

# Seaside

## People and Place

### Location

Seaside, located in Monterey County, is 3 miles north of the City of Monterey on the California coast, 110 miles south of San Francisco, and about 345 miles northwest of Los Angeles. It encompasses 8.8 square miles of land and 0.1 square mile of water. Seaside's geographic coordinates are lat 36°36'40"N, long 121°51'02"W.

### Demographic Profile

According to the 2000 U.S. Census, the population of Seaside was 31,696, an 18.5% decrease from 1990. The gender composition was 49.7% female and 50.3% male. The median age was 29.5, lower than the national median of 35.3. In 2000 a total of 26.1% of the population were under 15 years of age and 34.4% were between the ages of 25 and 45. Of the population 18 years of age and older, 68.1% had a high school education or higher, 15.4% had a bachelor's degree or higher, and 4.5% had a graduate or professional degree, all below the national averages of 79.7%, 22.3%, and 7.8% respectively.

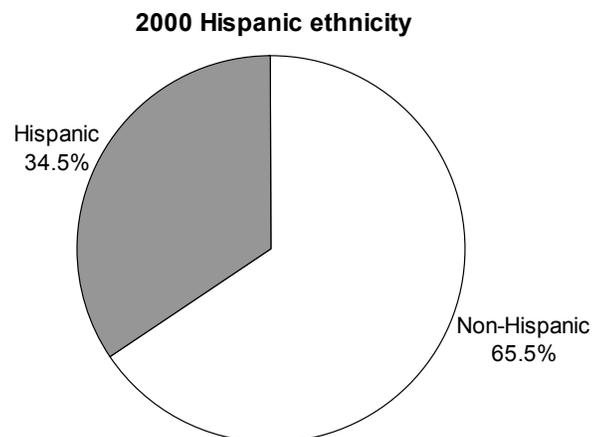
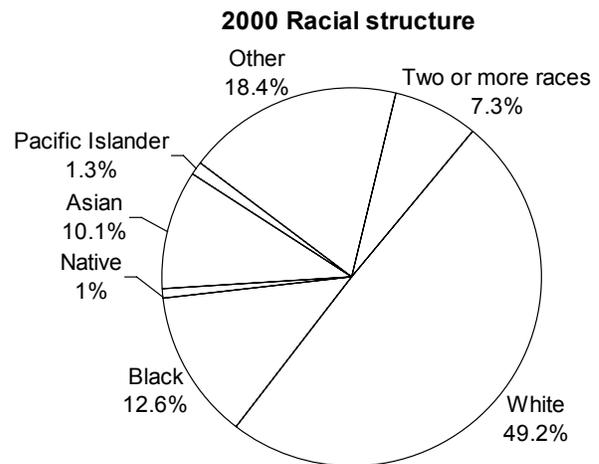
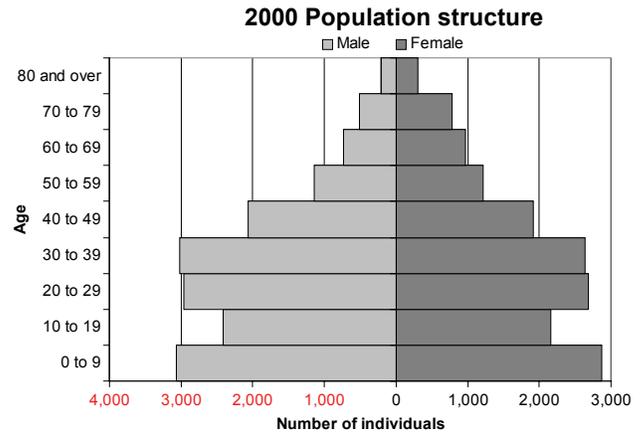
The racial structure was predominantly white (49.2%), followed by individuals who identified with some other race (18.4%), black (12.6%), Asian (10.1%), individuals who identified with two or more races (7.3%), Native Hawaiian or Pacific Islander (1.3%), and American Indian and Alaska Native (1%). Ethnicity data indicate 34.5% identified as Hispanic. About 31.2% were foreign-born, of which 59.3% were born in Mexico and 12.9% in the Philippines.

In 2000 88.9% of the population lived in family households.

### History

Seaside was founded by Dr. L.D. Roberts from New York, who moved to the Monterey Peninsula in 1887 when the area was known as East Monterey. Roberts bought his uncle's ranch and subdivided 150 acres into lots selling for \$25 each. Roberts renamed the area Seaside in 1890. He also established the post office and served as its postmaster for more than 40 years.

Seaside was once home to the Fort Ord U.S. Army Base. In 1993 the base was eliminated and its soldiers transferred. An educational center took its place; California State University–Monterey Bay was founded in the 1990s on former Fort Ord lands. Two former



military 18-hole golf courses, Bayonet and Black Horse, opened to the public in 1997 when Seaside acquired the property.

Today Seaside, a culturally and ethnically diverse community, is the largest city on the peninsula. The area is popular among outdoor enthusiasts with numerous recreational activities such as surfing, rock climbing, hang gliding, golfing, and swimming.

## Infrastructure

### Current Economy

According to 2000 U.S. Census, 61.9% of Seaside's potential labor force 16 years of age and older were employed, 3% were unemployed, and the unemployment rate was 4.7% (calculated by dividing the unemployed population by the labor force). In addition, 35% were not in the labor force, slightly less than the national average of 36.1%. The primary employment sectors were service jobs (34.5%), sales and office positions (23.7%), management, professional, and related occupations (20.4%), local, state, or federal government (12.8%), and the armed forces (6.3%). Natural resource jobs including agriculture, forestry, fishing, and hunting employed 2.5%, but this percentage may be artificially low because many fishermen are self-employed and are underrepresented in the data.

The Monterey Peninsula draws much of its revenue from tourism, with more than 15 hotels located in the Seaside. The city's major retail revenue, however, comes from the Seaside Auto Center. The largest employer is California State University–Monterey Bay.

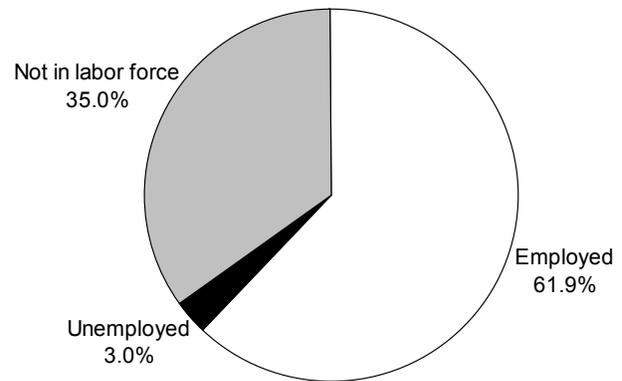
According to the 2000 U.S. Census, the per capita income in 1999 was \$15,183, the median household income was \$41,393, and 12.1% lived below the poverty level. In 2000 Seaside had 11,005 housing units, of which 89.4% were occupied and 10.6% were vacant. Of the occupied units, 44% were by owner and 56% were by renter. Of the vacant units, 2.3% were due to seasonal, recreational, or occasional use.

### Governance

Seaside, incorporated in 1954, is governed by a mayor, mayor pro tem, and three city council members. Seaside levies a 7.25% sales and use tax and Monterey County levies a 10.5% transient lodging tax.<sup>1,2</sup> See the Governance subsection (page 43) in the Overview section for a more detailed discussion of taxes affecting fisherman and processors in California.

The National Marine Fisheries Service's (NMFS) Southwest Fisheries Science Center has laboratories located 40 miles north in Santa Cruz and a NMFS

**2000 Employment structure**



regional office is about 365 miles south in Long Beach. The California Department of Fish and Game has a marine field office in nearby Monterey. The nearest U.S. Citizenship and Immigration Services is 110 miles north in San Francisco. Pacific Fishery Management Council meetings are held 90 miles north in Foster City. Seaside falls within the jurisdiction of the U.S. Coast Guard (USCG) Station Monterey, which is under operational control of the USCG Group San Francisco.

### Facilities

Seaside is accessible by California Highway 1 south to Monterey and north to Santa Cruz. The Monterey Peninsula Airport provides commercial service to San Francisco, Los Angeles, and Phoenix, Arizona. The San Jose and San Francisco international airports are about 50 and 80 miles away respectively. Monterey-Salinas Transit provides bus transportation south to Big Sur and north to Watsonville.

The Monterey Peninsula Unified School District has five elementary schools, two middle schools, a high school, and a charter high school in Seaside. California State University–Monterey Bay has an enrollment of more than 3,500. The Seaside Municipal Water System provides water services and the Seaside County Sanitation District is responsible for the wastewater collection system. The Seaside Police Department administers public safety. Seaside has a medical center but the closest hospital, Community Hospital of the Monterey Peninsula, is 5 miles away in Monterey. Additional local facilities include the Seaside community library, art galleries, and more than 25 parks.

There are no port or marina facilities in Seaside. The closest facilities are 3 miles south in Monterey, home to the Monterey Municipal Marina with more than 400 slips, fish markets, charter operations, and commercial fishing facilities. There are also several

smaller marinas and yacht clubs located in the Monterey area.

Seaside hosts several festivals throughout the year including the Holiday Party, the Monterey Bay Blues Festival, Hot Cars/Cool Nites, and an annual Halloween Festival. Another event, Concorso Italiano—a popular week-long classic car event—moved to the Seaside area in August 2003.

## Involvement in West Coast Fisheries

### Commercial Fishing

Landings data for Seaside were recorded as part of the Other Santa Cruz and Monterey County Ports group which includes the communities of Aptos, Big Sur, Capitola, Carmel, Davenport, Felton, Fort Ord, Freedom, Gilroy, Hollister, Lucia, Marina, Mill Creek, Monterey, Morgan Hill, Pacific Grove, Pebble Beach, Point Lobos, Salinas, San Juan Bautista, 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 delivering landings): coastal pelagic confidential/confidential/1; groundfish 10 t/\$87,427/23; and other species <1 t/\$187/7. See the Marina and Pebble Beach community profiles for additional information.

Seaside residents owned 18 vessels in 2000, including 13 that participated in the federally managed groundfish fishery. The number of vessels owned by Seaside residents that participated in each fishery by state (WA/OR/CA) was: crab 0/0/7, groundfish 0/0/NA, highly migratory species NA/0/NA, salmon 0/0/22, shellfish NA/0/NA, and shrimp NA/0/1.<sup>3</sup>

In 2000 the number of Seaside residents holding permits in each fishery by state (WA/OR/CA) was: coastal pelagic 0/0/10, groundfish 0/0/15, highly migratory species NA/0/1, salmon 0/0/24, shellfish 0/0/NA, shrimp 0/0/1, and other species 0/0/7.<sup>4</sup>

In 2000 Seaside residents held 95 registered state permits. The number of permits held by these community members in each fishery by state (WA/OR/CA) was: coastal pelagic 0/0/26, groundfish 0/0/18, highly migratory species NA/0/1, salmon 0/0/40, shellfish 0/0/NA, shrimp 0/0/2, and other species 0/0/8.<sup>5</sup>

### Sportfishing

Several sportfishing charter businesses are located in the area, primarily operating from Monterey. Many also offer seasonal ecotours and whale watching excursions. In 2000 there were at least 139 charter

businesses and 9 license agents in Monterey. Seaside has one sportfishing license agent. For more information on area sportfishing see the Monterey community profile.

### Subsistence

Local tribal and nontribal community members may engage in subsistence fishing in the Seaside 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 describes as “recreational” 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 Seaside residents owned four vessels involved in North Pacific fisheries. Community members landed fish in the following North Pacific fishery (data shown represents landings in metric tons/value of said landings/number of vessels landing): salmon 127 t/\$186,200/4.

In 2000 five Seaside residents held registered state permits and one held a registered federal permit. Five state and federal permits were registered to Seaside residents, and community members held five Commercial Fisheries Entry Commission salmon permits. Residents held 100,289 halibut individual fishing quota shares, and 39 had crew member licenses for North Pacific fisheries.

### Sportfishing

Seaside residents purchased 24 Alaska sportfishing licenses in 2000.

## Notes

1. California Board of Equalization. 2004. California city and county sales and use tax rates. Online at <http://www.boe.ca.gov/pdf/pub71.pdf> [accessed 22 March 2007].

2. California Board of Equalization. 2001. California counties transient lodging tax revenue, rate and date for fiscal year 2000–2001. Online at <http://www.sco.ca.gov/ard/local/locprep/adhoc/county/0001cotranslodgtax.pdf> [accessed 22 March 2007].

3. 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.

4. See note 3.

5. See note 3.