

MOVE 2030

Mendocino Opportunities for Building a Vibrant Economy

Supported by funds from EDA and the County of Mendocino to develop an Economic Recovery and Resiliency Plan.



After the 2017 wildfires

EDA awarded grants to Federally declared disaster areas to address economic challenges in impacted areas in 2017/18.

The County of Mendocino applied for and was awarded a grant to:

1. Complete a broadband Implementation plan
2. Create Digital Learning Hubs
3. Hire an Economic Development Coordinator
4. Create an Economic Recovery and Resiliency plan

COMPLETION DATE: March 2021

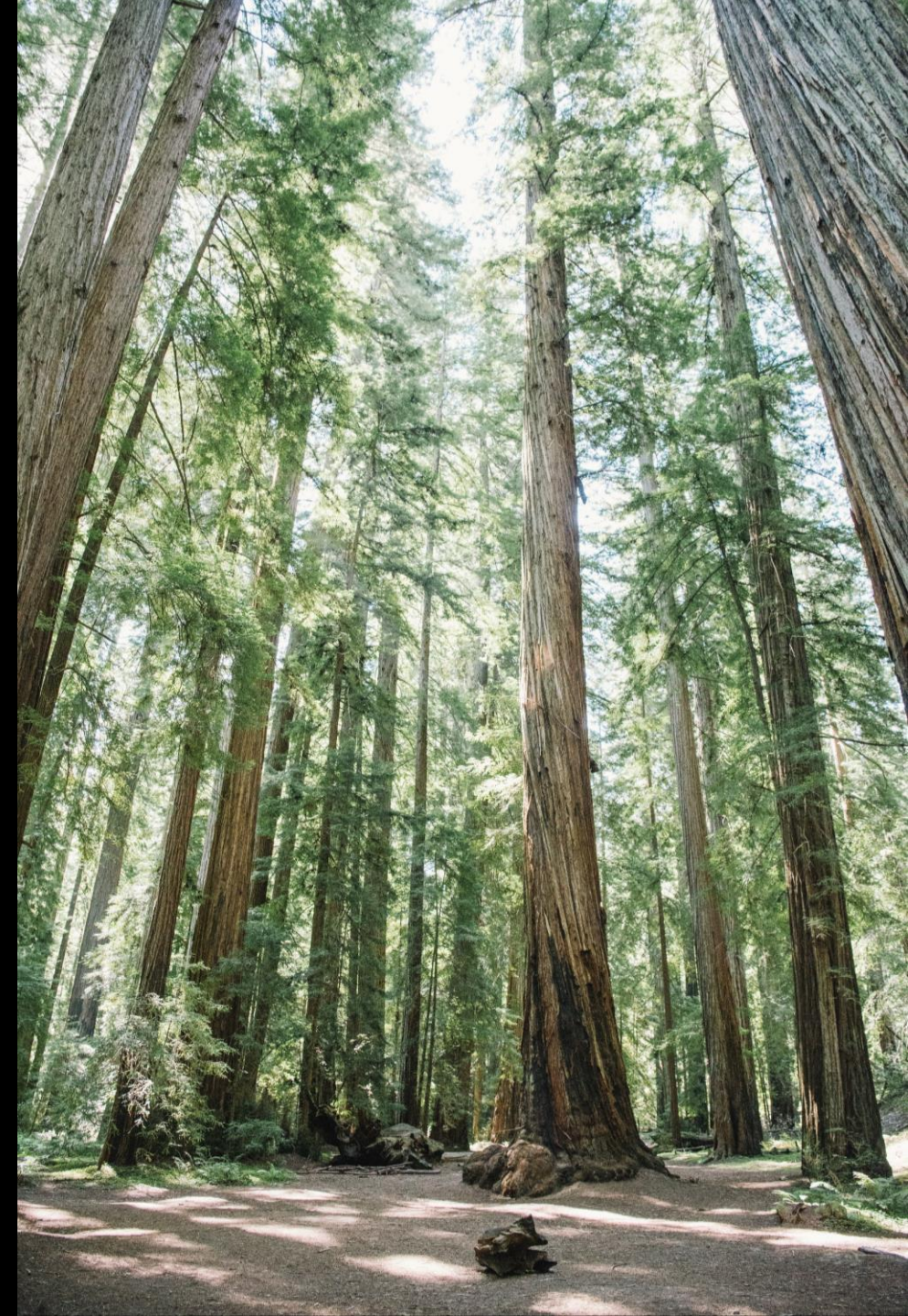


MOVE 2030

Steering Committee

Resiliency Planning team:

- Hon. Dan Gjerde, County of Mendocino, 4th District
- Hon. Ted Williams, County of Mendocino, 5th District
- Carmel Angelo, CEO County of Mendocino
- Brent Schultz, Dir. Building /Planning, County of Mendocino
- Darcie Antle, Deputy Chief Exc. Officer, County of Mendocino
- Mary Anne Petrillo, CEO West Business Development Center
- Una Wirkebau, West BDC Economic Development Coordinator
- Paul Garza, West BDC Chairman of the Board
- Sheilah Rodgers, Interim Director EDFC
- Diann Simmons, EDFC
- Megan Barber-Allende, CEO Community Foundation
- Jeff Tyrrell, Broadband Project Mgr Community Foundation



A scenic landscape featuring a winding asphalt road that curves through a valley. The foreground is dominated by tall, golden-brown grasses. The middle ground shows a mix of green and brown shrubs and trees. In the background, rolling mountains are visible under a sky with soft, colorful clouds, suggesting a sunset or sunrise. The overall atmosphere is peaceful and natural.

A Road Not Yet Traveled

What do we need to create and drive a 10-year economic resiliency implementation plan.

- **Understanding our assets:** What does our County have that makes us who we are? In an economic disaster or natural disaster what do we save?
- **What is changing in our world:** What is the impact of the degradation of our natural resources? How does our demographics affect our recovery?
- **How do we collaborate to make change possible:** Who are our partners? Can we become a regional leader of a rural renaissance?

Understanding our assets

Mendocino County Economic Strengths



Agriculture

\$268M gross agricultural value for all commodities produced in County.



Tourism

Generates \$39.9M Tax Revenue plus 7K travel generated employment.



Small Business

82% of the economy is comprised of businesses with less than 9 employees.



Nonprofits

Over 600 nonprofits support the social well being of the County.



HealthCare

15% of the County population is employed in Healthcare industry.



Niche
Manufacturing

Once a robust economic contributor has been shrinking.

What is changing in our world?

Existential threats to County economy

Climate Change

What has been the impact over the past decade due to a degradation of our natural resources? How has the loss impacted our economy? The changing climate has already impacted our forest, our marine life and our water resources. What actions do we take today to ensure tomorrow's survival?

Technology

In the 21st century access to connectivity is essential. Do we understand the real costs of not being connected? Where is the matrix of what has been done and what alternatives we have to connecting our businesses, our healthcare and our communities?

Demographics

Low birth rates, longer lifespans, what is the impact? Attract young workers or support a "silver tsunami" over the next decade?

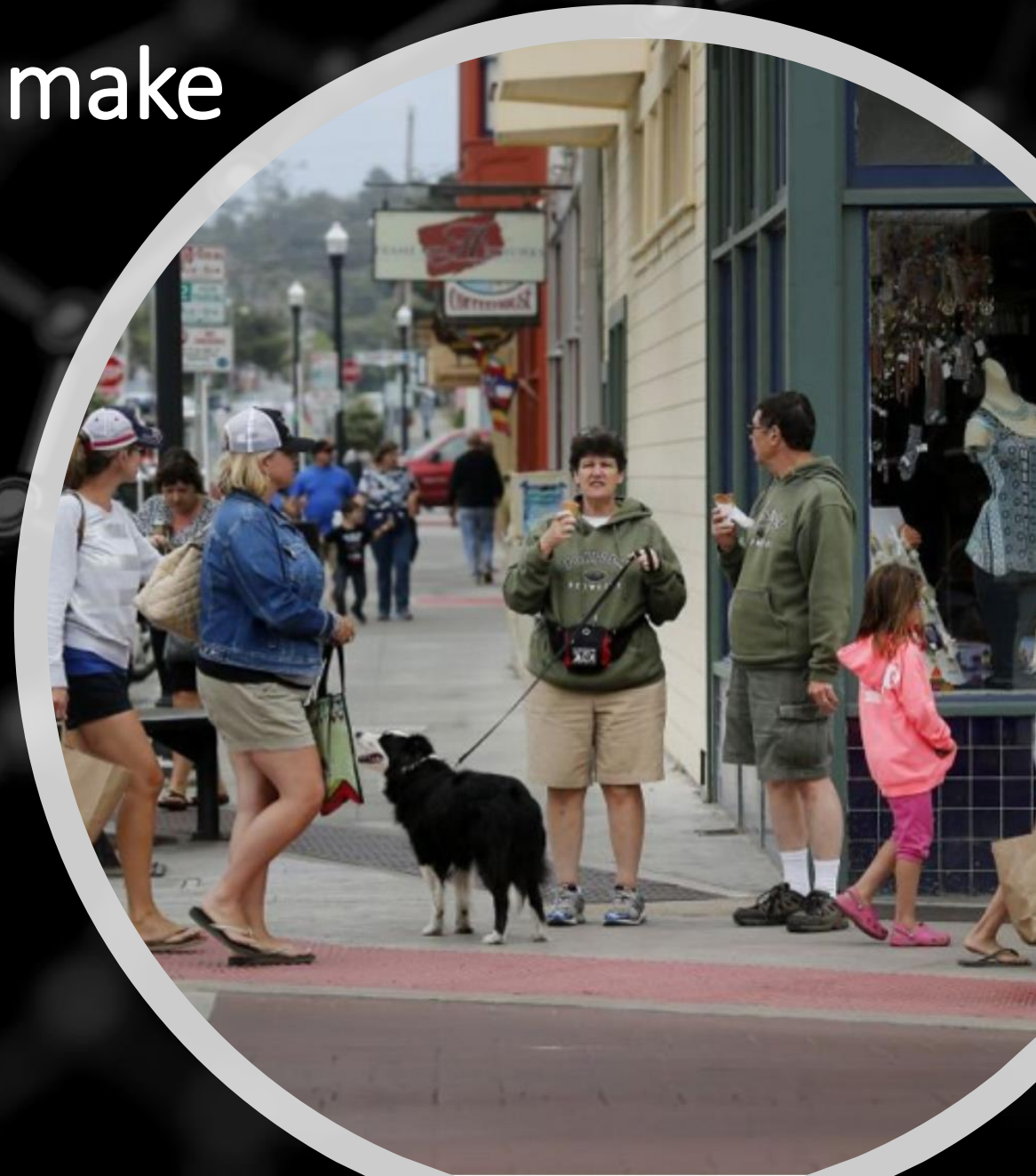
How do we collaborate to make change possible?

HOUSING

TRANSPORTATION

SKILLED WORKFORCE

CONNECTIVITY



MOVE 2030

The Plan Forward

Phase 1: February – July

- Articulate and Document Plan Goals
- Community Introductions
- Data Acquisition and Analysis
- Evaluate Current Economic Programs
- Industry Cluster Analysis
- Comparison Benchmarking

Phase 2: August- December

- Create Community Engagement leads
- Stakeholder Outreach
- Implementation Analysis

Phase 3: December- March 2020

- Prioritize Activiites
- Report and Recommendations



MOVE 2030

Broadband Update

Jeff Tyrrell, Broadband Project Mgr
Community Foundation of Mendocino



Broadband Alliance of Mendocino County

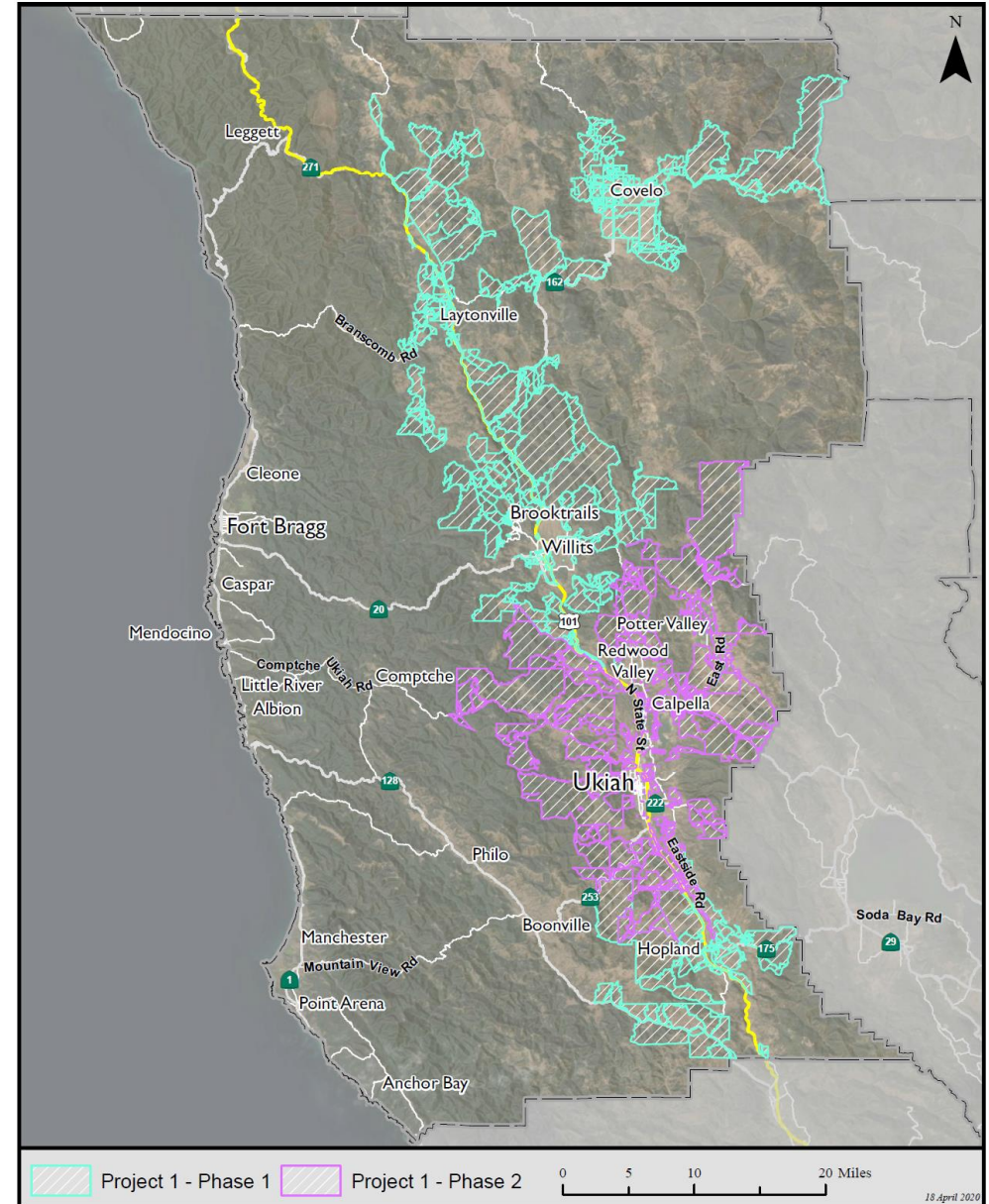
The Community Foundation of Mendocino County
North Bay/ North Coast Broadband Consortium

“...develop the digital infrastructure needed to have available and affordable, high-speed, internet access for 98% of households by 2025. High-speed Internet, for the purposes of this plan, is defined as 100 megabits per second (Mbps) download speed and 20 Mbps upload speed”.

CASF Project Mendocino County Project 1 Overview

- Round Valley/Covelo/Dos Rios; Laytonville including North Laytonville; Willits, including Longvale and Brooktrails; Hopland including Nacomis Rancheria and Yorkville; Hopland including Calpella, Redwood Valley, Potter Valley, Talmage, Ukiah NAP, and Internet Access Handoff Site; and Cloverdale Internet Access Handoff Site.
- 5,870 targeted unserved and underserved households in 9 communities and surrounding areas

Mendocino County - Project 1



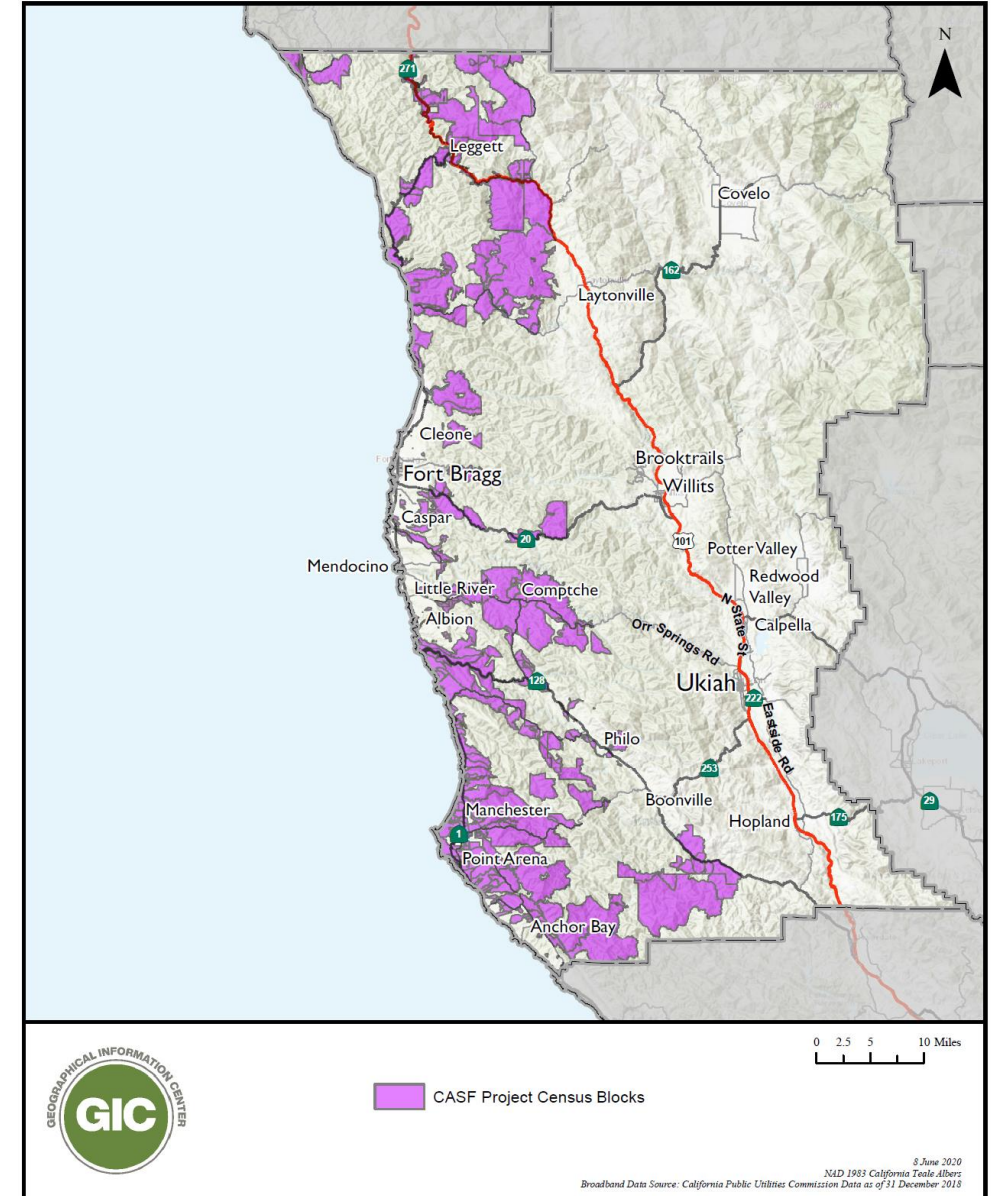
Broadband Alliance of Mendocino County

The Community Foundation of Mendocino County
North Bay/ North Coast Broadband Consortium

CASF Project Mendocino County Project 2 Overview

- Leggett, Branscomb, Piercy, Westport, Cleone, Fort Bragg, Mendocino, Little River, Albion, Elk, Manchester, Point Arena, Anchor Bay, Gualala, Comptche, Philo, and Boonville.
- Resilience - By deploying conduits and optical fiber cable underground, as opposed to aerially, this Last-Mile Distribution System will be better protected against wildfires, flash floods, landslides, and other, unforeseen, interruptions of service.
- Six or more Native Tribes are included among the unserved households within these project areas.
- Low Income needs are addressed for many qualifying households.

CASF Project Mendocino County - Project 2 Overview



70 staff & 1598 students don't have internet access at home, according to a partial MCOE survey offered by Superintendent Michelle Hutchins, earlier this month.

School District	Staff	Student	Total
Ukiah Unified School District	17	140	157
Manchester			7
Anderson Valley	16	175	191
Point Arena		80	80
Fort Bragg			0
Laytonville	10	180	190
Leggett Valley	1	80	81
Mendocino Unified		75	75
Potter Valley Unified			0
Round Valley			0
Willits Unified		680	680
Accelerated Academy			8
Redwood Academy			10
Willits Elementary Charter			0
Motessori Del Mar			0
Shiloh Academy			0
Deep Valley Christian			0
Developing Virture			0
Instilling Goodness			0
St Mary of the Angels			0
Waldorf School			0
Ukiah Junior Academy			0
Pacific Community Charter			0
Three Rivers Charter		6	6
Eel River Charter			0
River Oak Charter	26	127	153
La Vida Charter			0
Willits Charter		55	55
	Staff	Students	Total
Totals	70	1598	1693

COVID Business Update

Creation of an Economic Impact survey

- 500 TOTAL businesses submitted information.
- TOTAL of \$40,181,867 in losses
- TOTAL of 1,473 employees lost jobs

County Business Ad Hoc committee

- Hosted 7 industry roundtables
- Created a business reopening portal
- Streamlined the reopening process
- Over 700 business have self-certified that they have health & safety protocols

Mendocino County Cell/Internet Questionnaire Data Entry completed

- Over 4000 entries were captured resulting in a more accurate mapping of broadband coverage for our county

Business & Resiliency Fund with the Community Foundation

- Up to \$5000 grant will be awarded to Small Biz in need of funds to adapt

Launched an Open for Business page

- To assist consumers in finding businesses open during SIP
- Underway is a buy local campaign and platform

Participation in Humboldt Regional Resiliency planning & State Regions Rising Program and Sonoma Mendocino Economic Development Board

Since March 1st

West Business Development Center

- 80% increase in request for services
- Launched and maintained a COVID Business resource page
- 39 business focused webinars /664 participants
- 313 Counseled/139 are new clients
- Launched a Spanish training program for business