, and shrimp NA/0/1.¹³

In 2000 three residents held three federal groundfish permits. The number of Marina residents holding permits in each fishery by state (WA/OR/CA) was: coastal pelagic 0/0/9, groundfish 0/0/11, highly migratory species NA/0/2, other species 0/0/10, salmon 0/0/31, shellfish 0/0/NA, and shrimp 0/0/4.¹⁴

In 2000 Marina residents held at least 109 commercial fishing permits, including 106 registered state permits. The number of state permits held by residents in 2000 in each fishery by state (WA/OR/CA) was: coastal pelagic 0/0/21, groundfish 0/0/13, highly migratory species NA/0/3, salmon 0/0/50, shellfish 0/0/NA, shrimp 0/0/8, and other species 0/0/11.¹⁵

Sportfishing

A number of charter vessels operate out of the area, targeting albacore tuna, rock cod, salmon, and others species. Many also offer seasonal whale-watching tours. In 2002 at least 10 charter businesses served sport fishermen and tourists in Marina. A single license agent sold sportfishing licenses in Marina. 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 in 2000, and reported 139,058 landings composed of more than 15 species. Rockfish (unspecified) and Chinook salmon accounted for 70.8% and 20.6% respectively.

Subsistence

Local tribal and nontribal community members may engage in subsistence fishing in the Marina area, however, specific information on subsistence fishing 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 Marina residents owned two vessels that participated in the North Pacific Alaska salmon fishery, but specific information (landings in metric tons/value of landings) is confidential. In 2000 two residents held state permits for Alaska fisheries, both for Commercial Fisheries Entry Commission (CFEC) salmon permits. Eighteen Marina residents held crew member licenses for North Pacific fisheries.

Sportfishing

Marina community members purchased 18 Alaska sportfishing licenses in 2000.

Notes

1. Marina Chamber of Commerce. 2005. Demographics. Online at <http://www.marinachamber.com/community/community2.php?pageID=31> [accessed 26 February 2007].

2. Monterey County California Regional Guide and Search Engine. No date. A brief history of Monterey County. Online at <http://www.mtycounty.com/pgs-history/indians.html> [accessed 26 February 2007].

3. Ohlone/Costanoan Esselen Nation. 2004. Ohlone/Costanoan Esselen nation. Online at <http://www.esselenation.com/index.html> [accessed 26 February 2007].

4. Monterey Peninsula Regional Park District. 2003. Locke-Paddon community park. Online at <http://www.mprpd.org/parks/lockepaddon.htm> [accessed 26 February 2007].

5. Monterey Peninsula Regional Park District. 2002. Marina dunes preserve. Online at <http://www.mprpd.org/parks/marina.htm> [accessed 26 February 2007].

6. Monterey County California Regional Search Engine and Guide. No date. Marina. Online at <http://www.mtycounty.com/pgs/marina.html> [accessed 26 February 2007].

7. City of Marina. 2005. Home page. Online at <http://www.ci.marina.ca.us> [accessed 26 February 2007].

8. See note 1.

9. 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 26 February 2007].

10. State of California. 2003. Department of Fish and Game: Marine region 7. Online at <http://www.dfg.ca.gov/mrd/> [accessed 26 February 2007].

11. City of Marina. No date. Department of Public Safety. Online at <http://www.ci.marina.ca.us/depsafety1x.htm> [accessed 26 February 2007].

12. City of Monterey. 2004. Monterey Harbor Municipal Marina. Online at <http://www.monterey.org/harbor/marina.html> [accessed 26 February 2007].

13. 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.

14. See note 13.

15. See note 13.