



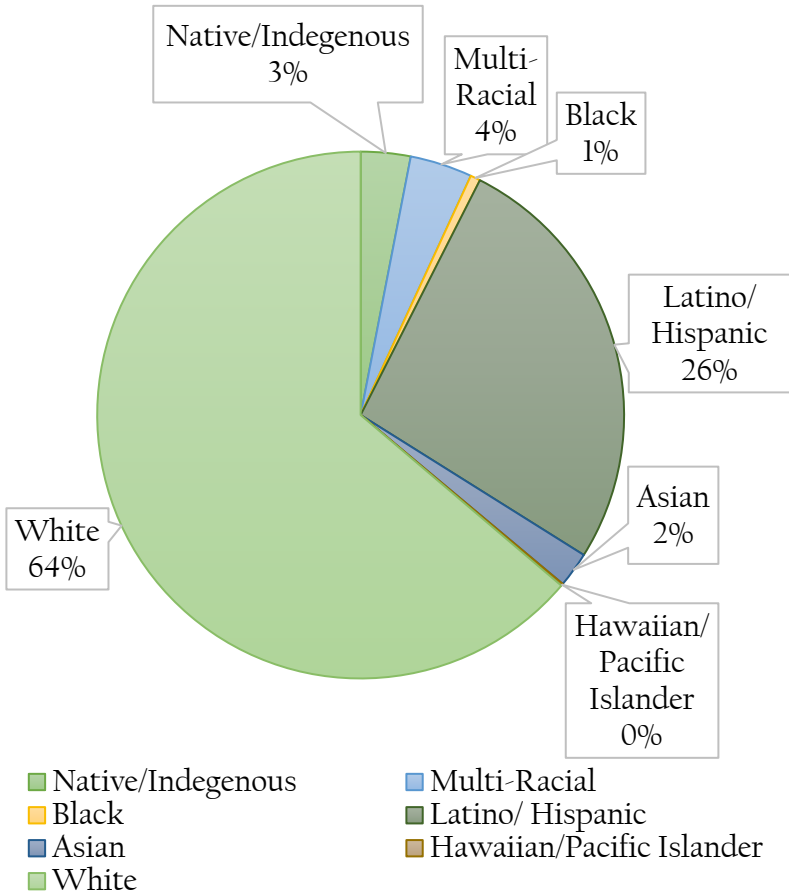
Mendocino County
Executive Office
Economic Development Division

December 5th, 2023

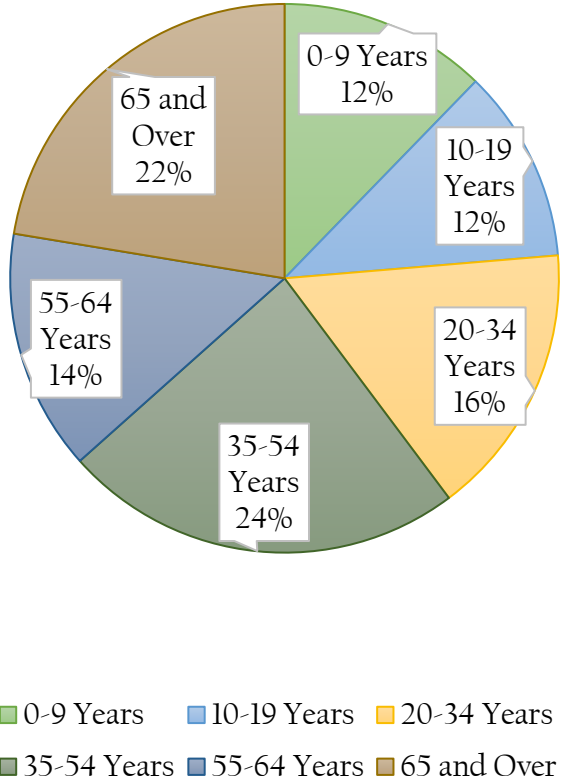
Mendocino County Population Demographics and Current Economic Indicators

Total Population 91,534

2021 Population by Race*



2021 Population by Age*



Economic Indicators

Sept 2023 California Unemployment Rate 4.7%*
Up .7% from 2022, and .1% from August 2023*

Sept 2023 Mendocino County Unemployment Rate 4.6%*

Mendocino County Poverty Rate 19.1%^
California Poverty Rate 12.2%^

2021 Median Household Income \$56,378^

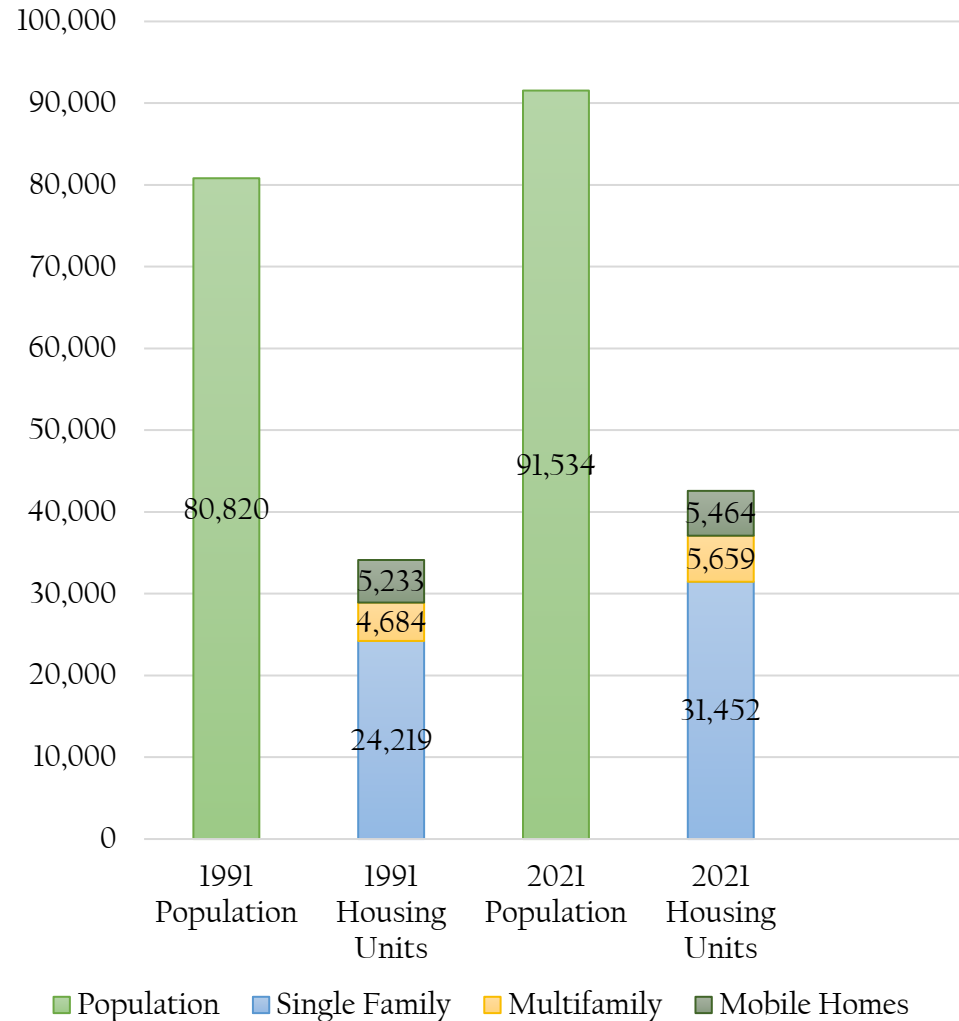
2021 Total Employer Establishments 2,437^
2022 Taxable Retail Sales \$1,874,326,150*

*Employment Development Department

^United States Census Bureau

Mendocino County Housing and Household Data

Population & Housing Units



Mendocino County Housing Data

1991 - Population to Housing Ratio 2.37:1[^]
2021 - Population to Housing Ratio 2.61:1*

2021 - Housing Occupation Rate*
Occupied Housing 82.8%
Vacant Housing 17.2%
Of Occupied Units
60.3% Owner-Occupied
39.7% Renter-Occupied

2021 - 55.6% of Renters Spend 30% or More of Household
Income on Rent ^^

2022 - Median Price of Homes Sold \$537,50*

2022 - Median Gross Rent \$1,239**

*Employment Development Department

**US Census Bureau

[^]CSAC

^{^^}Healthy Mendocino

Mendocino County Jobs and Projected Growth

Total Jobs in Mendocino County as of Sept 2023

<u>Total Jobs</u>	<u>33,020</u>
Total Farm Jobs	2,320
Total Goods Producing	4,490
Service Providing	26,210

Mendocino County Construction Occupations Growth 2018-2028

<u>Construction Workforce</u>	<u>Current Est.</u>	<u>Projected</u>	<u>% Change</u>
Construction Managers	190	220	15.8%
Construction Laborers	1,160	1,220	5.2%
Construction Trade Workers	4,050	4,340	7.2%

*All Data Sourced from the Employment Development Department

Mendocino County Occupations with Fastest Job Growth 2018-2028

<u>Occupation</u>	<u>Current Est.</u>	<u>Projected</u>	<u>% Change</u>
Nurse Practitioners	120	180	50%
Physical Therapist Assistants	30	40	33.3%
Medical and Health Services Managers	300	400	33.3%
Maintenance Workers Machinery	30	40	33.3%
Respiratory Therapists	110	140	27.3%

2020-2030 North Coast Region Occupations with the most job openings

<u>Occupation</u>	<u>Total Openings</u>	<u>Median Hourly</u>	<u>Median Annual</u>
Home Health and Personal Care Aides	11,340	\$ 15.26	\$ 31,726
Cashiers	6,960	\$ 15.00	\$ 31,200
Fast Food and Counter Workers	5,460	\$ 15.45	\$ 32,131
Farmer Workers and Laborers, Crop, Nursery or Greenhouse	4,180	\$ 15.31	\$ 31,863
Retail Sales	3,840	\$ 15.12	\$ 31,457

Grant Initiatives and Internal Updates

Sonoma Mendocino Economic Development District – Comprehensive Economic Development Strategy Updates

Mendocino Coast Blue Economy, Noyo Ocean Science Center, Seawater Intake Project, UC Davis Hopland Research Center, Mendocino Coast Tribal Center

California Jobs First

California Jobs First formerly CERF (Community Economic Resiliency Fund) is a \$600 million state-wide initiative designed to promote sustainable and equitable recovery from the economic distress of COVID-19

Internal Updates

Housing - Exploring affordable housing, ADU Program, North Coast Developer's Conference

Workforce - Mendocino Community College Construction Program Tour, Senator McGuire & North Coast Business Alliance Construction Corps program

Tribal - Tribal engagement and equity is a priority; we are in the process of reaching out to meet with tribal leaders and organizations

Environment - Met with Sonoma Clean Power, initial feasibility assessment for charging Stations in Fort Bragg.

Community- Upcoming meeting with partners in the economic sphere at Community Foundations Round table discussion, meeting with local farmers and educators regarding land access and economic sustainability of local farming

In-House - Webpage development into 'one stop shop' for current and new businesses, with resources for loans, technical assistance. Promotion of ACP in collaboration with acting Deputy CEO Tony Rakes