



# Regional Economic Data

# Comparator Jurisdictions

## County's 10 Comparator Jurisdictions per MOUs:

1. City of Santa Rosa
2. City of Ukiah
3. El Dorado County
4. Humboldt County
5. Lake County
6. Napa County
7. Nevada County
8. Sonoma County
9. Sutter County
10. Yolo County

# Interpreting Study Results

- In evaluating comparability, key questions include:
  - ✓ How different/similar is the County to the comparator jurisdictions?
  - ✓ Since no more than 5 of the 11 agencies can possibly pay above median, where should the County aim to stand in the survey market?
  
- Compensation comparisons can provide helpful points of reference for assessing market competitiveness, but such evaluations are **only fully meaningful in the context of relative differences in cost-of-living, wealth and size of population, and localized labor market conditions.**

# 2026 Study

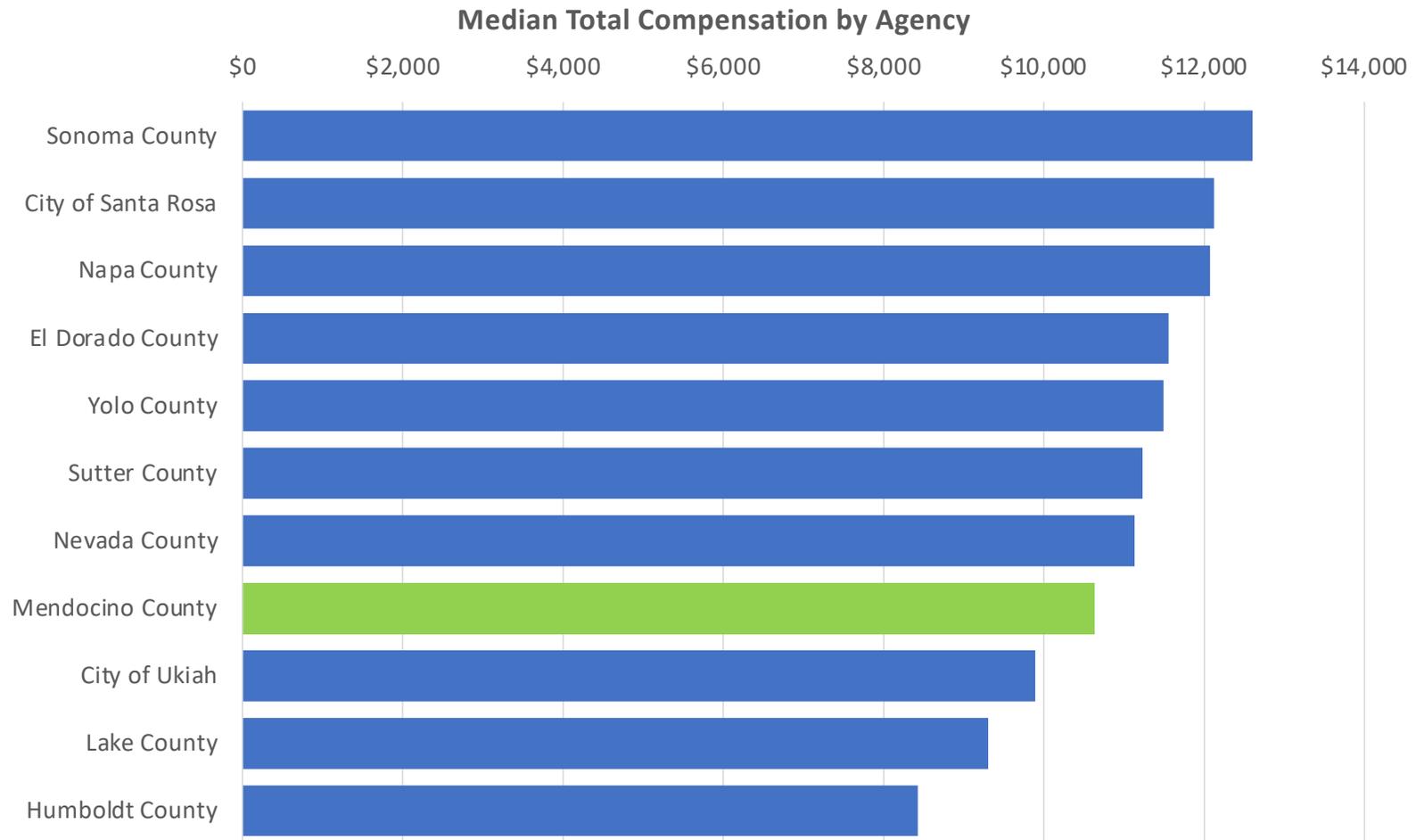
Of the 96 classifications surveyed, Mendocino's overall market position:

<b>TOTAL COMPENSATION</b>	<b>Mendocino Survey-wide Difference from Market Average</b>
<b>Avg</b>	<b>-5.5%</b>
<b>Median</b>	<b>-4.9%</b>

Total Compensation Includes:

Max Salary, Longevity, Employer Cont. to Social Security, Max Employer Cont. to Medical, & Total Employee Cont. to Retirement

# Comparing the Agencies



# Labor Markets

## *Social/Economic Integration As Measured by Commuter Patterns*

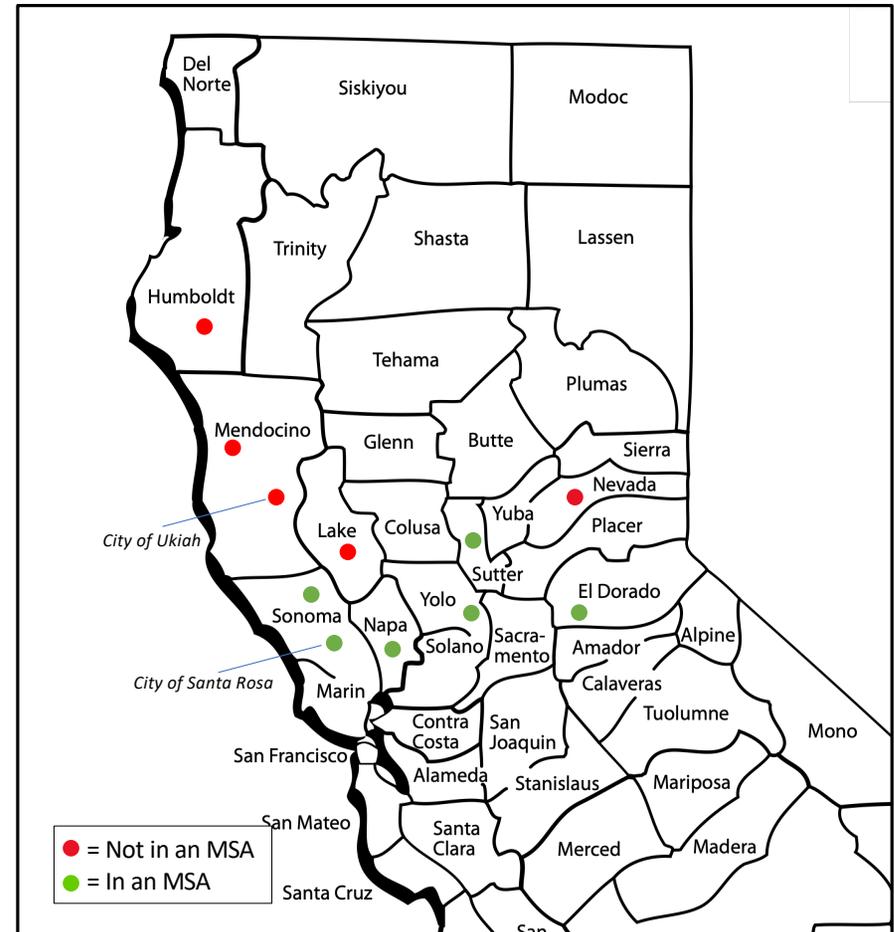
The US Office of Management and Budget (OMB) groups regions by degrees of social & economic integration as measured by commuter patterns and employment interchange:

- **Metropolitan Statistical Areas (MSAs)** have at least one urbanized area with population of 50,000 or more, plus adjacent territory that has a high degree of social and economic integration with the urban core(s) as measured by commuting ties.
- **Micropolitan Statistical Areas (μSAs)** are like MSAs but with only one urban area with population of at least 10,000 but fewer than 50,000.

# Survey Jurisdictions and MSAs

Mendocino is one of five survey jurisdictions that **do not belong to an MSA**. Generally, these are also the five agencies below median for total compensation (Slide 5).

MSAs vs μSAs	Survey Jurisdictions
Napa, CA MSA	Napa County
Sacramento-Roseville-Folsom, CA MSA	Yolo County
	El Dorado County
Yuba City, CA MSA	Sutter County
Santa Rosa-Petaluma, CA MSA	Sonoma County
	City of Santa Rosa
Truckee-Grass Valley, CA μSA	Nevada County
Ukiah, CA μSA	<b>Mendocino County</b>
	City of Ukiah
Clearlake, CA μSA	Lake County
Eureka-Arcata, CA μSA	Humboldt County



# Key Economic Factors

Across specific key economic indicators, Mendocino falls below the median of the survey group.

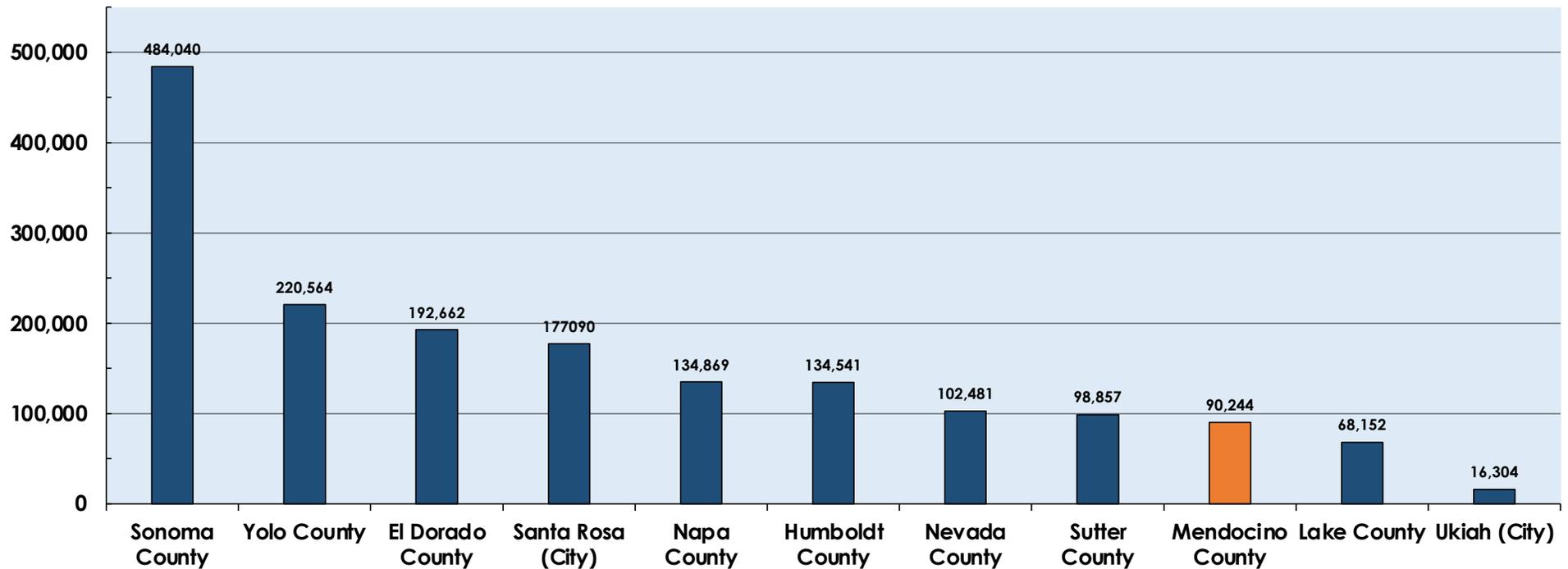
Jurisdiction	Population	Median Family Income	Median Household Income	Median Home Value	Median Rent
El Dorado County	192,662	\$132,975	\$108,845	\$679,900	\$1,715
Humboldt County	134,541	\$83,067	\$61,160	\$446,900	\$1,287
Lake County	68,152	\$78,146	\$60,621	\$324,300	\$1,368
Napa County	134,869	\$137,457	\$111,471	\$869,500	\$2,237
Nevada County	102,481	\$111,185	\$89,882	\$621,800	\$1,677
Sonoma County	484,040	\$126,900	\$104,674	\$815,500	\$2,158
Sutter County	98,857	\$93,156	\$79,704	\$433,500	\$1,439
Yolo County	220,564	\$122,185	\$91,752	\$620,700	\$1,857
Santa Rosa (City)	177,090	\$120,944	\$99,060	\$713,900	\$2,152
Ukiah (City)	16,304	\$90,552	\$66,160	\$458,400	\$1,331
<b>Mendocino County</b>	<b>90,244</b>	<b>\$88,969</b>	<b>\$68,092</b>	<b>\$512,200</b>	<b>\$1,317</b>
<b>Median (Excl Mendocino)</b>	134,705	\$116,065	\$90,817	\$621,250	\$1,696
<b>Mendocino % Difference from Median</b>	-49%	-30%	-33%	-21%	-29%
<b>Mendocino Rank (of 11)</b>	9	9	8	7	10

Source: U.S. Census Bureau, 2020-2024 American Community Survey 5-Year Estimates (most recent estimates)

# Population

Mendocino has the 9<sup>th</sup> largest population of the survey group

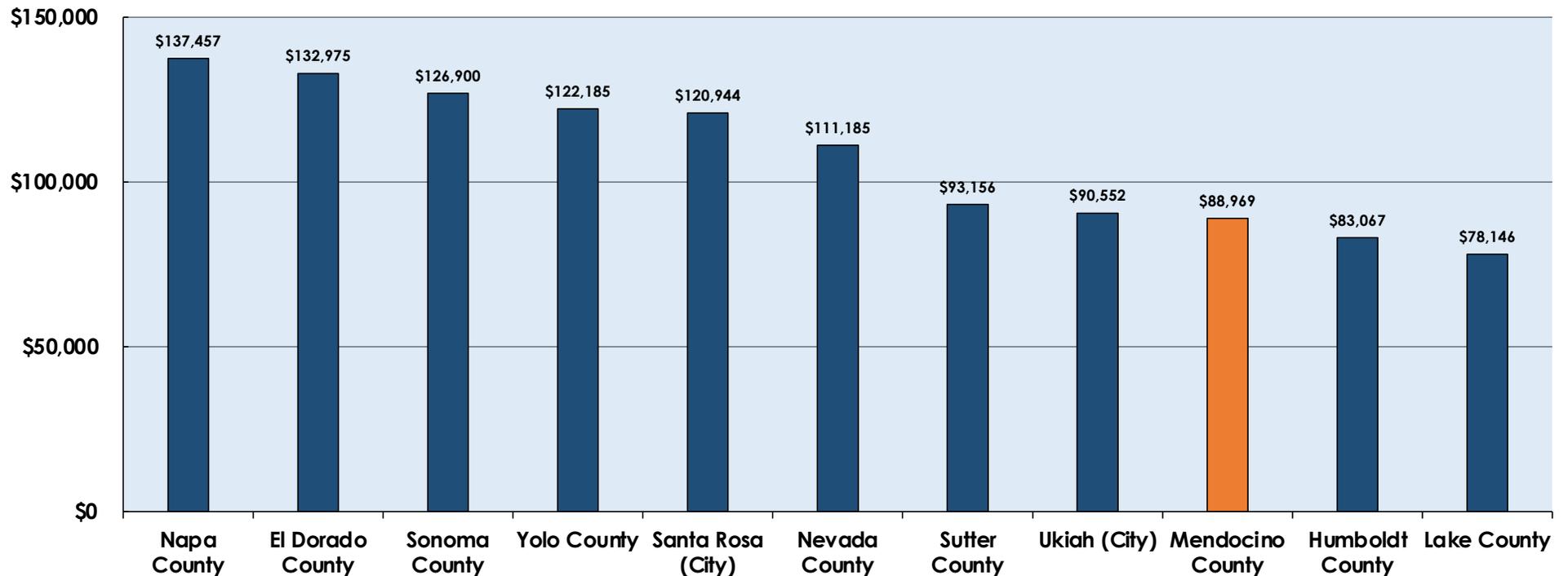
Total Population by Jurisdiction



# Median Family Income

Mendocino has the 3<sup>rd</sup> lowest Median Family Income of the survey group

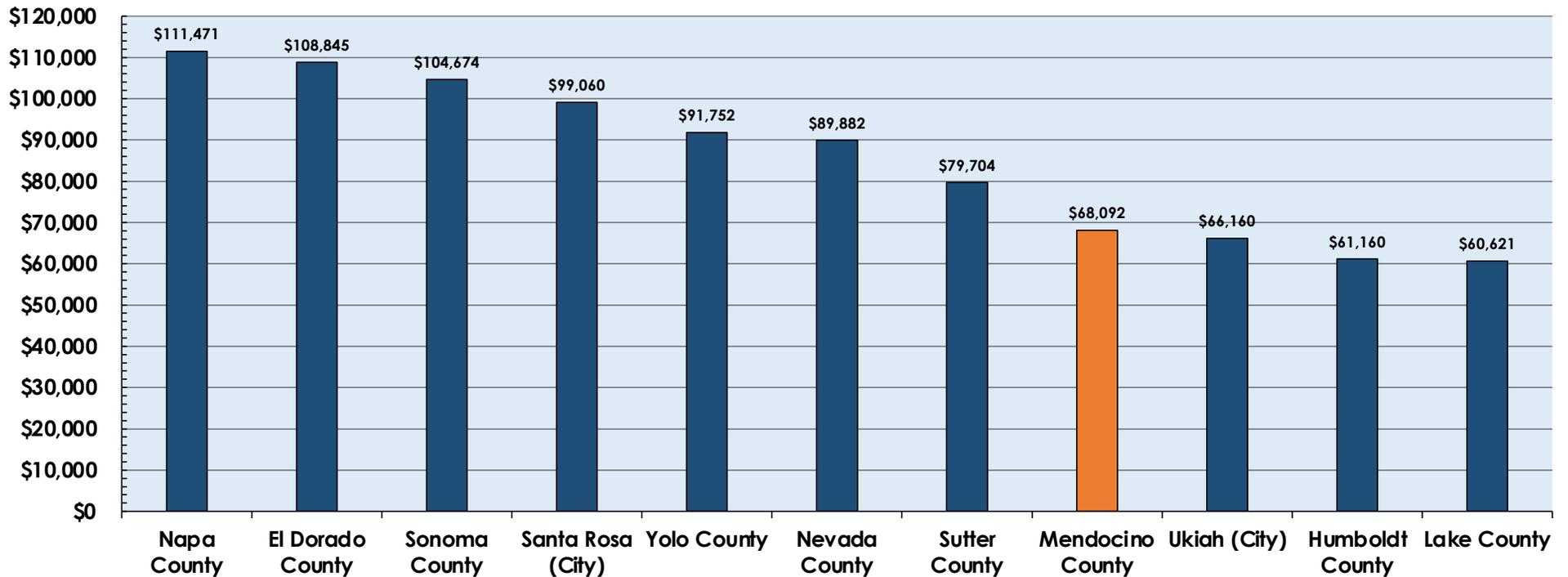
Median Family Income by Jurisdiction



# Median Household Income

Mendocino has the 4<sup>th</sup> lowest Median Household Income of the survey group

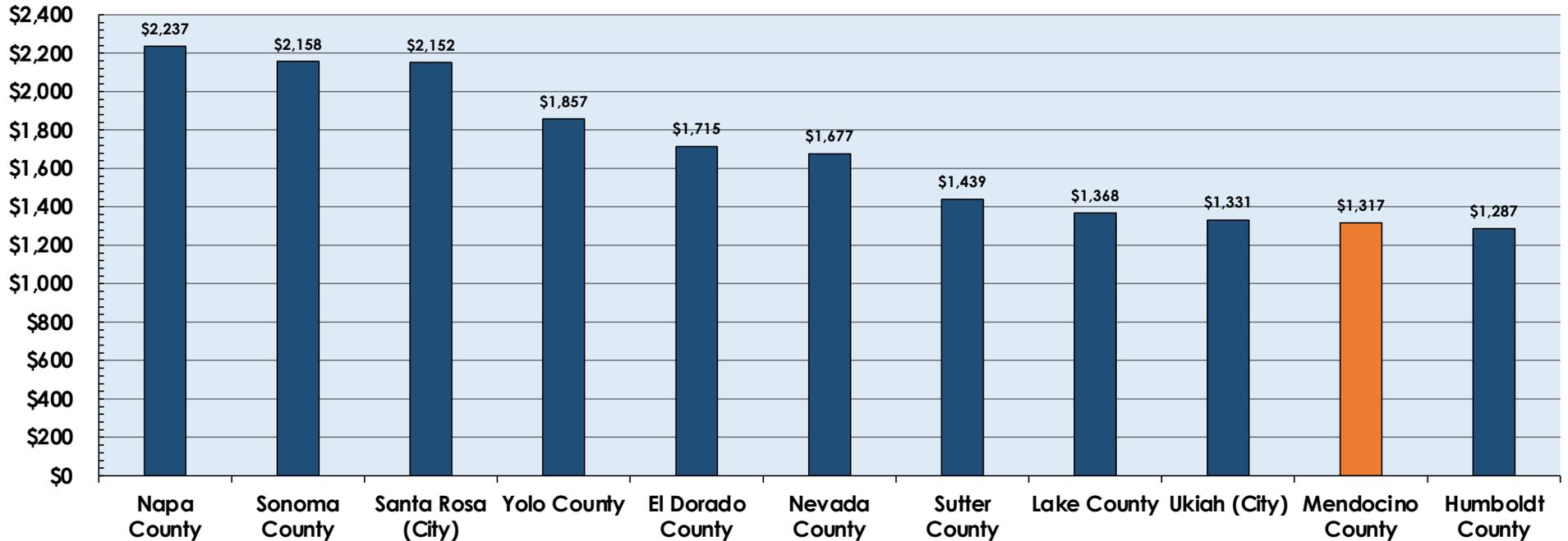
Median Household Income by Jurisdiction



# Median Rent

Mendocino has the 2<sup>nd</sup> lowest Median Rent of the survey group

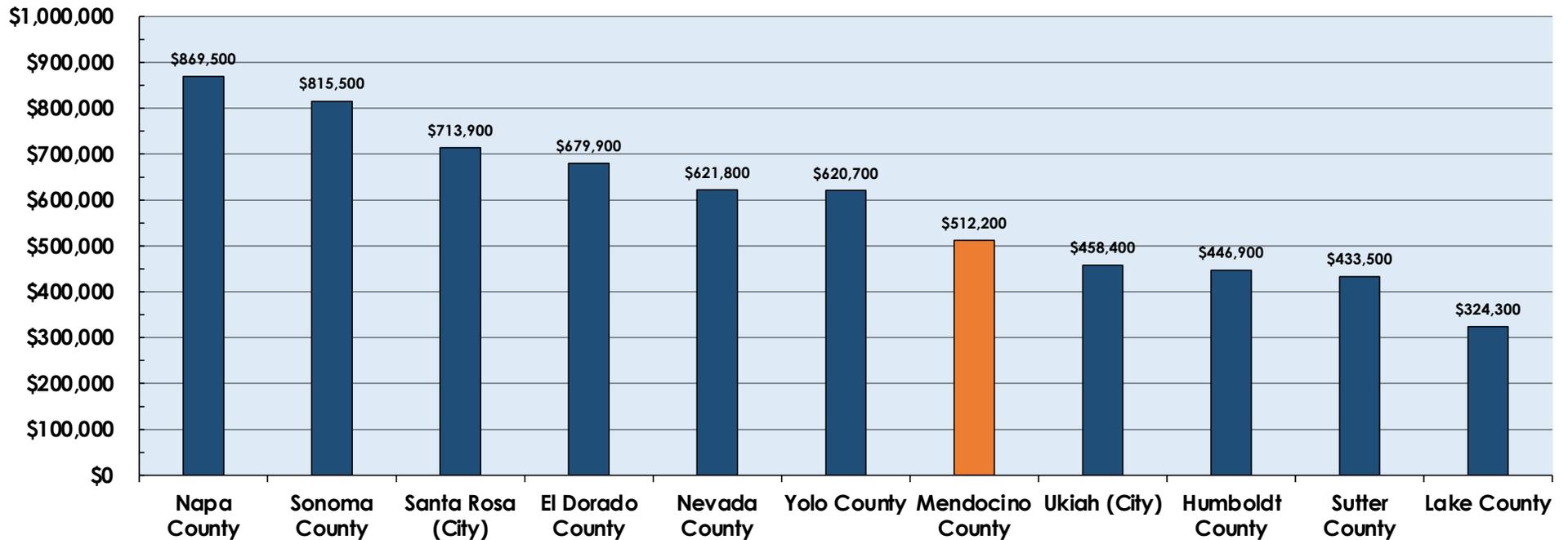
Median Rent by Jurisdiction



# Median Home Value

Mendocino has the 5<sup>th</sup> lowest Median Home Value of the survey group

Median Home Value by Jurisdiction



# Cost of Living Index

MSAs/Non-MSA	Survey Jurisdictions	Regional Price Parity (2023)
Napa, CA MSA	Napa County	111.77%
City of Santa Rosa	Sonoma County	110.08%
	City of Santa Rosa	
Sacramento-Roseville-Folsom, CA MSA	Yolo County	108.88%
	El Dorado County	
Yuba City, CA MSA	Sutter County	103.63%
California Non-Metropolitan Areas	Nevada County	102.6%
	<b>Mendocino County</b>	
	City of Ukiah	
	Lake County	
	Humboldt County	

- The U.S. Bureau of Economic Analysis publishes “Regional Price Parity” (RPP) indexes for comparing overall cost of living between regions within the US.
- RPP express a region’s average price relative to the U.S. average price.
- The 5 jurisdictions not in an MSA have a lower RPP than the jurisdictions in MSAs.

## Market Comparisons with Comparator Subgroups

Within the no-MSA subgroup, Mendocino among the higher paying agencies for the surveyed classifications.

*Generally, ~7% higher than average for the cohort of Ukiah, Lake, Nevada and Humboldt*

Excluding the three comparators with the highest RPPs and greatest median home value and rent (Napa, Sonoma and Santa Rosa), on average Mendocino is “at market” with the remaining jurisdictions:

Nevada, Sutter, El Dorado, Yolo, Ukiah, Lake, Nevada and Humboldt

No-MSA Subgroup	Mendocino County Average
<b>% Difference from Market Average</b>	<b>+6.92%</b>

Expanded Subgroup	Mendocino County Average
<b>% Difference from Market Average</b>	<b>+0.39%</b>

# Regional Context

The 5 jurisdictions *not in an MSA* are generally the 5 agencies below median for (i) total compensation and (ii) key economic indicators.

MSAs	Survey Jurisdictions
<b>None</b>	<b>Mendocino County</b>
	<b>City of Ukiah</b>
	<b>Lake County</b>
	<b>Humboldt County</b>
	<b>Nevada County</b>

- These 5 jurisdictions do not share labor market(s) with any urban areas with populations of 50,000 or more. They also have the lowest RPP of the survey group.
- Lack of shared labor markets and less economic integration with larger urban area(s), lower median incomes, lower housing/rent prices and lower avg prices as measured by RPP, are correlated with generally lower total compensation within the survey group.
- The inverse is true for the remaining six agencies, all of whom are in MSAs (sometimes the same MSA).

# Summary

<b>Avg Mendocino % Difference from Market Avg</b>	
<b>No MSA Subgroup</b> <i>(4 jurisdictions excl. Mendocino)</i>	<b>+6.92%</b>
<b>Expanded Subgroup</b> <i>(7 jurisdictions excl. Mendocino)</i>	<b>+0.39%</b>
<b>Full Market Survey</b> <i>(10 jurisdictions excl. Mendocino)</i>	<b>-5.5%</b>