

Seaside, California

People and Place

Location

The City of Seaside, located in Monterey County, is situated 3 miles north of the City of Monterey on the California coast. Seaside lies 110 miles south of San Francisco and approximately 345 miles northwest of Los Angeles. Seaside encompasses approximately 8.8 square miles of land and 0.1 square miles of surface water and is geographically located at 36°36'40"N, 121°51'02"W.

Demographic Profile

At the time of the 2000 U.S. Census the population of Seaside was 31,696. Between 1990 and 2000, U.S. Census data reports that the population of Seaside decreased 18.5%. In 2000 the percentage of males and females was 50.3% and 49.7% respectively. The racial composition of the population was 49.2% White, followed by Black or African American (12.6%), Asian (10.1%), Pacific Islander (1.3%), and American Indian and Alaskan Native (1%). A large percentage, 18.4%, identified themselves as belonging to some other race and 7.3% classified themselves as belonging to two or more races. Overall, 34.5% of the population identified themselves as Hispanic or Latino.

The median age of the population in 2000 was 29.5, which was lower than the national median of 35.3 for the same year. 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 foreign-born population (31.2%) 59.3% were born in Mexico and 12.9% were born in the Philippines. A total of 88.9% of the population of Seaside were living in family households in 2000. The 2000 U.S. Census reports that a total of 68.1% of the population of Seaside over 18 years of age had received a high school degree or higher, 15.4% had received a bachelor's degree or higher, and 4.5% received a graduate or professional degree; as compared to the national averages of 79.7%, 22.3%, and 7.8% respectively.

History

Seaside was founded by Dr. L.D. Roberts from New York, who moved to the 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 established the Post Office and served as its postmaster for over 40 years. Seaside was incorporated in 1954.

Seaside was once home to the U.S. Army Base Fort Ord. In 1993 the soldiers and their dependents were relocated and the community began replacing the military industry with an educational sector. California State University Monterey Bay was founded in the 1990s on former Fort Ord lands. Bayonet and Black Horse are two 18 hole golf courses located at Fort Ord that were opened to the public in 1997 when the city acquired the military property.

Today Seaside, a culturally and ethnically diverse city, is the largest city on the Monterey 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

The Monterey Peninsula draws much of its revenue from tourism, with over 15 hotels located in the community. However Seaside's major retail revenue comes from the Seaside Auto Center. The largest employer in Seaside is California State University Monterey Bay. According to the 2000 U.S. Census the top three occupations in Seaside for the eligible labor force 16 years of age and over were "service occupations" (34.5%), "sales and office occupations" (23.7%), and "management, professional and related occupations" (20.4%). At the time of the 2000 U.S. Census, 12.8% of the city's eligible labor force was employed within local, state, or federal governments. The 2000 U.S. census reports that a total of 2.5% of Seaside's population was employed in agriculture, forestry, fishing, and hunting. In the same year approximately 6.3% of the population over 16 years of age was registered in the armed forces.

According to 2000 U.S. Census a total of 61.9% of the potential labor force was employed and there was a 4.7% unemployment rate (calculated by dividing the unemployed population by the labor force). Of the population of Seaside over 16 years of age 35% was not in the labor force, which is slightly less than the national average of 36.1%. For whom poverty status was determined, 12.1% of the city's population was living below the poverty line in 1999. The median household income in 1999 was \$41,393 and the per capita income was \$15,183. In 2000 there were 11,005 housing units according to the U.S. Census. The percentage of occupied housing units that were owner versus renter occupied were 44% and 56% respectively. The percent of vacant housing units was 10.6%, of which 2.3% were vacant 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% sale and use tax on regular purchases and an 10.5% transient lodging tax.^{1,2} The annual property tax for Monterey County is approximately 1% of the property's assessed value, plus bonded indebtedness, assessment districts, and fees that are approved by the voters.

California state law assesses commercial vessels, charter boats, and oceanographic research vessels at 4% of their full cash value.³ 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.⁴ Some commercial vessels are also subject to a Ballast Water Management Fee of about \$500 per voyage.⁵ 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.⁶

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.⁷ 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.⁸

The National Marine Fisheries Service's (NMFS) Southwest Fisheries Science Center has laboratories located 40 miles north in Santa Cruz and there is a NMFS Regional Office located approximately 365 miles south in Long Beach. The California Department of Fish and Game has a marine field office located nearby in Monterey. The nearest U.S. Citizenship and Immigration Services is 110 miles north in San Francisco. Pacific Marine Fishery Council meetings are held 90 miles north in Foster City. Seaside falls under the jurisdiction of the United States Coast

Guard (USCG) Station Monterey, which is under the operational control of Coast Guard Group San Francisco.

Facilities

Seaside is accessible by ground via U.S. Highway 1 south to Monterey and north to Santa Cruz. The Monterey Peninsula Airport provides commercial service to San Francisco, Los Angeles, and Phoenix. The San Jose International Airport and San Francisco International Airport are located approximately 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 offers 5 elementary schools, 2 middle schools, 1 high school, and 1 charter high school in the City of Seaside. California State University – Monterey Bay is located in Seaside and serves over 3500 students. The Seaside Municipal Water System provides water services to Seaside residents. The Seaside County Sanitation District is responsible for maintenance of the sanitary sewer collection system. Public safety in Seaside is administered by the Seaside Police Department. There is a medical center located in Seaside but the closest hospital, Community Hospital of the Monterey Peninsula, is located 5 miles away in Monterey. Additional local facilities include the Seaside community library, art galleries, over 25 parks, and numerous recreational opportunities.

There are no port or marina facilities located in the City of Seaside. The closest facilities are located 3 miles north in Monterey. Monterey is home to the Monterey Municipal Marina with over 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 port group which includes the nearby communities of Soquel, Felton, Mill Creek, Gilroy, Aptos, Davenport, Watsonville, Capitola, Salinas, Carmel, Marina, Pacific Grove, Point Lobos, Pebble Beach, Lucia, Hollister, Morgan Hill, Freedom, Monterey, Fort Ord, Willow Creek, Big Sur, 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 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 about these communities.

Seaside residents owned 18 vessels in 2000, including 13 that participated in the Federally Managed Groundfish fishery. Recorded data indicates that the number of vessels owned by Seaside residents that participated in each said 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).⁹

In 2000 recorded data indicates that the number of Seaside residents holding permits in each said 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).¹⁰

According to available data, 95 state permits were registered to Seaside residents in 2000. Recorded data indicates that the number of permits held by these community members in each said 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).¹¹

Sportfishing

Several sportfishing charter businesses are located in the Monterey area, primarily operating from the City of Monterey. Many charter businesses also offer seasonal eco-tours and whale watching excursions. In 2000 there were at least 139 charter businesses and nine license agents in Monterey. There is one sportfishing license agent located in the City of Seaside. For more information on sportfishing in the area see the Monterey Community Profile.

Subsistence

Local tribal and nontribal community members might be engaged in subsistence fishing in the Seaside area. However, specific information on subsistence fishing in Seaside 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, Seaside residents owned four vessels that were involved in North Pacific fisheries. In the same year community members landed fish in the following North Pacific fisheries (data shown represents landings in metric tons/value of said landings/number of vessels landing): salmon (127 t/\$186,200/4).

In 2000 a total of 39 Seaside residents served as crewmembers aboard vessels involved in North Pacific fisheries. In the same year five community residents held registered state permits and one held a registered federal permit.

A total of five state and federal permits were registered to individuals in Seaside in 2000. In the same year residents held five salmon Commercial Fisheries Entry Commission permits. A total of 100,289 halibut individual fishing quota shares were held by Seaside residents in 2000.

Sportfishing

While the majority of the charter boats in Seaside target West Coast fisheries, 24 Alaska sportfishing licenses were purchased by Seaside community members in 2000.

¹ California State Board of Equalization. 2004. California City and County Sales and Use Tax Rates, [Online]. Available: URL: <http://www.boe.ca.gov/pdf/pub71.pdf> (access date - July 2004).

² California State Board of Equalization. 2001. California Counties Transient Lodging Tax Revenue, Rate and Date for the Fiscal Year 2000-01, [Online]. Available: URL: <http://www.sco.ca.gov/ard/local/locrep/adhoc/county/0001cotranslodgtax.pdf> (access date - July 2004).

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- ³ 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).
- ⁴ 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).
- ⁵ 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).
- ⁶ 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).
- ⁷ 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).
- ⁸ State of California Department of Agriculture. 2004. List of Marketing Programs, [Online]. Available: URL: <http://www.cdfa.ca.gov/mkt/mkt/mktbrds.html> (access date - July 2004).
- ⁹ '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.
- ¹⁰ '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.
- ¹¹ '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.