Section 3: Community Profile

This section provides some background and a general overview of the entire planning area (Monterey County), in addition to community-specific descriptions for each participating jurisdiction. It consists of the following five subsections:

3.1 Location, Geography, and History
3.2 Population, Housing, and Demographics
3.3 Employment and Industry
3.4 Land Use and Development Trends
3.5 Community Descriptions

3.1 Location, Geography, and History

Monterey County is located on the north-central coast of California. The adjacent counties are Santa Cruz to the north; San Benito, Fresno, and King to the east; and San Luis Obispo to the south. The Pacific Ocean borders the county to the west, with its northwestern shoreline forming the southern half of Monterey Bay. At its northernmost boundary, the county lies 92 miles from San Francisco, and at its southernmost boundary, the county lies 222 miles from Los Angeles. The county occupies a total land area of 3,280 square miles and has nearly 100 miles of coastline, two mountain ranges (Gabilan and Santa Lucia), and two valleys (Salinas and Carmel). The major transportation corridor is U.S. Highway 101 which runs north-south through Salinas Valley. State Route 1 is a scenic highway that runs north-south along the Pacific coastline. Areas along the coast experience a Mediterranean-like climate that is characterized by moderate temperatures, a winter rainy season, and cool dry summers. Further inland, temperatures are more extreme and rainfall is considerably less.

Monterey County was one of the original counties of California, created in 1850 at the time of statehood. The Presidio of Monterey was first founded on June 3, 1770, by Spanish soldiers. Spain established a formal pueblo government in 1791, and by the turn of the century, approximately 400 settlers lived both in and outside the presidio walls. By 1814, a number of non-Spanish immigrants had begun to settle in Monterey. By the early 1840s, the pattern of the town was laid out and the presidio ceased to be the center of activity. After the Hispanic Period ended, public domains within the newly established county were settled quickly, first within areas established by the Hispanic settlers, then along the watered canyons and high valleys of the coastal ranges. By the 1860s, range lands used for ranching were subdivided into suitable lands for dry-farming of grains and shifted into large-scale seasonal row-crop farming made possible by rail access to markets and irrigation in the 1880s.

Today, Monterey County’s agricultural sector is among the most productive in the world. The local economy is primarily based on agriculture in the Salinas Valley (often referred to as “The Salad Bowl of the World”), and tourism in the coastal communities. These sectors account for approximately $4 billion and $2 billion in annual output per year, respectively.

Monterey County includes 12 incorporated cities and many small unincorporated communities. The cities are often grouped into two classifications: the coastal (or peninsula) cities, and the inland (or valley) cities. From north-to-south the coastal cities include the cities of Marina, Sand City, Seaside, Del Rey Oaks, Monterey, Pacific Grove, and Carmel-by-the-Sea. Also from north-to-south, the inland communities include the cities of Salinas, Gonzales, Soledad, Greenfield, and King City.
The county seat and largest city is Salinas. Community descriptions are provided below in Section 3.5, and location information may be found in Figure E-1 provided in Appendix E.

3.2 Population, Housing, and Demographics

According to the 2010 Census, the county’s total population including the incorporated cities was 415,057 persons. This represents an increase of 3.3 percent since the 2000 Census. Approximately 75 percent of the countywide population resides in the 12 incorporated municipalities, which consists of only 2 percent of the county’s total land area. Table 3-1 lists the total land area, population, and population density for each participating jurisdiction, including unincorporated Monterey County. A map illustrating population density across the county is provided as Figure E-2 in Appendix E.

Table 3-1
Total Land Area and Population Data for Participating Jurisdictions, 2010

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Total Land Area (Square Miles)</th>
<th>Total Population</th>
<th>Population Density (Persons/Square Mile)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carmel-by-the-Sea</td>
<td>1.08</td>
<td>3,722</td>
<td>3,445</td>
</tr>
<tr>
<td>Del Rey Oaks</td>
<td>0.48</td>
<td>1,624</td>
<td>3,376</td>
</tr>
<tr>
<td>Gonzales</td>
<td>1.92</td>
<td>8,187</td>
<td>4,261</td>
</tr>
<tr>
<td>Greenfield</td>
<td>2.14</td>
<td>16,330</td>
<td>7,648</td>
</tr>
<tr>
<td>King City</td>
<td>3.84</td>
<td>12,874</td>
<td>3,434</td>
</tr>
<tr>
<td>Marina</td>
<td>8.88</td>
<td>19,718</td>
<td>2,220</td>
</tr>
<tr>
<td>Monterey</td>
<td>8.47</td>
<td>27,810</td>
<td>3,285</td>
</tr>
<tr>
<td>Pacific Grove</td>
<td>2.86</td>
<td>15,041</td>
<td>5,251</td>
</tr>
<tr>
<td>Salinas</td>
<td>23.18</td>
<td>150,441</td>
<td>6,490</td>
</tr>
<tr>
<td>Sand City</td>
<td>0.56</td>
<td>334</td>
<td>594</td>
</tr>
<tr>
<td>Seaside</td>
<td>9.24</td>
<td>33,025</td>
<td>3,575</td>
</tr>
<tr>
<td>Soledad</td>
<td>4.41</td>
<td>25,738</td>
<td>5,831</td>
</tr>
<tr>
<td>Unincorporated Areas</td>
<td>3,213.53</td>
<td>100,213</td>
<td>31</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,280.6</strong></td>
<td><strong>415,057</strong></td>
<td><strong>127</strong></td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2010 Census

The median age of residents in Monterey County is approximately 33 years old. Nearly 8 percent of the population is under the age of five and 27 percent is under the age of 18, while nearly 11 percent are age 65 years and over. The gender makeup of the county is 51.4 percent male and 48.6 percent female. The racial makeup is approximately 82.4 percent White, 6.9 percent Asian, 3.7 percent Black or African American, 2.7 percent American Indian or Alaskan Native, and 0.6 percent Native Hawaiian and other Pacific Islander, and 3.7 percent from two or more races. Hispanic or Latino of any race makes up 56.4 percent of the county population.

Note: The remainder of Section 3.2 summarizes the most up-to-date information for Monterey County according to the 2007-2011 American Community Survey (ACS) performed by the U.S. Census Bureau, except where noted.

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1 More recently, the U.S. Census estimated the 2012 population to be 426,762 (as of July 1, 2012).
Households and Families
There are approximately 125,217 households in Monterey County with an average household size of 3.14 persons. Families make up 72 percent of the households. This figure includes both married-couple families (52 percent) and other families (20 percent). Nonfamily households make up 28 percent of all households in Monterey County. Most of the nonfamily households (22 percent) were people living alone, but some were composed of people living in households in which no one was related to the householder.

Housing Characteristics
Of the approximately 139,000 housing units in Monterey County, it is estimated that 10 percent are vacant. Of the total housing units, 69 percent are in single-unit structures, 27 percent are in multi-unit structures, and 4 percent are mobile homes. Twenty-one percent of housing units were built since 1990, and 28 percent were built prior to 1960. Of the 125,217 occupied housing units, 51.4 percent are owner-occupied and 48.6 percent are renter-occupied. Of all occupied housing units, 43 percent were moved into since 2005. The median housing value of owner-occupied units is $497,400.

Housing Costs
The median monthly housing costs for mortgaged owners was $2,423, non-mortgaged owners $456, and renters $1,160. Forty-five percent of owners with mortgages, 12 percent of owners without mortgages, and 42 percent of renters in Monterey County spent 35 percent or more of household income on housing.

Income
The median income of households in Monterey County is $59,737. Eighty-three percent of households received earnings exclusive of social security and retirement income, with an average income amount of $75,167. Twenty-six percent of households received Social Security with the average income amount of $15,798, and 16 percent of households received retirement income with the average income amount of $28,803. These income sources are not mutually exclusive; that is, some households received income from more than one source.

Nativity and Language
Nearly 70 percent of the people living in Monterey County were born in the United States, including 51 percent who are native to California. Approximately 30 percent of residents in Monterey County are foreign born, of which 28.6 percent are naturalized U.S. citizens and 71.4 percent are not currently a U.S. citizen. Among people at least five years old, 52 percent speak a language other than English at home. Of those speaking a language other than English at home, 45 percent speak Spanish. Of those people who speak a language other than English, 28.5 percent reported that they did not speak English "very well."

Geographic Mobility
Approximately 83 percent of the people at least one year old living in Monterey County were living in the same residence one year earlier; while 11 percent had moved during the past year from another residence in the same county, 3 percent from another county in the same state, 2 percent from another state, and 1 percent from abroad.

Education
Approximately 71 percent of people 25 years and over in Monterey County have graduated from high school and nearly 23 percent had a bachelor’s degree or higher. The total school enrollment in Monterey County was approximately 116,000 in 2007-2011. Nursery school and kindergarten
enrollment was approximately 13,000 and elementary or high school enrollment was 72,000. College or graduate school enrollment was approximately 30,000. Monterey County is also home to a strong concentration of research and higher education institutions, particularly related to marine research.

Travel to Work
Approximately 70 percent of Monterey County workers drive to work alone, 14.3 percent carpool, 3.5 percent walk, 2.2 percent take public transportation, and 5 percent use other means. The remaining 5 percent work at home. Among those who commuted to work, it took them on average 22 minutes to get to work.

Poverty and Participation in Government Programs
Approximately 15 percent of people in Monterey County are in poverty. Eleven percent of all families, 7 percent of married couple families, and 25 percent of families with a female householder and no husband present have incomes below the poverty level. Twenty-two percent of related children under 18 are below the poverty level, compared with 7 percent of people 65 years old and over.

3.3 Employment and Industry

According to the State of California Employment Development Department, Monterey County’s civilian labor force includes approximately 234,000 persons, or approximately 55 percent of the county’s total population. The total number of people employed in August 2013 was 216,000 for an unemployment rate of 7.8 percent.

Agriculture is the largest employment sector in Monterey County, followed by government and tourism. Table 3-2 lists the number of jobs in Monterey County in 2010 according to industry type. Recent forecasts suggest that agriculture will continue to provide the greatest number of new jobs, but post-secondary education and specialized business services, both key components of the expanding technology sector of the county, will show the highest percentage growth over the next several years.

Table 3-2
Monterey County Employment by Industry Type, 2010

<table>
<thead>
<tr>
<th>Industry Title</th>
<th>Number of Jobs</th>
<th>Percent of Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture (Total Farm)</td>
<td>45,400</td>
<td>27.2%</td>
</tr>
<tr>
<td>Government</td>
<td>32,600</td>
<td>19.5%</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>20,100</td>
<td>12.1%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>15,100</td>
<td>9.1%</td>
</tr>
<tr>
<td>Educational &amp; Health Services</td>
<td>13,600</td>
<td>8.2%</td>
</tr>
<tr>
<td>Professional &amp; Business Services</td>
<td>11,300</td>
<td>6.8%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>5,300</td>
<td>3.2%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>5,000</td>
<td>3.0%</td>
</tr>
<tr>
<td>Other Services</td>
<td>4,700</td>
<td>2.8%</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>4,400</td>
<td>2.6%</td>
</tr>
<tr>
<td>Construction</td>
<td>4,100</td>
<td>2.5%</td>
</tr>
<tr>
<td>Transportation, Warehousing &amp; Utilities</td>
<td>3,300</td>
<td>2.0%</td>
</tr>
</tbody>
</table>
According to the U.S. Census Bureau, the most common occupations of the civilian employed population 16 years of age and older in Monterey County are: management, business, science, and arts occupations (27.6 percent); sales and office occupations (22 percent); service occupations (20.2 percent); natural resource, construction, and maintenance occupations (19.4 percent); and production, transportation, and material moving occupations (10.9 percent). Seventy-five percent of the civilian workforce is private wage and salary workers; 16.2 percent are government workers; and 8.4 percent are self-employed in their own unincorporated businesses.

3.4 Land Use and Development Trends

Monterey County began land use planning in 1930 with the creation of a Planning Commission followed by the establishment of a Planning Department 20 years later. The Planning Department completed its first general plan in 1968 and by the mid-1970s had adopted the State of California’s mandated Safety Element as part of the plan. The draft 2006 General Plan includes land use, circulation, conservation and open space, safety, public services, agricultural, and economic elements. The policies of the General Plan underlie most land use development decisions, and the County’s zoning ordinances, specific plans, development projects, and capital improvement programs must be consistent with the General Plan.

Approximately 1 percent of the county has been developed with residential, commercial, and industrial uses. Most of this development has been concentrated in the northern one-third of the county. Public and quasi-public uses, such as educational, transportation, military, recreational, cultural, and religious facilities, account for about an additional 28 percent of the county’s total land area. Agriculture accounts for the largest land use, representing almost 60 percent of the county’s total land area.

North-central and inland county development trends over the past 20 years show that industrial development has nearly doubled while residential development has tripled in size. In addition, commercial development in some areas is five times larger compared to the early 1980s. In some areas, this development has occurred on reclaimed agriculture acreage. However, future development may become constrained due to limited water sources, poor water quality, and geologic (landslide), flood, and seismic hazards.

Monterey County’s population growth has been fairly constant for the past 30 years, increasing steadily through the 1980s, declining in the early 1990s, and returning to constant growth shortly thereafter. Population projections for Monterey County ranging from 2020 to 2060, according to the California Department of Finance, are: 436,107 (2020); 475,957 (2030); 513,045 (2040); 542,899 (2050); and 569,459 (2060).

According to the U.S. Census Bureau, there were a total of 246 building permits issued in Monterey County in 2012.
Fort Ord Reuse
Fort Ord was a major U.S. Army base which closed in 1994. Most of the fort’s former land now makes up the Fort Ord National Monument, nearly 23 square miles of undeveloped natural wildlands now open to the public and managed by the U.S. Department of the Interior, Bureau of Land Management. Many other areas have been converted from military to civilian land uses under the direction of the Fort Ord Reuse Authority (FOR A), a large multi-governmental body composed of elected officials at the local, state, and federal levels. FOR A was created by the California State Legislature in 1994 to facilitate conversion efforts that focused on property transfer and development for economic reuse by local jurisdictions—particularly the cities of Marina and Seaside—as well as education reuse, and environmental protection and conservation. While many old military buildings and infrastructure remain abandoned, many others have been demolished. Notable new developments include California State University Monterey Bay (CSUMB), the UC-Santa Cruz Monterey Bay Education, Science and Technology Center (MBEST), the Veterans Transition Center, residential subdivisions, shopping centers, health clinics, new military facilities, and a nature preserve. The coastline areas of former Fort Ord land were converted to Fort Ord Dunes State Park in 2009. Future development projects are planned by FOR A according to its Fort Ord Base Reuse Plan, prepared in 1997 and most recently reassessed in 2012.

3.5 Community Descriptions

City of Carmel-by-the-Sea (Pop. 3,722)
Carmel-by-the-Sea is primarily a residential community on the Monterey Peninsula covering approximately one square mile in area, with a population that has largely remained steady at nearly 4,000 people. It is a densely forested city with a popular commercial district that attracts tourists and visitors to California’s central coast from near and far. The city, known for its natural scenery and rich artistic history, is among Monterey County's most affluent communities with a median home cost nearing $700,000. City government has a tradition of pursuing a vigorous strategy of planned development aimed at preserving its unique character and renowned scenic environment. Retail trade and other businesses oriented toward visitors, including many inns and hotels, art galleries, boutiques, restaurants and other small businesses drive the primary economic activity in the city.

Carmel-by-the-Sea was incorporated in 1916 and has a Council-City Administrator form of government. The people elect the Mayor and City Council, and the Council appoints the City Administrator.

City of Del Rey Oaks (Pop. 1,624)
Del Rey Oaks is a small city, approximately half a square mile in size, nestled in a narrow wooded canyon (Canyon Del Rey) between the cities of Seaside and Monterey. State Highway 218 forms the central spine of the community, which is primarily a “bedroom community” with most private land devoted to residential use. Recent commercial development includes the Stone Creek Village Shopping Center located at the intersection of highways 218 and 68, and the city is in the process of acquiring property from the former Fort Ord military installation for additional economic development. The city also has many natural habitats including the Frog Pond, a 17-acre wetland preserve managed by the Monterey Peninsula Regional Park District, and Del Rey Park which features Old Town Hall for community events.

Del Rey Oaks was incorporated in 1953 and has a Council-Manager form of government. The five-member City Council includes a directly elected Mayor.
City of Gonzales (Pop. 8,187)
Gonzales is a small city of nearly 2 square miles surrounded by surrounding prime agricultural land in the heart of the Salinas Valley. The city maintains a small-town character and rural atmosphere consistent with its agricultural heritage, and in so doing, has concentrated on improving its historic downtown while also conserving farmland on the city’s perimeter. To further strengthen agriculture as a key part of its economic base, the City worked successfully to develop the Gonzales Agricultural Business Park, a 50-acre state-of-the-art facility on the west side of the community to enhance the industrial area and central business district. Gonzales is also an important wine cultivation area, with numerous wineries and vineyards in the nearby foothills.

Gonzales was incorporated in 1947 and has a Council-Manager form of government. The five-member City Council is elected at large, with the Mayor selected by the Council.

City of Greenfield (Pop. 16,330)
Greenfield lies in the heart of the agriculturally rich Salinas Valley, covering slightly more than 2 square miles along U.S. Highway 101. The densely populated city has a small-town charm that mixes rural and suburban lifestyles with ongoing agricultural activities, and comparatively affordable housing prices that has fueled a growing population of professional and skilled workers. Greenfield is among Monterey County’s fastest growing cities, experiencing an increase in population of nearly 30 percent between 2000 and 2010. This growth is projected to continue steadily until the city nearly doubles in size, which the City plans to accommodate through careful planning to ensure the community character is maintained and environmental impacts are minimized.

Greenfield was incorporated in 1947 and is run by a City Manager form of government, with a five-member City Council.

City of King City (Pop. 12,874)
King City is the southernmost city in Monterey County, located along the Salinas River and U.S. Highway 1, and just south of Greenfield in the heart of the Salinas Valley. The city’s economic base is largely dependent upon agriculture with food processing and packing the primary sources of employment. Mee Memorial Hospital and Casey Printing typify other sectors of the business community, and nearby Fort Hunter Liggett also plays a role in the local economy (located 26 miles southeast of the city). The City is development friendly, and through an ambitious economic development strategy that includes expedited permit approvals, continues to attract new businesses and residential housing projects that improve the quality of life in the community.

King City was incorporated in 1911 and has a Council-Manager form of government. The mayor is elected from the five-member Council.

City of Marina (Pop. 19,718)
Marina is the newest and northernmost city on the Monterey Peninsula, occupying nearly 10 square miles in total area just north of Seaside. This includes several miles of shoreline along Monterey Bay, though most of the beach is preserved as public park space and nearly all development is landward of the coastal dunes and U.S. Highway 1. The city is contiguous with the former Fort Ord military installation, an area experiencing and targeted for future infill growth and redevelopment including more than 1,000 new homes, a number of large mixed-use projects, and a new business center at the former military airport which the City now owns. Through these and other recent
commercial and industrial developments, Marina is undergoing transition from a small, primarily bedroom community to a more diversified, vibrant, and self-sufficient community.

Marina was incorporated in 1975 and is a City Charter Home Rule form of government. The five Council members are elected at large with one being Mayor. Daily operations are administered by a City Manager.

City of Monterey (Pop. 27,810)
Monterey is a popular waterfront city located on the southern edge of Monterey Bay, occupying nearly 9 square miles between the cities of Seaside and Pacific Grove. It has a rich history, serving as California’s first capital city and later the center of a thriving fishing industry, and today is widely known for numerous tourist attractions including the Monterey Bay Aquarium, Cannery Row, and Fisherman’s Wharf. It is also home to major military installations including the Naval Post Graduate School and the Defense Language Institute, located on the Presidio of Monterey. Its renowned scenic environment stems from its Peninsula coastline and central ridge of wooded hills, coupled with a broad range of historic buildings, antique adobes, and other culturally significant sites. Monterey’s growth and development stems from these physical features, including a downtown commercial district on the flatter old marsh area, lighter commercial and medium-density residential on the sloping mesas, a mixed-use waterfront with numerous retail and recreational activities, neighborhoods separated by wooded canyons, and low density residential in the steep wooded foothills. More than 20 percent of the land in Monterey County is owned by other governmental agencies and not subject to local regulations.

Monterey was incorporated in 1889 and operates under a Council-Manager form of government, with a five-member City Council.

City of Pacific Grove (Pop. 15,041)
Pacific Grove is a small coastal city at the tip of the Monterey Peninsula, just north of the City of Monterey, and known for its beautiful scenery and unique architecture including many Victorian-style homes. Today the economy of this primarily residential community is based on tourism and local services, many of which are available in its historic downtown. The city is home to Asilomar State Park, a narrow 1-mile stretch of sandy beach and rocky coves which provides public access to shoreline and also includes Asilomar Conference Grounds, a National Historic Landmark. The City prohibits new development on the seaward side of oceanfront streets, protecting unobstructed access and views for the public at large. Today, there is very little buildable vacant land in the city and the focus is on managing existing uses.

Pacific Grove was incorporated in 1889 and has a Council-Manager form of government. The seven-member City Council consists of a mayor, who is directly elected for a two-year term, and six council members, who are elected at-large for a term of four years. The City Council appoints the City Manager who is the administrative head of the municipal government.

City of Salinas (Pop. 150,441)
The City of Salinas is the county seat and largest city in Monterey County. Located at the northern opening of the Salinas Valley, one of the most fertile farming regions in California, this mostly suburban community is the county’s center for agricultural activity and headquarters to many large growing and shipping companies. Although agriculture forms the primary economic base, more than 100 manufacturing firms are also located in the city. Some of the largest employers in the area include: Dole Fresh Vegetable, the County of Monterey, Household Credit Services, and Salinas Valley Memorial Hospital. The city consists mostly of late 20th century single family residences,
ranging from modest bungalows to spacious luxury homes. The city’s historic Main Street has undergone recent revitalization and boasts an emerging arts scene.

The City of Salinas was incorporated in 1874 and is organized under the Council-Manager form of government. The City Council is comprised of six representatives elected by district and a Mayor elected at-large.

**City of Sand City (Pop. 334)**
Sand City is an industrial and commercial center located on approximately a half square mile of coastline and is in the process of redevelopment to a more balanced, sustainable community. Historically rooted in heavy industry, particularly sand mining, the city has become a regional retail center and is developing new residential dwellings and commercial projects tailored to coastal visitors. Beginning with the development of two major shopping centers, Sand Dollar and Edgewater, Sand City has become a major commercial base for the Monterey Peninsula. Although it has a very small residential population, the city currently provides jobs for approximately 3,000 and attracts 40,000 to 50,000 shoppers daily. The recent construction of a water desalination facility eliminates the city’s dependence on the regional water supply and is anticipated to spur additional economic growth, allowing the city to continue in its redevelopment efforts. The City is committed to retaining approximately 75 percent of its coastline for parks, open space and habitat preservation, while maintaining two development areas dedicated primarily to coastal resort development.

Sand City was incorporated in 1960 and operates under a Council-Administrator form of government. The five-member City Council consists of a Mayor, Vice-Mayor, and three council members.

**City of Seaside (Pop. 33,025)**
Seaside is the largest city on the Monterey Peninsula, and second largest in Monterey County. Traditionally a military town linked to Fort Ord, which closed in 1994, the city has experienced significant redevelopment and gentrification in recent years with projects ranging from golf courses, five star resorts, conference facilities, new residential and commercial development, and plans for a mixed-use, transit-oriented, urban village that would transform the downtown. Seaside is also home to California State University at Monterey Bay and the Monterey College of Law, both located on the former site of Fort Ord. While the foundation of the Seaside business community is made up of small family-owned establishments, the area hosts national retailers and restaurant groups as well as the Seaside Auto Center, one of the first auto malls in the country. As recently reaffirmed by its vision statement, the City is committed to make Seaside a family-oriented community with a full range of housing, business, cultural, and recreational opportunities in a safe and attractive environment for residents and visitors.

Seaside was incorporated in 1954 and has a City Council-Manager form of government and a five-member Council.

**City of Soledad (Pop. 25,738)**
Soledad is a historically agriculture-based community located approximately 25 miles south of Salinas on Highway 101 and along the Salinas River. The city’s economic base changed from cattle, wheat, and barley to row crops in the 1920s, and was further diversified in the 1940s with the establishment of the California Department of Corrections’ Training Facility located 3 miles north, which became annexed to the city in 1992 and expanded with the addition of Salinas Valley State Prison in 1996. The city began to expand rapidly during this period with new residential
development, a new high school, an expanding park system, and the addition of its first retail shopping center—all surrounded by prime farmland in the heart of the fertile Salinas Valley. Soledad is also located in a prime area for growing wine grapes and within a short distance to many vineyards and famous wineries. According to the City’s General Plan, complete build out of the city and its sphere of influence would accommodate 58,000 residents, more than doubling its current population.

Soledad incorporated in March 1921 with a City Council/City Manager form of government. The five-member City Council is elected at-large. The Council elects the Mayor.

Unincorporated Monterey County (Pop. 100,213)
Nearly 98 percent of Monterey County’s total land area is unincorporated, and the majority is very sparsely populated. Vast stretches of the Salinas valley are reserved for agricultural use, while the southern coast and inland mountain regions (including Big Sur) are nearly devoid of human habitation. It includes national and state protected lands, including the Los Padres National Forest and Ventana Wilderness, Pinnacles National Park, and Salinas River National Wildlife Refuge, in addition to many other areas maintained as open space under conservation ownership such as the Elkhorn Slough National Estuarine Research Reserve.

Some of the more populated unincorporated communities within Monterey County include the following Census Designated Places (CDPs) as identified by the U.S. Census Bureau. According to the 2010 Census, populations in these communities range from 93 (Bradley) to 17,560 (Prunedale).

- Aromas
- Boronda
- Bradley
- Carmel Valley Village
- Carmel Highlands
- Castroville
- Chualar
- Del Monte Forest (inc. Pebble Beach)
- Elkhorn
- Jolon
- Las Lomas
- Lockwood
- Moss Landing
- Pajaro
- Parkfield
- Pine Canyon
- Prunedale
- San Ardo
- San Lucas
- Spreckels

The Monterey County Board of Supervisors is elected to represent the five Supervisorial Districts and is the legislative body for the County. The Board of Supervisors appoints members of the public to serve on a variety of advisory committees and commissions. The County Administrative Officer (CAO) is responsible for managing the day-to-day operations of the County.