

Marina, California

People and Place

Location

Marina is located on Monterey Bay, 6 miles north of the City of Monterey along Highway 1. The community lies approximately 177 miles southwest of Sacramento and 104 miles south of San Francisco. Marina occupies a land area of 8.75 square miles and a water area of 0.85 square miles. The geographic coordinates of Marina, California, are 36°41'04"N and 121°48'04"W.

Demographic Profile

According to the 2000 U.S. Census, the population of Marina was 25,101, a 5.0% decrease from the 1990 U.S. Census population. In 2000, the gender structure was uneven, with males comprising 57.2% of the population and females comprising 42.8%. The median age of the population in 2000 was 32.3, a value slightly lower than the national median age of 35.3 for the same year.

For the population 18 years and over, 71.3% had attained a high school education or higher, 12.6% had earned a bachelor's degree or higher, and 4.0% had attained a graduate or professional degree. The highest level of educational attainment was a high school diploma or equivalency for 25.8% of the population. These values are slightly lower than the national levels of educational attainment for the same year. About 64.7% of Marina residents lived in family households in 2000. During the same year, 82.2% of the national population lived in family households.

U.S. Census data shows that the racial composition of Marina was predominantly White (43.7%), followed by Asian (16.3%), Black or African American (14.3%), Native Hawaiian and Other Pacific Islander (2.1%), and American Indian and Alaskan Native (0.7%). Overall, 14.8% classified themselves as belonging to some other race and 8.0% of the population identified with two or more races. Approximately 23.2% of Marina residents indicated that they were of Hispanic or Latino ethnicity. About 22.8% of Marina residents in 2000 were foreign-born. Of the foreign-born population, 26.5% were born in Mexico, 16.7% were born in Korea, and 15.5% were born in the Philippines. According to the Marina Chamber of Commerce, these demographic data make Marina the seventh most ethnically diverse community in the U.S.¹

History

The portion of Monterey County surrounding Marina is the aboriginal homeland of the Ohlone/Costanoan and Esselen Tribes. Members of these native groups relied heavily on acorn meal and salmon to meet their subsistence needs and utilized a shell currency for trading throughout the area.² There are no data available on the pre-contact native population within this area, and many native residents were forcibly removed to missions and reservation lands after the arrival of European settlers. Today, the Ohlone/Costanoan Esselen Nation consists of approximately 500 enrolled members, 60% of which live in Monterey and San Benito Counties. The Nation is currently seeking federal recognition, which could reestablish some traditional land and resource rights for tribal members within this territory.³

In 1912, real-estate developer William Locke-Paddon, the founder of the contemporary community of Marina, purchased 1500 acres from David Jacks, the powerful entrepreneur who once owned much of the land surrounding Monterey Bay. Locke-Paddon subdivided the land into 300 5-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 newly constructed 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 tremendously from the 1930s through the 1950s, as its commercial district began to develop and the dunes lining the Pacific Ocean near Marina became important sites for industrial sand mining.⁵ In the 1980s, the sand mines surrounding Marina were gradually closed due to environmental concerns, and, in 1983, much of the local beachfront was converted into the Marina Dunes Nature Preserve, an 8000-acre parcel administered by the Bureau of Land Management. Today, Marina State Beach, which lies within the Marina Dunes Nature Preserve, provides a number of recreational opportunities for travelers and local residents, and the Monterey Coastal Bike Patch runs through the community.⁶ Marina also hosts a number of hotels and resorts that cater to tourists.

The military has also been an important presence in Marina throughout the community’s history, due to its proximity to Fort Ord (located between Marina and Seaside). Fort Ord began as a cavalry outpost in 1917 and became an important army training facility during WWII. Although the base was closed in 1993, many Fort Ord soldiers, including a large number of African American personnel, permanently settled in the Marina area. Parts of the former Fort Ord complex are now home to the campus of California State University of Monterey Bay and additional portions may soon become a state park and an affordable housing development. Marina also lies only 8 miles north of Monterey, which remains an important commercial fishing port, and many Marina residents may commute to jobs in the fishing industry. The City of Marina was 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 was employed and there was an 8.1% unemployment rate (calculated by dividing the unemployed population by the labor force). Of the population over the age of 16, 48.1% were not in the labor force (not actively seeking work). 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

Of the employed civilian population, 20.6% worked in “Educational, health and social services,” 12.8% worked in “Retail trade,” and 12.4% worked in “Accommodation and food services.” The armed forces accounted for 1.8% of the total labor force. Approximately 21.3% of the employed civilian population worked for the government at the local, state, or federal level. Of these employees, 0.5% worked for the government in the “Agriculture, forestry, fishing, and mining” industries. Only 3.5% of the employed civilian population over the age of 16 worked in the “Agriculture, forestry, fishing, and hunting” sectors.

According to the U.S. Census, the per capita income in Marina was about \$18,860 in 1999, a value below the national per capita income of \$21,587. The median household income in Marina in 1999 was about \$43,000, which exceeded the national median household income of \$41,994. These data point to the existence of a pronounced income disparity between the poorest and wealthiest members of the community. Approximately 13.1% of residents were living below the poverty level in 1999, a value that exceeded the national poverty level of 12.4%.

In 2000, there were 8537 housing units in Marina, 79.0% of which were occupied, and 21.0% of which were vacant. Of the occupied housing units, 45.8% were owner occupied and 54.2% were renter occupied. Of the vacant housing units, only 1.2% were intended for seasonal, recreational, or occasional use.

Governance

The City of Marina was officially incorporated in 1975 and is governed by a Mayor, a Mayor Pro Tem, and a 3-member City Council. Marina lies within Monterey County, which levies a 7.25% sales tax and a 10.5% transient lodging tax.⁹ Monterey County taxes property at a rate of 1% of its assessed value.¹⁰

California state law assesses commercial vessels, charter boats, and oceanographic research vessels at 4% of their full cash value.¹¹ 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.¹² Some commercial vessels are also subject to a Ballast Water Management Fee of about \$500 per voyage.¹³ 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.¹⁴

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.¹⁵ 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.¹⁶

The California Department Fish & Game Headquarters for Marine Region 7 is located in Monterey (8 miles).¹⁷ The National Oceanic and Atmospheric Administration's (NOAA) Southwest Regional office is located in Long Beach (360 miles), and the National Marine Fisheries Service (NMFS) Southwest Fisheries Science Center is located in Santa Cruz (34 miles). There is a U.S. Coast Guard station in nearby Monterey. Sacramento, approximately 177 miles northeast, is the nearest city hosting Pacific Fisheries Management Council meetings. The nearest U.S. Citizenship and Immigration Services office is located approximately 64 miles away in San Jose.

Facilities

Marina lies along California's Highway 1, which runs the length of the Pacific Coast and connects the city to other coastal communities. Marina Municipal Airport provides paved runways open to the public. The nearest airport certified for carrier flights is the Monterey Peninsula Airport in Monterey (8 miles), and the nearest major international airport is located in San Jose (64 miles).

Marina is located within the Monterey Peninsula Unified School District, which offers 13 elementary schools, 4 middle schools, and 4 high schools throughout the Monterey Bay area. Marina hosts 3 elementary schools, 1 continuation school, and 1 adult education center. Marina students attend middle school in Salinas (12 miles) and high school in nearby Seaside (6 miles). California State University of Monterey Bay has operated a campus on the former Fort Ord site (located between Marina and Seaside) since 1995, and Marina is also home to Golden Gate University and Monterey Peninsula College.

The Marina Coast Water District provides water and sewage treatment services to Marina residents. The Pacific Gas and Electric Company supply electricity and natural gas to the community. The nearest hospital facility is the Community Hospital of the Monterey Peninsula located in nearby Monterey. The City of Marina Department of Public Safety administers all police and fire services.¹⁸ Several hotels, including the luxury Marina Dunes Resort, are located in Marina.

The nearest marine facilities are located in Monterey. The Monterey Harbor 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.¹⁹ 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, 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 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 obtain a permit and 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 located next to the office.

Involvement in West Coast Fisheries

Commercial Fishing

Landings data for Marina were recorded as part of the Other Santa Cruz and Monterey County Ports port group which includes the nearby communities of Soquel, Felton, Mill Creek, Gilroy, Aptos, Davenport, Watsonville, Capitola, Salinas, Carmel, Seaside, Pacific Grove, Point Lobos, Pebble Beach, Lucia, Hollister, Morgan Hill, Freedom, Monterey, Fort Ord, Willow Creek, Big Sur, and San Juan Bautista. Reported landings for this port group in 2000 were in the following West Coast fisheries (data shown represent landings in metric tons/value of said 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 about these communities. According to available data, there were no seafood processors in Marina in 2000.

In 2000 a total of 22 commercial vessels were owned by Marina residents, eight of which participated in the Federally Managed Groundfish fishery. According to recorded data the number of vessels owned by Marina residents in 2000 that participated in each said 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).²⁰

In 2000, three federal groundfish permits were held by three community members. In the same year, recorded data indicates that the number of Marina residents holding permits in each said 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).²¹

According to available data, there were at least 109 commercial fishing permits registered to Marina residents in 2000, including 106 registered state permits. Recorded data indicates that the number of state permits held by Marina residents in 2000 in each said 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).²²

Sportfishing

A number of charter vessels operate out of the area and target albacore tuna, rock cod, salmon, and others species. Many of these charter vessels also offer seasonal whale-watching tours. In 2002, at least ten charter businesses serviced sport fishermen and tourists in Marina. There is a single license agent selling sportfishing licenses in Marina. In 2000 Monterey County residents purchased: 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 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 Marina area. However, specific information on subsistence fishing in Marina 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 there were two vessels owned by Marina residents that participated in North Pacific fisheries. These vessels participated in the Alaska salmon fishery, but specific information (landings in metric tons/value of landings) is confidential. Eighteen Marina residents worked as crewmembers aboard vessels involved in North Pacific fisheries in 2000. In the same year, two community residents held state permits for Alaska fisheries. They were both Commercial Fisheries Entry Commission (CFEC) salmon permits.

Sportfishing

While the majority of the charter boats in Marina target West Coast fisheries, 18 Marina community members purchased Alaska sportfishing licenses in 2000.

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- ² Monterey County California Regional Guide and Search Engine. A Brief History of Monterey County, [Online]. Available: URL: [Hhttp://www.mtycounty.com/pgs-history/indians.html](http://www.mtycounty.com/pgs-history/indians.html) (access date - March 2005).
- ³ Ohlone/Costanoan Esselen Nation. 2004. Ohlone/Costanoan Esselen Nation, [Online]. Available: URL: <http://www.esselelnation.com/index.html> (access date - July 2004).
- ⁴ Monterey Peninsula Regional Park District. 2003. Locke-Paddon Community Park, [Online]. Available: URL: [Hhttp://www.mprpd.org/lockepaddon.html](http://www.mprpd.org/lockepaddon.html) (access date - April 2005).
- ⁵ Monterey Peninsula Regional Park District. 2002. Marina Dunes Preserve, [Online]. Available: URL: [Hhttp://www.mprpd.org/marinadunes.html](http://www.mprpd.org/marinadunes.html) (access date - April 2005).
- ⁶ Monterey County California Regional Search Engine and Guide. No Date. Marina, [Online]. Available: URL: [Hhttp://www.mtycounty.com/pgs/marina.html](http://www.mtycounty.com/pgs/marina.html) (access date - April 2005).
- ⁷ City of Marina. 2005. Home Page, [Online]. Available: URL: [Hhttp://www.ci.marina.ca.us](http://www.ci.marina.ca.us) (access date - April 2005).
- ⁸ Marina Chamber of Commerce. 2005. Demographics, [Online]. Available: URL: [Hhttp://www.marinachamber.com/demographics.htm](http://www.marinachamber.com/demographics.htm) (access date - April 2005).
- ⁹ State of California. 2004. California Counties Transient Lodging Tax Revenue, [Online]. Available URL: <http://www.sco.ca.gov/ard/local/locrep/adhoc/county/0001cotranslodgtax.pdf> (access date - July 2004).
- ¹⁰ County of Monterey. 2004. 2004-2005 Monterey County Tax Rates, [Online]. Available: URL: [Hhttp://www.co.monterey.ca.us/auditor/pdfs/taxrates0405.pdf](http://www.co.monterey.ca.us/auditor/pdfs/taxrates0405.pdf) (access date - March 2005).
- ¹¹ State of California Board of Equalization. No date. Property Tax Rules, Rule 151. Vessels Subject to the Four Percent Assessment, [Online]. Available: URL: <http://www.boe.ca.gov/proptaxes/pdf/r151.pdf> (access date - July 2004).
- ¹² California Department of Motor Vehicles. 2003. How to register a vessel, [Online]. Available: URL: <http://www.dmv.ca.gov/boatsinfo/boatreg.htm#how> (access date - July 2004).
- ¹³ State of California Board of Equalization. 2004. Ballast Water Management Fee, [Online]. Available: URL: <http://www.boe.ca.gov/sptaxprog/bllstweb12.htm> (access date - July 2004).
- ¹⁴ U.S. Department of Transportation. 2001. Provisions Governing the Distribution of State Motor Fuel Tax Receipts: California, [Online]. Available: URL: <http://www.fhwa.dot.gov/ohim/hwytaxes/2001/california.htm> (access date - July 2004).
- ¹⁵ State of California. No date. Fish and Game Code Section 8040-8070, [Online]. Available: URL: <http://www.leginfo.ca.gov/cgi-bin/displaycod?section=fgc&group=08001-8070> (access date - July 2004).
- ¹⁶ 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).
- ¹⁷ State of California. 2003. Department of Fish and Game: Marine Region 7, [Online]. Available: URL: <http://www.dfg.ca.gov/regions/region7.html> (access date - July 2004).
- ¹⁸ City of Marina. No Date. Department of Public Safety, [Online]. Available: URL: <http://www.ci.marina.ca.us/depsafety1x.htm> (access date - April 2005).
- ¹⁹ City of Monterey. 2004. Monterey Harbor Municipal Marina, [Online]. Available: URL: [Hhttp://www.monterey.org/harbor/marina.html](http://www.monterey.org/harbor/marina.html) (access date - April 2005).
- ²⁰ '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.

²¹ '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.

²² '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.