



2010-11

Mendocino County

ECONOMIC & DEMOGRAPHIC PROFILE



Mendocino County 2010-11

Economic and Demographic Profile



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Introduction

Welcome to the 2010-11 Mendocino County Economic & Demographic Profile. This document contains important information about Mendocino County's residents and communities. The data have been compiled to represent trends over the past ten to twenty years, where comparable data are available, and in some cases include projections for the next 20 years. The information can be used for many purposes, including workforce and small business development, market analysis, and grant writing. By exploring the structure of Mendocino County in various aspects, the Center for Economic Development (CED) and its partners hope to facilitate development and planning for both business, communities, and residents of the county.



As a community outreach organization of the CSU, Chico Research Foundation, CED receives funding from several sources, including the Economic Development Administration of the U.S. Department of Commerce, the U.S. Small Business Administration, the California Public Utilities Commission, and many non-profit and local government organizations throughout California.

Based on client surveys and requests, as well as new research, CED updated this series to include more accurate and up-to-date information, revised narratives, and improvements in data display.

CED continues to welcome any comments and/or suggestions for improvement. In addition, we have access to community research and analysis professionals both in-house and within the communities we serve, and upon request will gladly facilitate to our fullest capacity additional community data research not included in this profile. For additional data on this county, please call (530) 898-4598.

CED cordially thanks the County of Mendocino, and the Cities of Ukiah, Fort Bragg, Willits, and Point Arena, for sponsoring the 2010-11 Mendocino County Economic and Demographic Profile. Production of this document was funded, in part, by a California Community Development Block Grant awarded to the City of Fort Bragg (Grant #08-PTAE-5404)

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Mendocino County

Location and Geography

Mendocino County is located north of the San Francisco Bay Area along U.S. Highway 101 and California State Highway 1. The county seat is Ukiah, which is 114 miles north of downtown San Francisco on Highway 101. The county's access to the Bay Area is one of its greatest advantages, as residents and businesses enjoy easy access to a world-class market, while the county attracts thousands of visitors every year.

The County's terrain is mostly mountainous with elevations rising over 6,000 feet, covered with redwood, pine, fir, and oak forest. There are also numerous valleys where agriculture and urban uses dominate the landscape. The county is about 84 miles from north-to-south and 42 miles east-to-west. Spanning 3,509 square miles, Mendocino County is the 15th largest of California's 58 counties, slightly larger than Monterey County.

Economy

Mendocino County's economic base is highly dependent upon local entrepreneurship. Thirty-five percent of all jobs worked in the county, according to data from the U.S. Department of Commerce Bureau of Economic Analysis, were self-employment positions. In the state as a whole, self-employment was only 23 percent of jobs. Small businesses contribute to large employment and income from niche manufacturing, specialty retail, and personal services. These industries, in turn, contribute to the social environment that attracts many visitors.

Indeed, the county's quaint, visitor-friendly communities attract thousands of visitors each year. The Pacific Ocean primarily draws people to the coast, while famous wine-growing regions draw people to inland areas. Wine grapes are by far the greatest source of income to county farmers, although tree crops, cattle, and dairies are also important.

Natural Resources have a significant impact on the Mendocino County economy. Mendocino County is especially reliant on the timber and fishing industries. The old, forested areas of the county have been important for the counties logging industry for decades while the small harbors on the Mendocino County coast, such as the one in Fort Bragg, are major players in California's commercial fishing industry.

Recreation and Visitor Services

Visitors and residents alike enjoy the quality of life in Mendocino County, in large part because of the county's unique recreational opportunities. Wine tours are popular, along with visits to ten redwood-centered state parks, and community arts and performances, entertain people in the inland section, while fishing, whale watching tours, seal watching, boutique shopping, the Skunk Train through the Noyo River Canyon, the Mendocino Coast Botanical Gardens, and eight state parks and beaches entertain those on the coast.

Many lodging options are available for visitors, including camping, amenity hotels including beachside, resorts, and bed and breakfast inns. Many dining options cater to both visitors and local residents, including many options for fine dining in every larger town. Overall, Mendocino County is a welcoming place to visit and live.

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1. Demographics

Demographic indicators describe the characteristics of human populations and population segments, and are especially helpful in determining consumer spending patterns. Knowledge about the age, ethnic, and cultural aspects of the population provides more specific information regarding consumer preferences. This approach, known as market segmentation, is particularly useful for businesses needing to determine the extent of the market for a particular good or service. This information is also useful in evaluating education, housing, and employment opportunities and needs. In addition, demographic information is useful to grant writers and local governments during the process of determining the need and acquiring funding for specific public services in the area.

Demographic trends are typically the foundation upon which other community indicators are built. While this section focuses mostly on population counts and breakdowns of population (by age, race/ethnicity, etc.), most other sections focus on the characteristics of the population (such as Community Health) or of portions of the population (such as Labor Market).

When analyzing population data, it is important to understand the difference between an estimate and a projection. An estimate is based on other related data or change in this data, during the year for which the estimate is made. A projection is based on data trends, calculated over a number of years, and is used to forecast or project future levels, assuming past trends are unchanged. For example, total population in past years is an estimate because it is based on housing growth (among other factors) during the year in which total population is estimated and future total population is a projection.

Population by age is a projection because there is no data after the 2000 Census that can be used to accu-

rately estimate how many people there are in each age group. The projection is based on 2000 Census data and past trends, including those for in migration and death rates by age group. The resulting forecast is only reliable if those trends continue for the years between the census data and the year for which the projection is made.

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1.1 Total Population

Overview

Total population is the number of people who consider the area their primary residence. It does not include persons residing here less than half the year, or persons who are here temporarily, only for work (unless they consider this area their primary residence). The data is estimated annually by the California Department of Finance and reflects population estimates on January 1 of that year. The data is released annually on or around May 1.

The three-year average change is the compound annual change over the past three years.

Population represents a general overview of the size of the consumer market, labor availability, and the potential impact of human habitation on the environment. The data is often required for grant applications and business and community development plans.

Mendocino County

The county's population grew by 5 percent over the past ten years (2000-2010), which was slower than the state's rate of 14.6 percent. The projection to 2030 anticipates continued slower growth than that of the state as a whole with the county growing by 8.8 percent over the next 20 years, compared to 27.4 percent in the state.

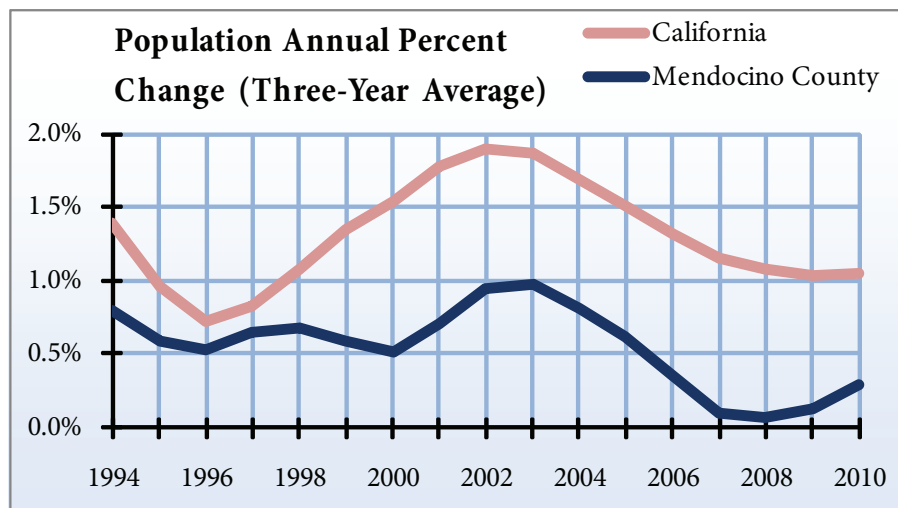
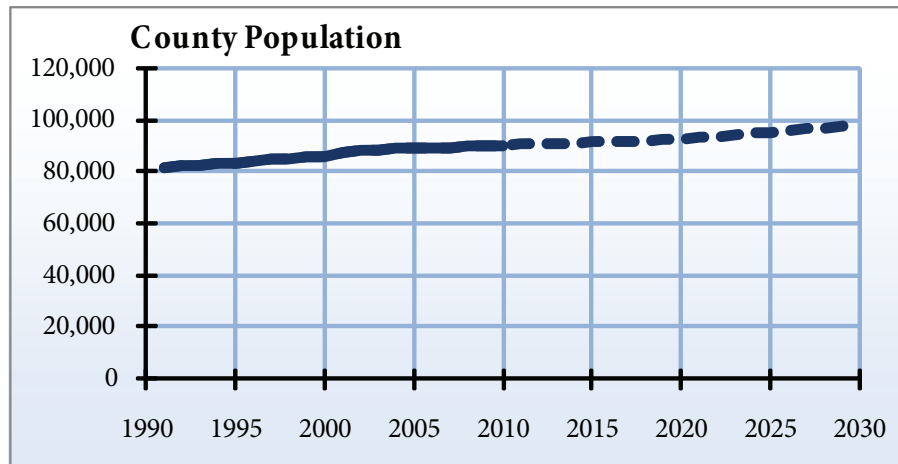
County Population

Year	County Population	1-year change	CA 1-year change
1991	81,213	n/a	n/a
1992	82,113	1.1 %	1.9 %
1993	82,691	0.7 %	1.4 %
1994	83,182	0.6 %	0.9 %
1995	83,554	0.4 %	0.6 %
1996	84,022	0.6 %	0.7 %
1997	84,807	0.9 %	1.2 %
1998	85,276	0.6 %	1.4 %
1999	85,515	0.3 %	1.5 %
2000	86,110	0.7 %	1.8 %
2001	87,115	1.2 %	2.1 %
2002	87,949	1.0 %	1.8 %
2003	88,654	0.8 %	1.7 %
2004	89,256	0.7 %	1.5 %
2005	89,597	0.4 %	1.3 %
2006	89,575	- 0.0 %	1.1 %
2007	89,513	- 0.1 %	1.0 %
2008	89,764	0.3 %	1.1 %
2009	89,938	0.2 %	1.0 %
2010	90,289	0.4 %	1.0 %
2020(p)	92,528	0.2 %	1.3 %
2030(p)	98,212	0.6 %	1.1 %

Source: California Department of Finance, Demographic Research Unit

Projections (p): Woods & Poole Economics

Compiled by: Center for Economic Development, California State University, Chico.



1.2 City Population

Overview

The California Department of Finance estimates the number of people living within each incorporated place in California as of January 1 of each year. An incorporated place is one with its own governmental body, including a city or town council. Not all places are incorporated.

Mendocino County

Of the four incorporated cities in Mendocino County, the city of Ukiah was the most populous, with 15,682 people in 2010. The city of Point Arena was the fastest growing city in the county, with an annual average population increase of 0.5 percent between 2000 and 2010. The city of Willits was the only city in the county to experience no population increase, with an annual average population change of 0 percent during the same time.

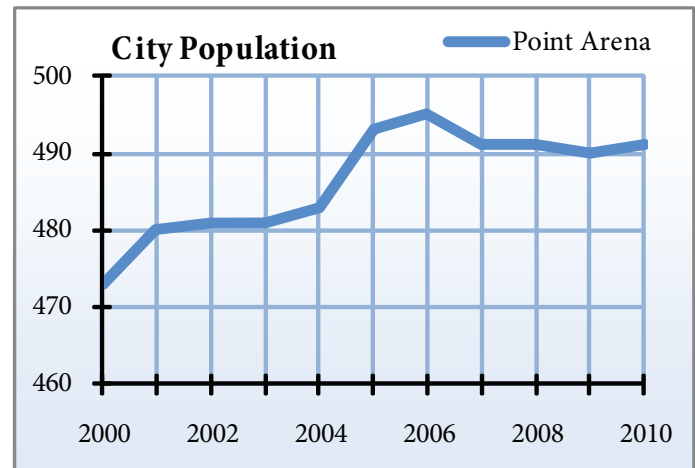
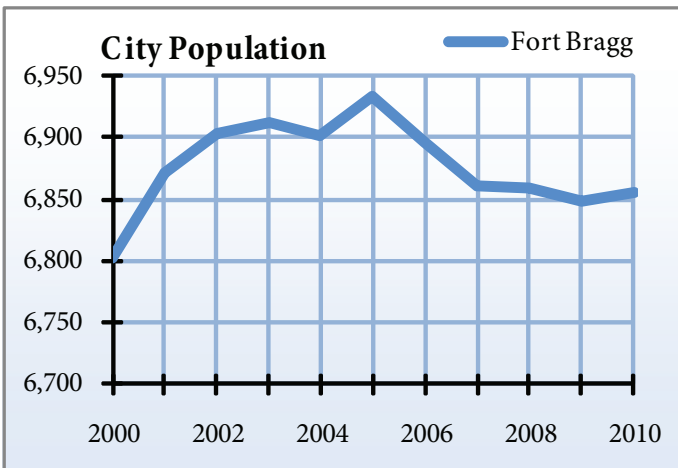
The following figures present population data by city from 2000 to 2010.

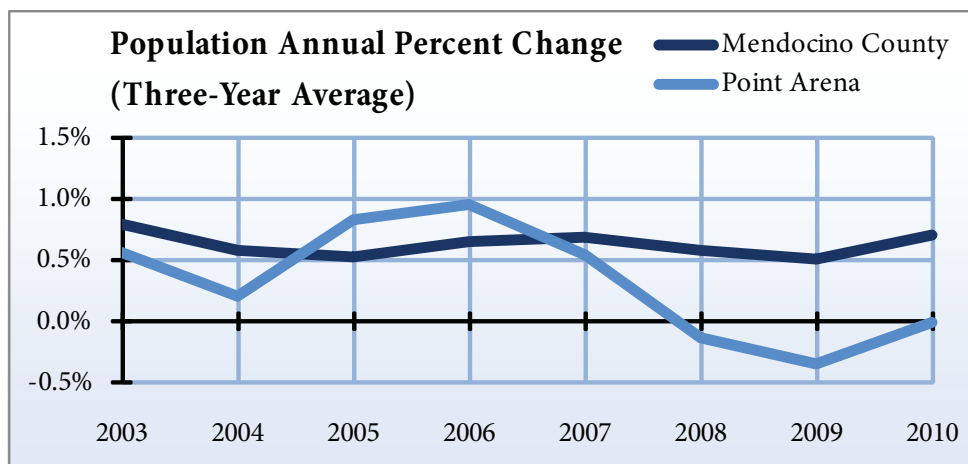
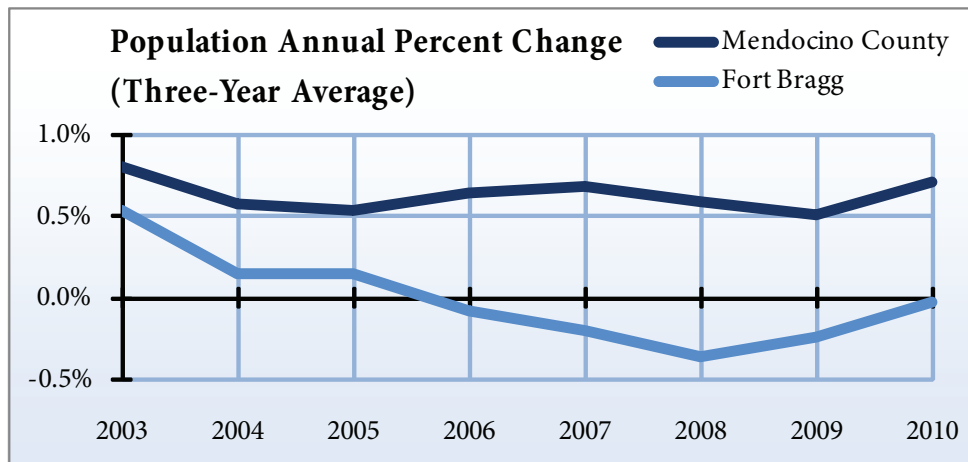
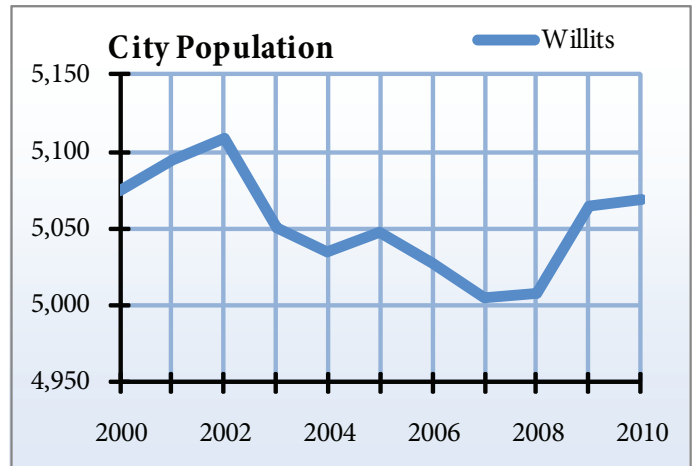
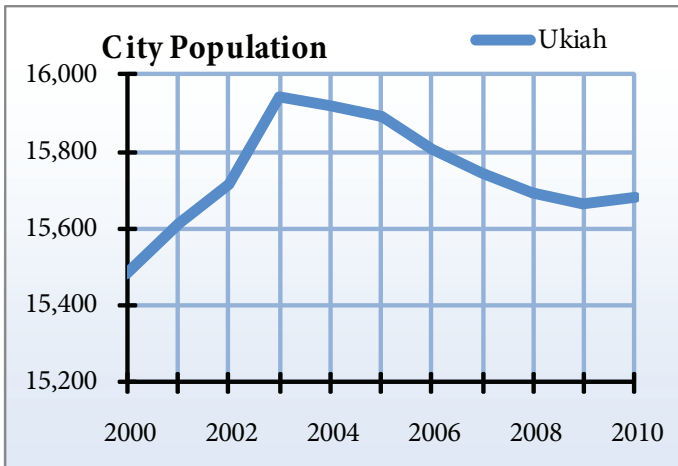
City Population

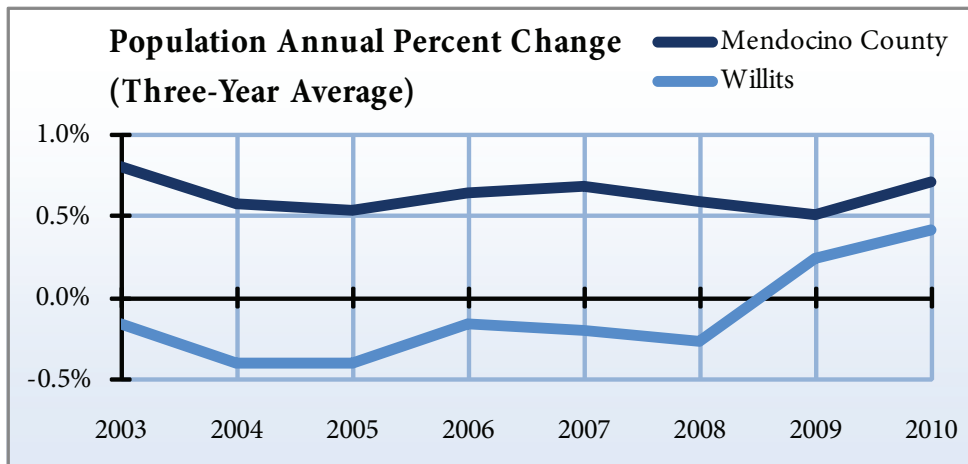
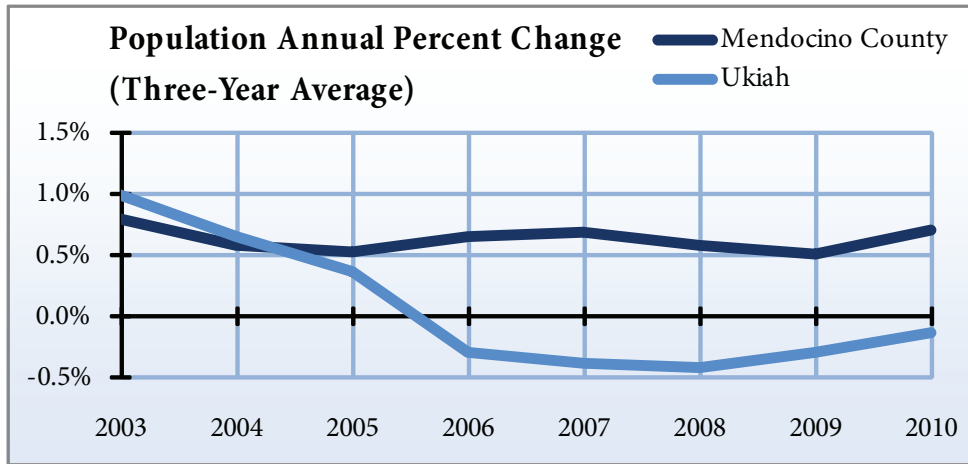
Year	Fort	Point	Ukiah	Willits
	Bragg	Arena		
2000	6,802	473	15,480	5,074
2001	6,872	480	15,612	5,095
2002	6,903	481	15,714	5,108
2003	6,912	481	15,942	5,050
2004	6,902	483	15,921	5,035
2005	6,933	493	15,891	5,047
2006	6,897	495	15,804	5,027
2007	6,860	491	15,742	5,005
2008	6,859	491	15,690	5,008
2009	6,848	490	15,666	5,064
2010	6,855	491	15,682	5,069

Source: California Department of Finance, Demographic Research Unit

Compiled by: Center for Economic Development, California State University, Chico







1.3 Components of Population Change

Overview

The California Department of Finance does annual estimates on how births, deaths, and net migration influence annual population change at the county level. The number of births and deaths is on record from the California Department of Public Health. Births minus deaths equals the natural rate of change. The remaining change in population is due to net migration. Net migration is in-migration minus out-migration. In- and out-migration are not independently estimated by the Department of Finance.

If growth is primarily due to natural increase, then the community may be a place where families are growing. If natural rate of change is negative (more deaths than births), then generally age distribution is weighted towards the elderly. Migration can occur for several reasons. People may migrate either in or out due to employment opportunities, housing prices, quality of life, etc.

NOTE: Birth and Death estimates in this section do not precisely match those in the health section because the sections show different cutoff dates. This section is July 1 through June 30, while birth and death data in section 8 is for the calendar year.

Mendocino County

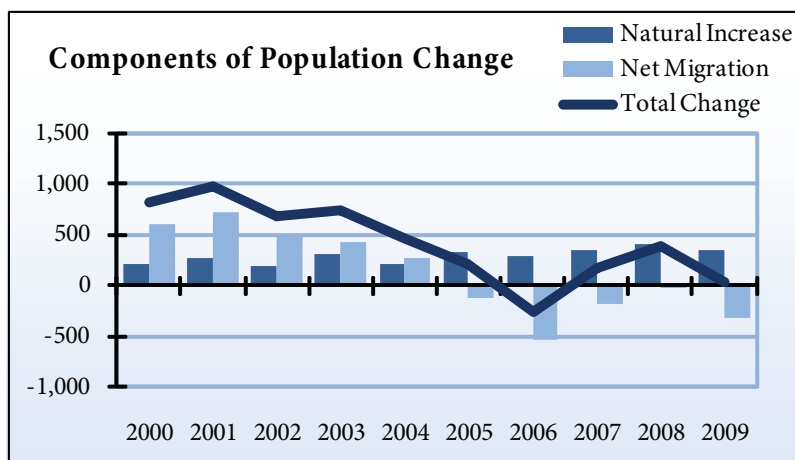
In 2009, there was a net migration of 38 people to Mendocino County. There were 1,133 births and 778 deaths in Mendocino County in the same year, resulting in a natural increase of 355 people. The figures opposite show the components of population change in Mendocino County since 2000.

Components of Population Change

Year	Births	Deaths	Net Foreign Migration	Net Domestic Migration	Total Change
2000	1,033	820	298	307	818
2001	1,069	808	129	596	986
2002	1,032	836	202	281	679
2003	1,146	834	157	263	732
2004	1,066	862	146	121	471
2005	1,128	797	149	- 268	212
2006	1,108	826	224	- 763	- 257
2007	1,137	788	178	- 353	174
2008	1,188	783	340	- 359	386
2009	1,133	778	245	- 562	38

Source: California Department of Finance, Demographic Research Unit

Compiled by: Center for Economic Development, California State University, Chico



1.4 Age Distribution

Overview

Population breakdowns by age are projected by the California Department of Finance (DOF) as of July 1st of each year. The projections use the 2000 Census as a base. These models are based on total net migration and fertility rates by ethnicity. There is little data available, other than what is collected for the census, that would produce more accurate projections of population by age.

Age distribution information is valuable to companies that target specific age groups. It is used for revenue projections, business plans, and for marketing purposes. The age distribution in a given area affects the area's school system, public services, and overall economy. It is also an important measure of diversity within a community. A large older teen and young adult demographic has a greater need for higher education and vocational training facilities, while a large middle-aged group creates more focus on employment opportunities. An area with a large mature or retired population typically has fewer employment concerns, but a greater need for

medical services. A county with a large number of young children is attractive to day care centers, and other family related services. Age distribution information is also used in conjunction with components of population change in order to project population growth in the future.

Mendocino County

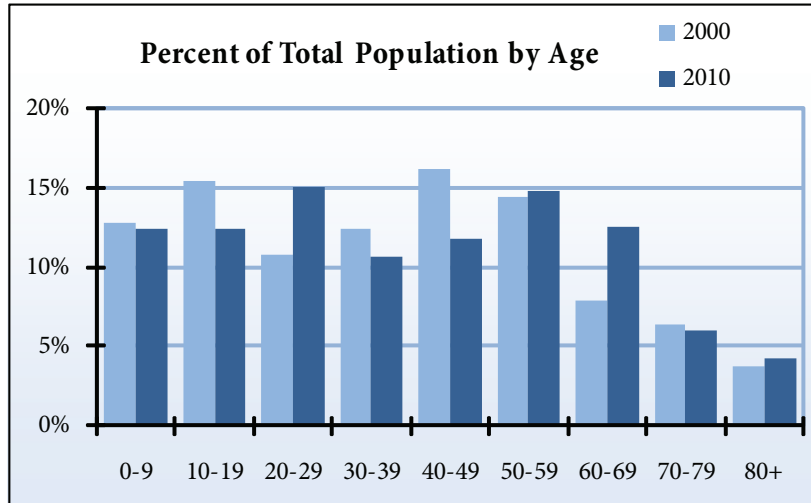
In 2010, the largest age group in Mendocino County was the 20-29 year-old group, with 14,049 people. This number represents approximately 15.1 percent of Mendocino County's population, which is nearly 1 percent higher than the state average. Which is odd because there is not a major city in this County. Since 2000, the number of people between the ages of 20-29 increased over 50 percent, while those between 30-39 decreased over 8 percent. Residents over 60 make up a higher percentage of the population in Mendocino County than the state average.

Age Distribution

Year	0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80+
2000	11,088	13,388	9,349	10,757	13,997	12,572	6,873	5,488	3,224
2001	10,900	13,729	9,588	10,621	13,845	13,174	7,059	5,474	3,299
2002	10,767	13,816	10,057	10,402	13,674	13,671	7,363	5,414	3,372
2003	10,851	13,647	10,670	10,227	13,327	14,116	7,734	5,369	3,467
2004	10,790	13,418	11,295	10,033	13,007	14,424	8,156	5,294	3,549
2005	10,685	13,118	11,820	9,940	12,537	14,612	8,595	5,280	3,632
2006	10,712	12,785	12,307	9,849	12,098	14,698	9,048	5,303	3,709
2007	10,899	12,441	12,827	9,826	11,781	14,431	9,827	5,308	3,799
2008	11,100	12,132	13,312	9,823	11,443	14,295	10,465	5,381	3,843
2009	11,305	11,916	13,725	9,829	11,175	14,083	11,064	5,488	3,881
2010	11,605	11,586	14,049	9,878	10,958	13,797	11,728	5,633	3,932

Source: California Department of Finance, Demographic Research Unit

Compiled by: Center for Economic Development, California State University, Chico



1.5 Population by Race/Ethnicity

Overview

While sometimes difficult to classify, race and ethnicity of a population is self-determined, meaning that individuals identify their own race or ethnicity in the census. There are five race categories: American Indian, Asian, Black, White, and other. Alternative names for these classifications are also used to address matters of social sensitivity, although the people classified in each of these categories remains the same. The CED uses these classifications only because these are the names used by the U.S. Census Bureau.

The 1990 Census asked people to choose their primary racial category. The question changed for the 2000 Census, which allowed respondents to choose as many race categories as they deemed appropriate, leading to a change in the data categories for 2000.

Hispanic is an ethnic classification. Some people who consider themselves Hispanic do not consider themselves to be members of one of the four specific race categories, and therefore classify themselves as “other.” The California Department of Finance responded by adding Hispanic origin as a separate category in its projections of population by race. In the data table, Hispanic includes all persons who consider themselves to be of Hispanic origin, while all other categories exclude this group. Therefore, the sum of all categories is equal to the projected population in each year.

As with age distribution, population by race/ethnicity is a projection based on data from the 2000 Census. All projections are for July 1 of the given year.

Population by race statistics are used by advertisers to market products to a particular ethnic group and

Population by Race/Ethnicity

Year	Total	White	Hispanic	Asian	Black	American	
						Indian	Other
2000	86,736	65,409	14,261	1,043	491	3,482	2,050
2001	87,689	65,351	14,811	1,045	492	3,910	2,080
2002	88,536	65,225	15,328	1,049	492	4,308	2,134
2003	89,408	65,161	15,861	1,055	496	4,651	2,184
2004	89,966	64,938	16,353	1,059	499	4,918	2,199
2005	90,219	64,754	16,751	1,063	503	4,964	2,184
2006	90,509	64,619	17,161	1,074	507	5,043	2,105
2007	91,139	64,497	17,660	1,085	511	5,244	2,142
2008	91,794	64,387	18,166	1,097	515	5,447	2,182
2009	92,466	64,290	18,675	1,109	518	5,652	2,222
2010	93,166	64,203	19,197	1,121	522	5,861	2,262
2020(p)	92,528	58,874	26,162	1,773	891	4,828	n/a
2030(p)	98,212	54,898	34,644	2,079	1,053	5,538	n/a

Source: California Department of Finance, Demographic Research Unit (p): Woods & Poole Economics

Compiled by: Center for Economic Development, California State University, Chico

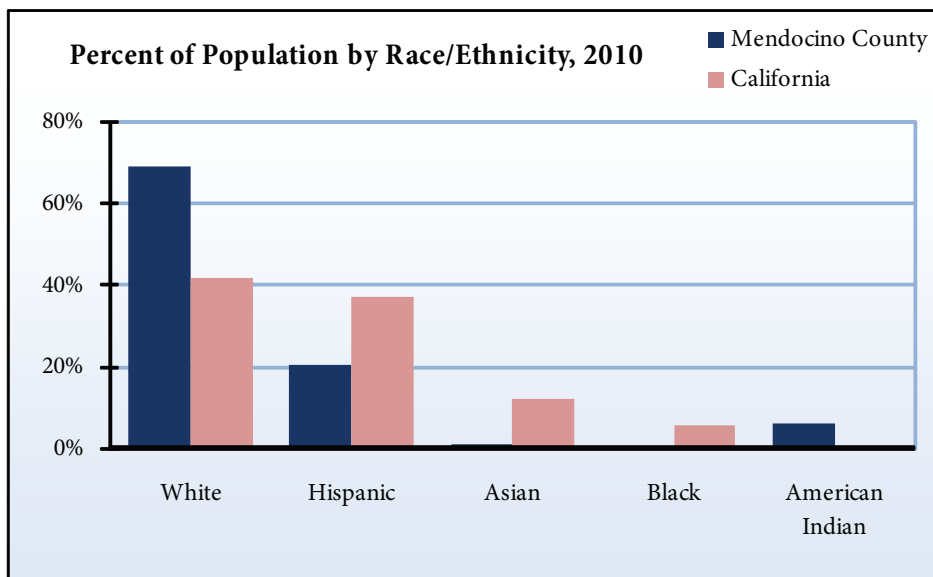
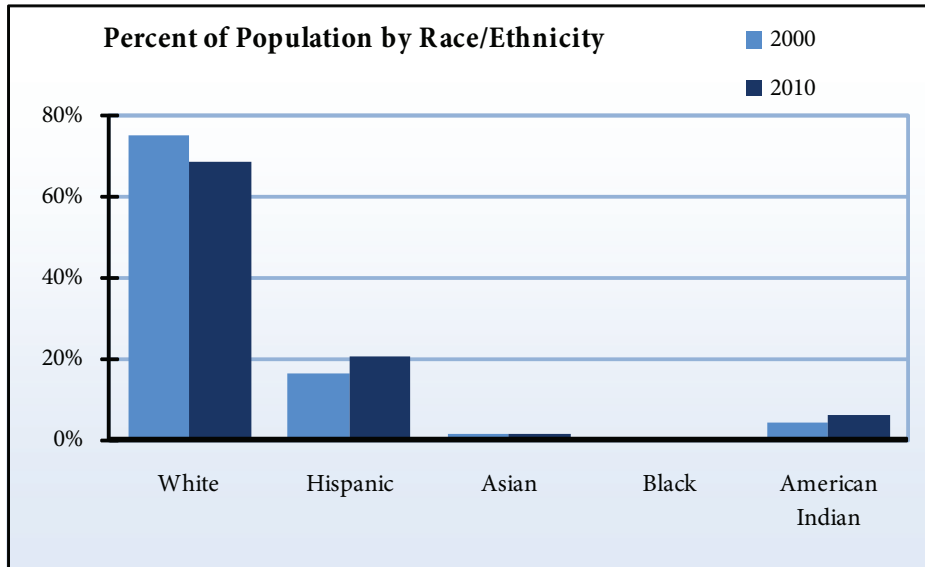
to determine whether investments in businesses with race specific target markets are likely to be lucrative. For example, investing in a start-up Spanish radio station may be a better investment in a predominantly Hispanic area. Advertising companies use race/ethnicity data in order to make their advertisements appealing to the dominant ethnic groups in a given area.

Grant writers use race/ethnicity data to create arguments to acquire funding for programs targeted toward specific groups, or to show population disparities that are favorable in grant priority scoring. Government officials and political candidates also use race/ethnicity data in order to tailor their campaigns to distinct ethnic groups in certain locations.

Mendocino County

Approximately 68.9 percent of residents in Mendocino County classified themselves as white in 2010. Hispanics represented the next largest group, with 20.6 percent of the population, compared to 37.1 percent in California. American Indians were the next largest population with 6.3 percent, followed by the Asian group with over 1 percent, and finally the black population at 0.6 percent. The Black population is projected to increase 70 percent by 2020 in Mendocino County—the largest projected increase in the county. The next highest projections were the Asian population (58 percent) and the Hispanic population (36 percent). The white population (-8 percent) and the American Indian population (-18 percent) are expected to decrease by 2020. The following figures show Mendocino County's population by ethnicity since 2000.

NOTE: The multi-race data is reported on July 1 of each year. This creates a discrepancy between the total population data (section 1.1) and the total population by race/ethnicity data because total population data is collected on January 1 of each year.



1.6 Population by Educational Attainment

Overview

Educational attainment is requested by the U.S. Census Bureau during the decennial census. The data represents the number of people 18 years and over who have achieved a specified level of education.

Educational attainment has a direct influence on family income. Often gains in annual income for men and women result from more education. Conversely, a family's income affects their ability to pay the high costs of pursuing a two-year, four-year, or graduate degree. High educational attainment by the local population exhibits a degree of permanence and can be a factor in attracting new businesses to an area, particularly those requiring skilled workers. Increased income, whether linked to higher educational attainment or other factors, increases tax revenues generated in a particular county through increased taxable retail sales.

Educational attainment information is also used by businesses for market research, primarily by those wishing to target customers of a particular educational level.

Mendocino County

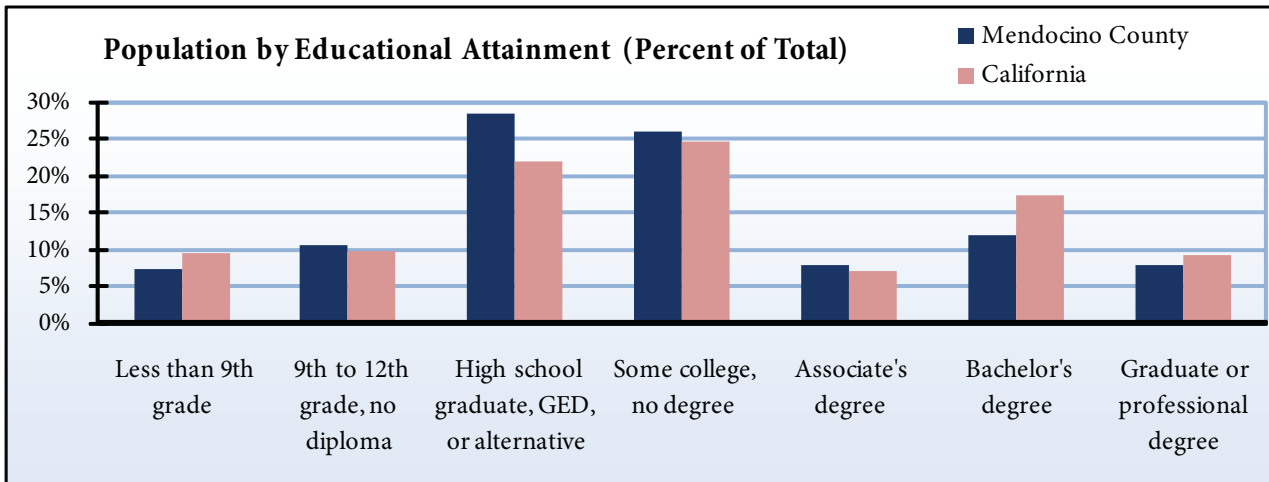
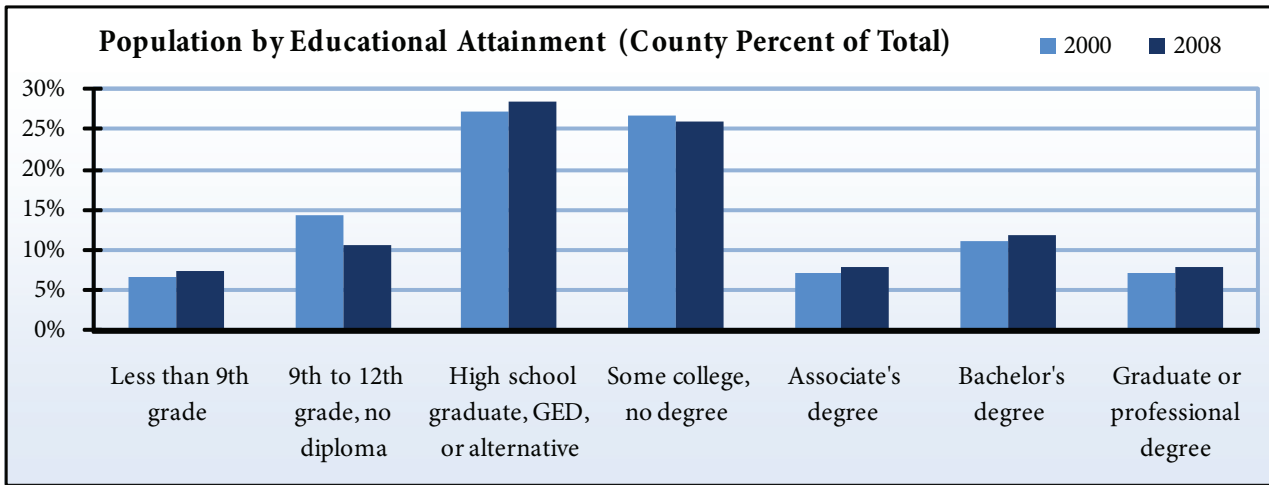
In 2008, 28 percent of Mendocino County residents are only high school graduates, making them the largest educational group in the area. This rate is slightly higher than the rest of the state, in which 22 percent of all residents attained a high school diploma as their highest level of education. Some college and residents holding bachelor's degrees were the next most common educational groups in Mendocino County, at 26 and 12 percent, respectively. In 2008, Mendocino County was above the statewide average for residents having an associate's degrees, as their highest level of education.

Population by Educational Attainment, Population 18 and Over

Educational Attainment	2000	2008
Less than 9th grade	4,324	4,891
9th to 12th grade, no diploma	9,150	7,119
High school graduate, GED, or alternative	17,533	19,161
Some college, no degree	17,117	17,456
Associate's degree	4,523	5,310
Bachelor's degree	7,165	8,009
Graduate or professional degree	4,530	5,286
Total	64,342	67,232

Source: U.S. Department of Commerce, Bureau of the Census

Created by: Center for Economic Development, California State University, Chico



1.7 Net Migration

Overview

This indicator includes information concerning migration patterns between Mendocino and other nearby counties with the highest levels of migration interaction. It includes the top five counties in terms of out-migration, the top five in terms of in-migration, and their respective median income levels. Collected from the Internal Revenue Service (IRS) database, these numbers are based on taxes paid by all citizens.

In-migration is the number of people moving into Mendocino County from some other area in the world and out-migration is the number moving from Mendocino County to other areas. Net migration is in-migration minus out-migration.

This indicator provides information on likely changes in the economic, political, and social structure of an area based on the characteristics of the area from which the migrants originate. For example, migrants coming from large cities bring with them a particular set of characteristics and values that may affect the local political climate. They also bring their patterns of consumer spending that create

opportunities for businesses to provide the kinds of products and services these individuals are accustomed to receiving at their urban place of origin.

Neighboring counties, as well as those with higher population totals, generally show the most migration activity. However, if a non-neighboring county, even one with a smaller total population, is present among the top five counties in terms of migration, there may be a unique interaction that is worth further evaluation.

The median income in the charts below represents the income of those moving between Mendocino County and those indicated.

That portion of population growth driven by in migration is the product of some economic factor or amenity attracting new residents. The attraction could be an increase in employment opportunities, the recognition of the environmental advantages of the area, or expanding business opportunities. In general, new residents do not move to an area without good reason, and when they do, they fuel economic expansion.

Top 5 In-Migration by County 2007-08

County	Number
Sonoma, CA	642
Lake, CA	322
Humboldt, CA	228
Sacramento, CA	188
Contra Costa, CA	170

Source: Internal Revenue Service, 2009

Created by: Center for Economic
Development, California State
University, Chico

Top 5 Out-Migration by County 2007-08

County	Number
Sonoma, CA	782
Lake, CA	574
Sacramento, CA	232
Humboldt, CA	224
Contra Costa, CA	152

Source: Internal Revenue Service, 2009

Created by: Center for Economic
Development, California State
University, Chico

Mendocino County

The the top five counties for out-migration all lie within close proximity of Mendocino County. More people moved to Mendocino County from Sonoma, CA than from any other county. The number one destination for people migrating out of Mendocino County in 2008 was also Sonoma County followed by Lake County.

1.8 Voter Registration

Overview

Voter information includes voter registration and political party affiliation. The choice of a party generally reflects certain attitudes towards government including relative tolerance for higher taxes, land preservation, and allocation of local government funds. The information made available from voter registration data may provide general guidance to local government in terms of its role in public policy and fiscal matters.

A registered voter may or may not choose a political party. The data presented shows the number of registered voters for each party, and party members as a percentage of the total number of registered voters. The accuracy of this data depends on the ability of the county clerk to update their voter rolls and remove those who no longer live at the address where they registered.

NOTE: In the following table, those persons registered to vote are shown as a percent of the total eligible.

Voter Registration as of May 24, 2010

Political affiliation	Number of people	Percent of total eligibles
Eligible	62,115	n/a
Registered	48,695	78.4 %
Democratic	23,028	47.3 %
Republican	10,978	22.5 %
American Independent	1,551	3.2 %
Green	1,955	4.0 %
Libertarian	388	0.8 %
Peace and Freedom	266	0.5 %
Miscellaneous	199	0.4 %
Decline to affiliate	10,330	21.2 %

Source: California Secretary of State, Elections Divisions

Created by: Center for Economic Development, California State University, Chico

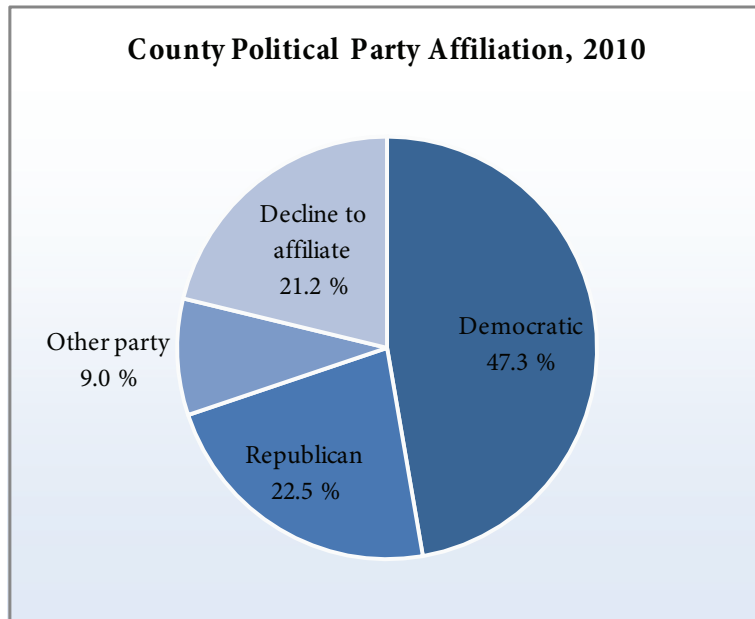
People typically choose a political party representing social and economic values close to their own. Therefore, political party membership may allow a business or organization to evaluate whether the community may or may not support particular proposals for development or regulation.

Registrants as a percentage of those estimated to be eligible to vote may indicate the level of civic participation and political involvement within the community. Communities with high levels of voter participation ordinarily have a strong sense of community and that may be a characteristic attractive to potential new residents and also to new businesses and potential employers.

Mendocino County

As of May 24, 2010, of the 62,115 Mendocino County residents eligible to register to vote, 78.4 percent were registered, better than the 72.4 percent state average.

In the county, 47.3 percent of eligible voters were registered Democrat and 22.5 percent were registered Republican. In California, 44.5 percent of eligible voters were registered Democrat and 30.8 percent were registered Republican.



2. Environmental Factors

Environmental factors can influence a county’s agriculture, economic standing, recreation, and the quality of life of its residents. Climate is a key factor in determining what types of limitations or opportunities exist for agricultural production or recreational activities. Proper waste management protects public health, safety, and the environment. This section provides information useful for making decisions concerning residential and business location.

With no less than twenty state parks and recreation areas, Mendocino County has an abundance of recreation and nature for anyone seeking to get away from more urban areas. Located on the Pacific Ocean, the county boasts some of the cleanest air in the state, although some pollution may drift in from southern counties. Coastal areas are home to rocky outcroppings, sand dunes, and maritime steppes, while the interior region is dotted with small valleys intercepted by the Eel and Russian rivers. Vegetation takes on many forms throughout this diverse county, contributing to a variety of habitats and recreational opportunities.

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2.1 Land Area and Population Density

Overview

Population density is determined by dividing the total population of the area by its size in land area. This section shows population density in persons per square mile of land area, a commonly used measure.

The concept of “urban” versus “rural” is a relative one. For example, people living in San Francisco might consider the city of Santa Rosa to be rural, while residents of Ukiah may consider Santa Rosa to be “the city.” Population density provides a quantitative measure of the degree of an area’s urbanization.

This measure can be an important quality of life indicator for an area. Economic use for land includes the production of raw materials, factories and other production facilities, office space, housing, food production, recreation, and transportation of goods and people. As population density rises, certain activities become more expensive to maintain. Farming can be crowded out by more profitable industrial or residential development. This structural change is likely to be associated with increasing area economic activity, but can also lead to adverse impacts on the quality of life. Vehicle use also rises and as more vehicle miles are traveled in a confined location, traffic slows down causing more congestion. This not only increases commute time, but also increases air pollution emissions per square mile. As a result, in addition to the positive impacts of the associated economic growth, an increase in population density can have negative impacts on the mental health (stress) and physical well-being (increased exposure to toxins) of a community.

Persons per acre, rather than persons per square mile, is a measure more commonly found in large dense cities, or by local government planning departments when evaluating community density or the density of a proposed development. To convert persons per square

mile to persons per acre, divide persons per square mile by 640.

Population density can be used in grant writing and when comparing the degree of urbanization of different counties or areas.

Land Area and Population Density

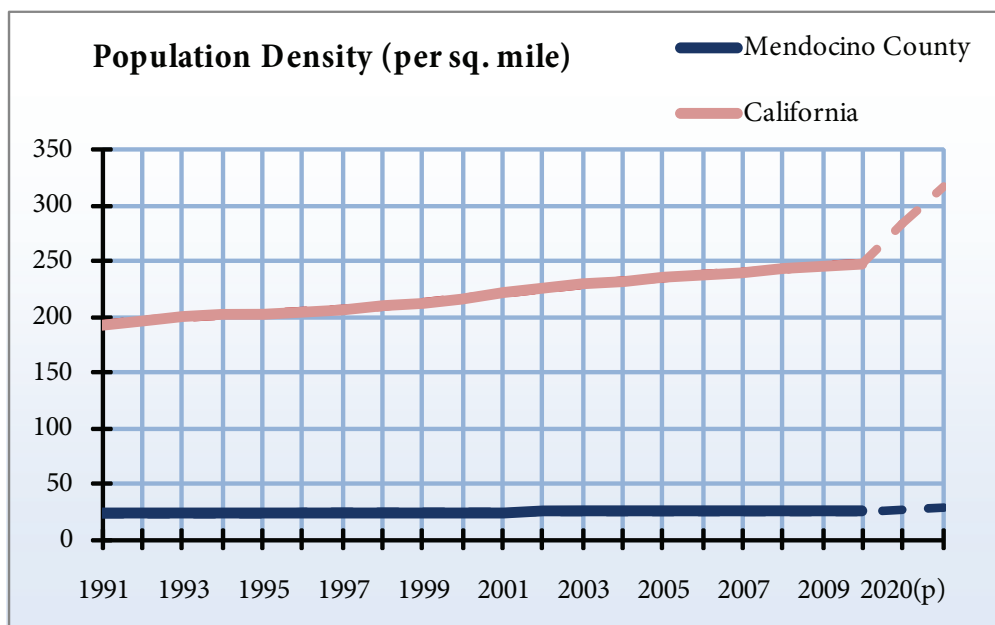
Year	Land area (sq. miles)	Total population	Population density (per sq. mile)
1991	3,509	81,213	23
1992	3,509	82,113	23
1993	3,509	82,691	24
1994	3,509	83,182	24
1995	3,509	83,554	24
1996	3,509	84,022	24
1997	3,509	84,807	24
1998	3,509	85,276	24
1999	3,509	85,515	24
2000	3,509	86,110	25
2001	3,509	86,913	25
2002	3,509	87,690	25
2003	3,509	88,396	25
2004	3,509	88,981	25
2005	3,509	89,316	25
2006	3,509	89,308	25
2007	3,509	89,380	25
2008	3,509	89,743	26
2009	3,509	90,206	26
2010	3,509	90,289	26
2020(p)	3,509	92,528	26
2030(p)	3,509	98,212	28

Source: California Department of Finance

Compiled by: Center for Economic Development,
California State University, Chico

Mendocino County

Mendocino County's total land area is 3,509 square miles. Because population has increased while land area has remained constant, Mendocino County's population density has steadily risen over time. As of 2010, the population density in the county was nearly twenty-six residents per square mile, putting it well below the overall California population density of 247 people per square mile. It is projected that in 2020, population density in Mendocino County will still be approximately twenty-six people per square mile.



2.2 Urban Land Consumption

Overview

Every two years, the California Department of Conservation conducts aerial land surveys in agricultural areas to determine the extent to which farmland may or may not be replaced by other uses over time. Generally, the most common use into which agricultural land is converted is developed urban land.

Reductions in agricultural land permanently reduce agriculture as an industry in the county, which may be a critically important base industry in some counties. Many planners consider development that does not consume agricultural land as being more beneficial to the community.

land consumption in Mendocino County is 2006. Urban land consisted of 19,055 acres in 2006, while farmland has consisted of 28,823 acres.

Mendocino County

The only year where data is available for urban

Urban Land Consumption (acres)

Year	Farmland	Grazing Land	Urban and Built-Up Land	Water Area	Other Land
2006	28,823	1,928,253	19,055	2,135	66,464
2008	29,692	1,927,016	19,193	2,135	66,809

Source: California Department of Conservation

n/a: Data not reported by source

Created by: Center for Economic Development, California State University, Chico

2.3 Climate

Overview

This indicator shows climate readings from selected weather stations in Mendocino County. Climate data is collected on an ongoing basis and is reported by the Western Regional Climate Center in December of each year unless otherwise noted. The data expresses an annual average calculated over the time indicated below.

It is important to know what types of weather a certain area may experience because of extremes of heat and cold, and severe storms may reduce the desirability of an area for tourists or retirees. These conditions may occur in a particular season and limit the attractiveness of an area at certain times of the year. This information can be useful for determining which particular businesses might be viable in a specific area.

Mendocino County

The six weather stations in Mendocino County are located in Covelo, Fort Bragg, Point Arena, Potter Valley, Ukiah, and Willits. Of these, Willits reports the most precipitation with an annual average of 52 inches.

The following figure shows the average temperatures and precipitation rates in winter and summer for each weather station in the county.

NOTE: The data here reflects an average of monthly readings taken between the following years for each site:

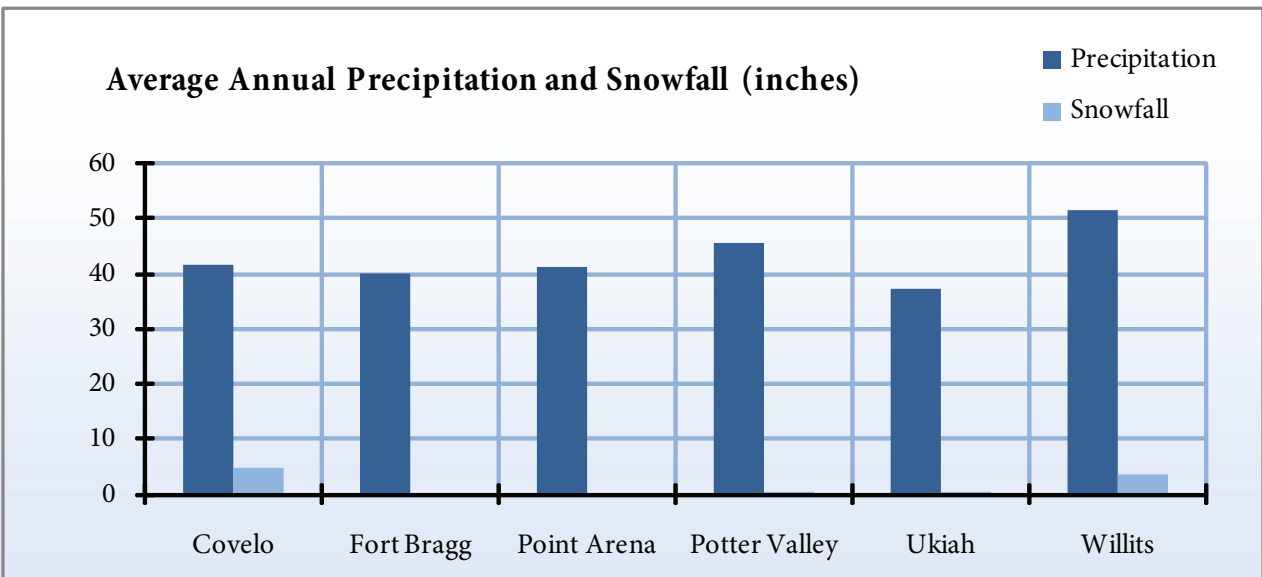
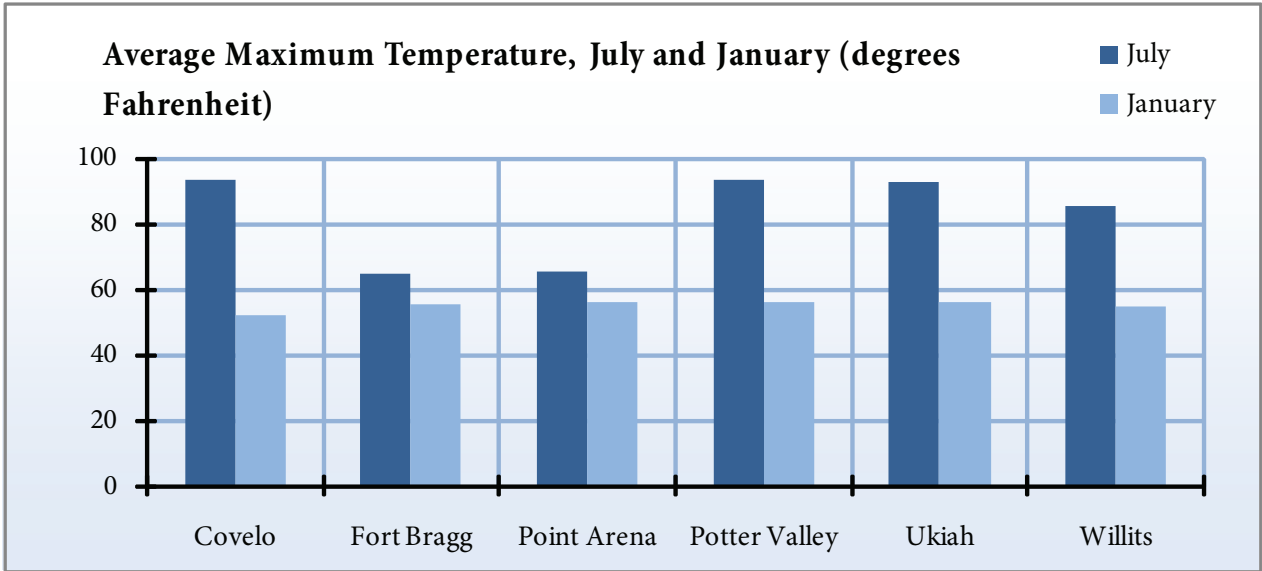
Covelo:	7/1/1948 to present
Fort Bragg:	7/1/1948 to present
Point Arena:	7/3/1948 to 4/30/1988
Potter Valley:	7/1/1948 to present
Ukiah:	3/9/1906 to present
Willits:	2/1/1960 to present

Climate Station Readings as of July 2010

	Covelo	Fort Bragg	Point Arena	Potter Valley	Ukiah	Willits
Average July maximum temp. (deg.)	93.7	64.8	65.2	93.7	92.8	85.5
Average January maximum temp. (deg.)	52.2	55.5	56.4	56.0	56.4	54.9
Average July minimum temp. (deg.)	51.6	49.4	49.9	53.4	53.5	47.0
Average January minimum temp. (deg.)	30.5	39.9	40.2	34.0	35.5	32.8
Average July precipitation (in.)	0.1	0.1	0.1	0.1	0.0	0.1
Average January precipitation (in.)	8.3	7.7	7.7	9.1	7.9	9.9
Average annual precipitation (in.)	41.6	40.2	41.3	45.6	37.3	51.6
Average January snowfall (in.)	2.1	n/a	n/a	0.4	0.2	1.5
Average annual snowfall (in.)	4.7	n/a	n/a	0.6	0.4	3.6

Source: Western Regional Climate Center

Compiled by: Center for Economic Development, California State University, Chico



2.4 Air Quality

Overview

Air quality is the general term used to describe various aspects of the air that plants and human populations are exposed to in their daily lives. There are four main contaminants that decrease air quality: particulates (PM10 and PM 2.5), tropospheric ozone (O₃), carbon monoxide (CO), and oxides of nitrogen (NO_x). Air pollutants are emitted by both stationary and mobile sources. Stationary sources include factories, power plants, and agricultural burning (forest fires and field burning). Mobile sources of pollution include automobiles, motorcycles, trucks, buses, and various types of recreational vehicles. Mobile sources are primarily responsible for the decrease in air quality in Northern California.

Air quality standards are set at both state and federal levels. The allowable levels for a particular pollutant are established in affect to protect human health, avoid damage to sensitive vegetation, and preserve aesthetic values. If a region is in violation of one or more standards for allowable levels of the above four pollutants, the state may limit the type of new industrial facilities that can be built in the area and place more restrictions on existing operations in the future.

PM2.5 and Ozone are shown in this report because the California Air Resources Board includes metrics indicating long-term (8-hr) exposure to these pollutants. Long-term exposure is far more detrimental to human health than short-term (1-hr.) exposure. State standards are reported because they are higher than federal standards.

As industry, agricultural production, and traffic continues to increase across California, air quality becomes an important issue. Air quality affects all populations, especially the young, the elderly, and those with heart or lung problems. Ultimately, a county with high levels of pollutants will also see an increased need for

health services. Air quality can be an important factor in determining where people are willing or able to live.

NOTE: Measurements shown in the table were taken in Santa Rosa at 5th Street.

Mendocino County

Between 2008 and 2009, county air quality exceeded state or federal standards only 3 days total and has exceeded the state 8-hour Ozone average only 4 days.

PM2.5 - Particulate matter over 2.5 microns in diameter composed of very small bits of ash, wood tars, soot and other substances created by combustion. Examples of sources include cars and trucks (especially diesels), woodstoves, and open burning. PM2.5 particles are so small that they can evade the body's natural defense mechanisms and penetrate deep into lung tissue. They can damage lung tissue, which can lead to serious respiratory problems.

O₃ - Ozone. Concentrations are measured in parts per million. Sources include cars and trucks (especially diesels), industrial sources like chrome platers, neighborhood businesses, such as dry cleaners and service stations, and building materials and products. Overexposure to O₃ can cause breathing difficulties and lung damage. Ozone is an invisible pollutant formed by chemical reactions involving nitrogen oxides, reactive hydrocarbons, and sunlight. It is a powerful respiratory irritant that can cause coughing, shortness of breath, headaches, fatigue and lung damage, especially among children, the elderly, the ill, and people who exercise outdoors. Ozone also damages plants, including agricultural crops, and degrades manufactured materials such as rubber and paint.

Air Quality

Year	Number of Days Above State 8 hour Ozone Average	Number of Days Above State PM2.5 Average
1999	0	1
2000	0	0
2001	0	1
2002	2	2
2003	0	0
2004	0	0
2005	0	0
2006	0	0
2007	0	0
2008	1	0
2009	4	3

Source: California Air Resource Board

*Created by: Center for Economic Development,
California State University, Chico*

2.5 Water Depth Table

Overview

Periodically, the California Department of Water Resources tests groundwater wells for pollution or contaminants. One of the outputs of this testing includes depth to groundwater. The CED used wells in the county with consistent measurement between 1999 and 2010, and corrected for wells not measured in any particular year.

Water is scarce in most parts of California, creating tremendous pressure to redistribute the state's water resources and to find new sources and ways to store and deliver water more efficiently. In addition, water is only plentiful parts of the year. Typically, whenever water shortages occur, groundwater is used to supplement surface water storage and delivery. Therefore, groundwater levels are the best measure to determine the sustainability of water availability, whether or not significant amounts of groundwater are used.

Mendocino County

Overall, Mendocino County has experienced little groundwater change over the past seven years. Levels have fluctuated between 13 and 19 feet, with no significant long-term trend.

County Water Table Depth

Year	Average Depth to groundwater (ft)
1999	14.20
2000	14.11
2001	16.50
2002	13.64
2003	14.05
2004	14.86
2005	12.98
2006	7.47
2007	16.38
2008	17.66
2009	20.88

Source: California Department of Water Resources

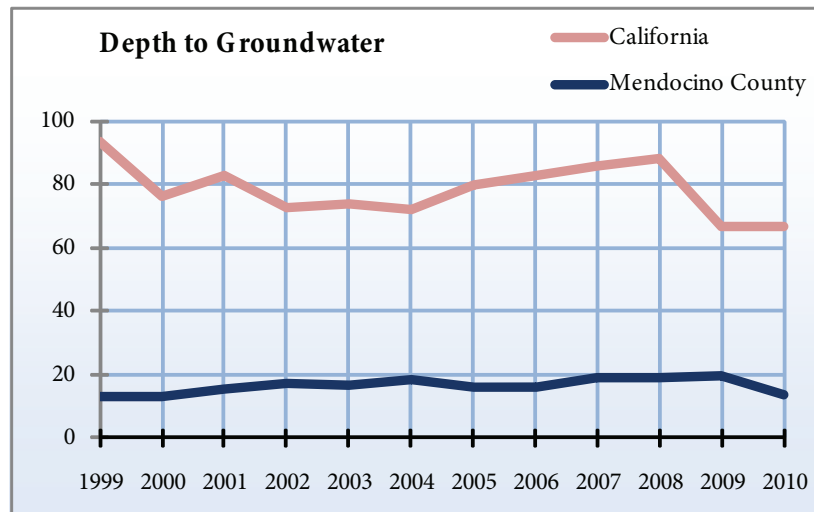
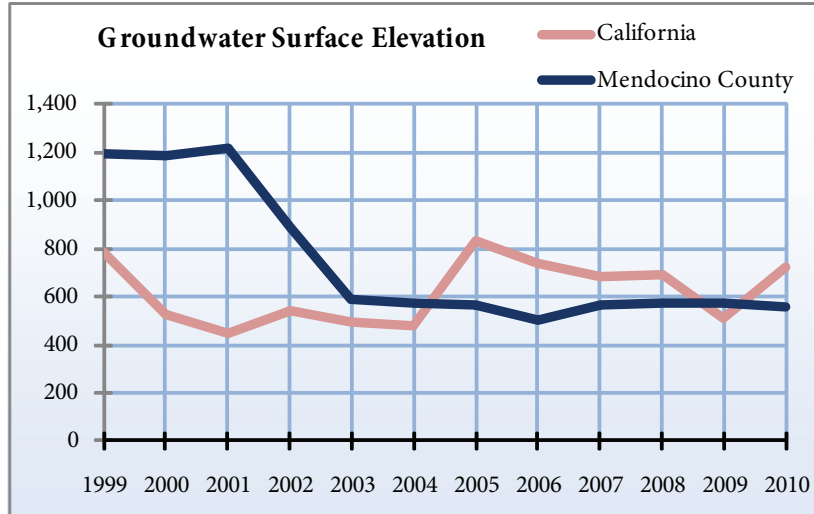
Created by: Center for Economic Development, California State University, Chico

California Water Table Depth

Year	Average Depth to groundwater (ft)
1999	93.83
2000	76.38
2001	83.15
2002	72.72
2003	74.54
2004	72.89
2005	80.31
2006	83.04
2007	86.74
2008	89.13
2009	67.52

Source: California Department of Water Resources

Created by: Center for Economic Development, California State University, Chico



2.6 Generation Capacity

Overview

The California Department of Energy is responsible for licensing and monitoring of all electrical power plants in California with a capacity greater than 1/10 of a megawatt. Actual electricity production is not collected and reported by the state. Although the federal government requires production reporting for power plants with greater than 100 megawatts of capacity, this represents a small fraction of generation in most areas.

Electricity production provides economic value of environmental features to the local community. Depending upon the type of generation, it indicates the degree to which renewable or green electricity is produced in and benefits the local community.

Private electricity generation in the form of a home or business's wind or solar electricity generation does not require a California Department of Energy license and therefore does not show up in the county's generation capacity. Solar and wind generation would include such things as solar or wind fields that generate electricity with the intent of being sold back to the power grid.

Mendocino County

All of Mendocino County's generation capacity comes in the form of hydroelectric power. With only 13.7 megawatts of generation capacity in the county it is obvious that Mendocino County imports much of its energy. There are examples in the county of private companies making an effort to meet their own energy requirements. Mendocino College, for example, offsets some of its energy requirements through the use of its 930kW system.

Generation Capacity

Facility	Megawatts
Coal	0.0
Geothermal	0.0
Hydroelectric	13.7
Nuclear	0.0
Oil/Gas	0.0
Solar	0.0
Wind	0.0
WTE	0.0

Source: The California Energy Commission

n/a: Data not reported by source

Compiled by: Center for Economic Development, California State University, Chico

3. Labor Market

Labor market conditions are an important indicator of an area's economic well-being. Of particular importance is the relationship among all of these factors: labor force, employment, unemployment, and monthly employment. While alone, one of these factors might project an incomplete image of the economy's performance, taken together, they provide a comprehensive assessment of the health of the labor market and the associated well-being of affected residents.

Labor market information can be used to draw conclusions about the availability of jobs, the social climate, and the standard of living in the area.

The following is a brief summary of the statistical relationship between each of the indicators discussed in this section:

Labor force is equal to employment plus unemployment.

Employment refers to people working at least one hour per week.

Unemployment refers to people working less than one hour per week, but is actively seeking work.

Unemployment rate is equal to unemployment divided by labor force.

The U.S. Department of Labor, Bureau of Labor Statistics uses the twelfth of each month to determine a person's employment status. This date was originally chosen because at one time, there were no holidays in the week that included the twelfth. Although that may not be true now, mid-month time periods are less volatile to changes in the overall business climate.

The average unemployment rate in Mendocino

County from 1999 to 2009 was approximately 6.6 percent. Tracking monthly unemployment trends during that time revealed seasonal changes in the level of employment. In Mendocino County, there have been significant declines in unemployment (increases in employment) from August through October. During this period, unemployment dropped, on average, to 6.4 percent, before it began to rise again to 9.0 percent between November and April. This may be largely driven by seasonal tourism-related jobs and agriculture- and timber-related jobs in the area.

In this section:

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3.5 Jobs by industry.....	44
3.6 Employers by Employment Size and Industry.....	47

3.1 Labor Force

Overview

The labor force is the number of people living in the specified area who are willing and able to work. It is the sum of employment (persons currently working) and unemployment (persons actively seeking work). Therefore, changes in both employment and unemployment affect the labor force. The labor force is estimated monthly by the California Employment Development Department. Annual data is the average of the twelve months of the year.

An increasing labor force indicates a growing economy only if it is the result of increasing employment. If the labor force is growing due primarily to increasing unemployment, then population growth may be occurring in excess of the ability of the economy to provide jobs for new workforce entrants.

Mendocino County

In 2009, 43,450 residents, or 48 percent of Mendocino County's population were members of the labor force, which was the same percentage as California.

The labor force in the county experienced no increase in 2009. Between the years 2000 and 2009, Mendocino County experienced a 0.3 percent decrease in total labor. The city of Ukiah boasts the strongest labor force in Mendocino County, with 7,400 members in 2009. The town of Fort Bragg's labor force was the second largest with 3,400 members, while the town of Willits' labor force had only 2,500 members.

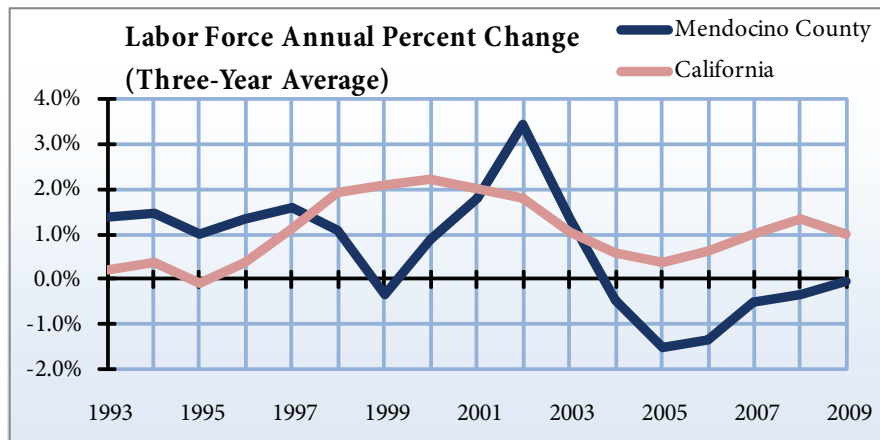
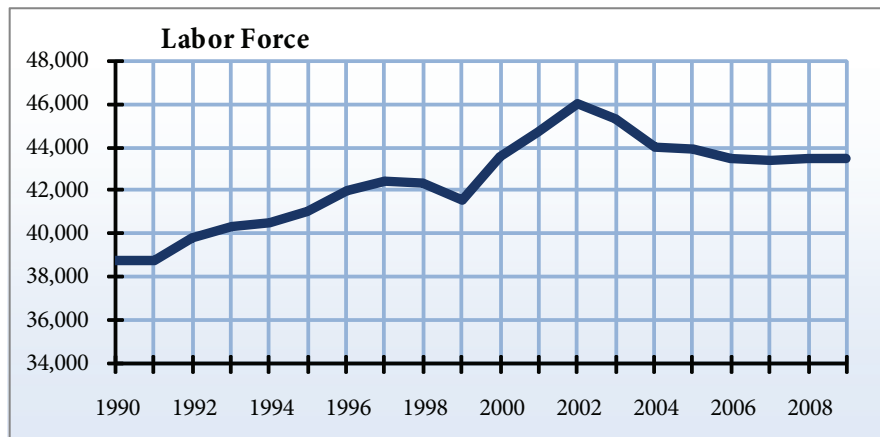
Total Labor Force

Year	Labor Force	1-year change
1990	38,760	n/a
1991	38,760	0.0 %
1992	39,800	2.7 %
1993	40,380	1.5 %
1994	40,480	0.2 %
1995	41,020	1.3 %
1996	42,020	2.4 %
1997	42,420	1.0 %
1998	42,360	- 0.1 %
1999	41,570	- 1.9 %
2000	43,560	4.8 %
2001	44,670	2.5 %
2002	45,980	2.9 %
2003	45,310	- 1.5 %
2004	44,030	- 2.8 %
2005	43,930	- 0.2 %
2006	43,490	- 1.0 %
2007	43,370	- 0.3 %
2008	43,470	0.2 %
2009	43,450	- 0.0 %

Source: California

Employment Development
Department, Labor Market
Information Division

Compiled by: Center for
Economic Development,
California State University,
Chico



Labor Force By City

Year	Fort Bragg	Point Arena	Ukiah	Willits
2000	3,560	290	7,430	2,530
2001	3,650	290	7,620	2,590
2002	3,770	300	7,840	2,670
2003	3,710	300	7,730	2,630
2004	3,610	290	7,510	2,550
2005	3,440	290	7,520	2,570
2006	3,410	290	7,440	2,540
2007	3,400	290	7,420	2,540
2008	3,410	290	7,440	2,540
2009	3,400	300	7,400	2,500

Source: California Employment Development Department,
Labor Market Information Division

Created by: Center for Economic Development, California
State University, Chico

3.2 Total Employment

Overview

The California Employment Development Department (EDD) defines employment as the number of residents who are employed, regardless of whether they work in the county or city of residence: “Civilian employment includes all individuals who worked at least one hour for a wage or salary, were self employed, or were working at least fifteen unpaid hours in a family business or on a family farm during the week including the twelfth of the month. Those who were on vacation, other kinds of leave, or involved in a labor dispute, were also counted as employed.”

Increasing employment indicates an increase in economic activity within the area, either by increasing local jobs or increasing the number of workers in residence. Workers spend a large portion of their income at their place of residence (the percentage of which typically depends on the availability and relative price of retail goods in the community). Employment by place of residence is an economic indicator that is typically evaluated alongside the count of jobs by place of work.

Mendocino County

As of 2009, 38,900 members, or 90 percent of Mendocino County’s labor force, were employed, a 4 percent decrease from the preceding year. In comparison, 89 percent of California’s total labor force was employed in the same year. Employment in the county is expected to turn around and begin rising in upcoming years. This hopeful growth in employment would create an increase in spending power for the average worker in Mendocino County and ultimately lead to greater economic strength for the county in the years to come.

In the city of Ukiah, 6,700 members of the labor force were employed as of 2009—the highest number in any city in Mendocino County. This total is followed by 3,000 employed residents in the city of Fort Bragg, and

2,300 in the city of Willits. Point Arena had the lowest number with 300.

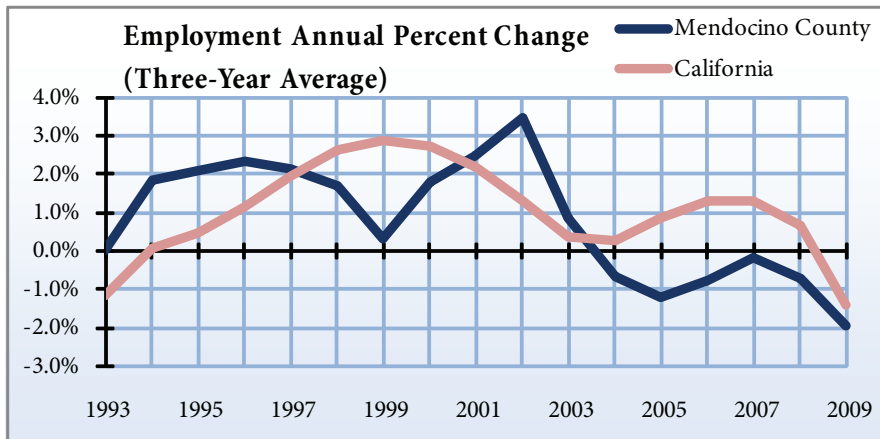
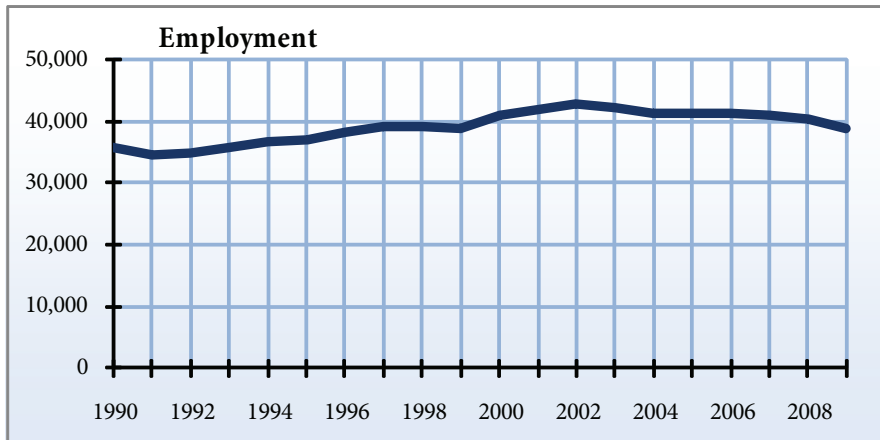
Total Employment

Year	Empl.	1-year change
1990	35,800	n/a
1991	34,620	- 3.3 %
1992	34,880	0.8 %
1993	35,810	2.7 %
1994	36,580	2.2 %
1995	37,110	1.4 %
1996	38,360	3.4 %
1997	38,990	1.6 %
1998	39,010	0.1 %
1999	38,740	- 0.7 %
2000	41,130	6.2 %
2001	42,020	2.2 %
2002	42,910	2.1 %
2003	42,190	- 1.7 %
2004	41,200	- 2.3 %
2005	41,390	0.5 %
2006	41,230	- 0.4 %
2007	41,000	- 0.6 %
2008	40,500	- 1.2 %
2009	38,900	- 4.0 %

Source: California

Employment Development
Department, Labor Market
Information Division

Compiled by: Center for
Economic Development,
California State University,
Chico



Employment By City

Year	Fort Bragg	Point Arena	Ukiah	Willits
2000	3,330	280	7,010	2,390
2001	3,400	290	7,160	2,440
2002	3,470	290	7,310	2,500
2003	3,410	290	7,190	2,450
2004	3,330	280	7,020	2,400
2005	3,220	280	7,080	2,440
2006	3,150	280	6,930	2,390
2007	3,190	280	7,020	2,410
2008	3,150	280	6,930	2,390
2009	3,000	300	6,700	2,300

Source: California Employment Development Department,
Labor Market Information Division

Created by: Center for Economic Development, California
State University, Chico

3.3 Unemployment

Overview

Unemployment is the estimated number of people who are actively seeking work and are not working at least one hour per week for pay and who are not self-employed. As with employment, it is estimated at the place of residence. Annual average unemployment is the average of twelve monthly unemployment estimates developed by the California Employment Development Department (EDD).

Unemployment is not a simple count of people who are receiving unemployment insurance payments, although the EDD uses unemployment insurance recipients to help produce its estimates. Not everyone who the EDD considers to be unemployed, including those whose employment is terminated due to poor performance, is eligible for these benefits. Unemployment includes workers who have been laid off and are waiting to be called back to work, though it does not include people who are in prisons, mental hospitals, nursing homes, or those under the age of sixteen, regardless of whether they are seeking work or not.

The unemployment rate is the percent of the labor force that is unemployed. It is often used as a primary measure of economic health, although by itself, changes in the unemployment rate may misrepresent economic performance. For example, take the case of rising employment with a simultaneous rise in unemployment (a common situation in Northern California in the early 2000s). This situation typically produces an increase in the unemployment rate, even when the employment situation is improving. Therefore, employment growth or labor force growth combined with employment growth, are better measures of economic performance.

Still, the unemployment rate is a valuable community indicator. Sustained high unemployment rates typically indicate the presence of societal issues within

the community, although what is considered “high” may vary from one community to the next. For communities with a high unemployment rate, social issues may vary as well. See the social indicators sections, nine through

Total Unemployment

Year	Unempl.	Unempl. Rate	1-year change
1990	2,960	7.6 %	n/a
1991	4,130	10.7 %	39.5 %
1992	4,920	12.4 %	19.1 %
1993	4,570	11.3 %	- 7.1 %
1994	3,900	9.6 %	- 14.7 %
1995	3,910	9.5 %	0.3 %
1996	3,660	8.7 %	- 6.4 %
1997	3,430	8.1 %	- 6.3 %
1998	3,350	7.9 %	- 2.3 %
1999	2,830	6.8 %	- 15.5 %
2000	2,420	5.6 %	- 14.5 %
2001	2,650	5.9 %	9.5 %
2002	3,070	6.7 %	15.8 %
2003	3,120	6.9 %	1.6 %
2004	2,840	6.4 %	- 9.0 %
2005	2,540	5.8 %	- 10.6 %
2006	2,260	5.2 %	- 11.0 %
2007	2,370	5.5 %	4.9 %
2008	2,970	6.8 %	25.3 %
2009	4,550	10.5 %	53.2 %

Source: California Employment Development Department, Labor Market Information Division

Compiled by: Center for Economic Development, California State University, Chico

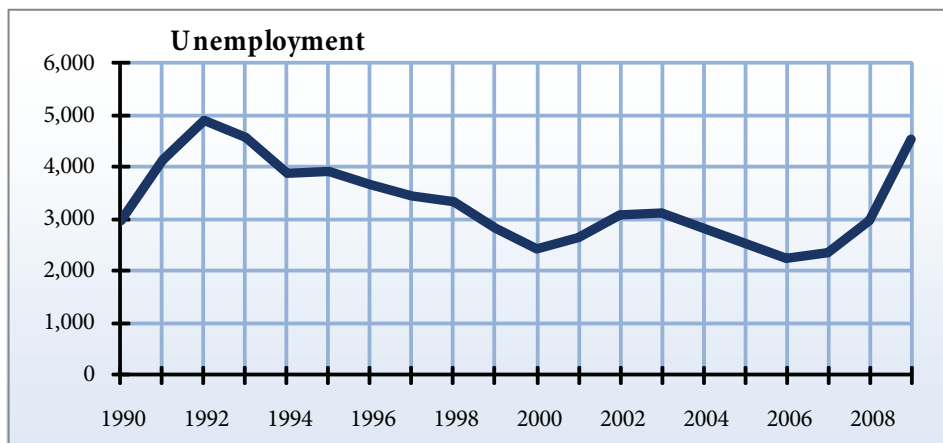
twelve, to find connections between the unemployment rate and social issues.

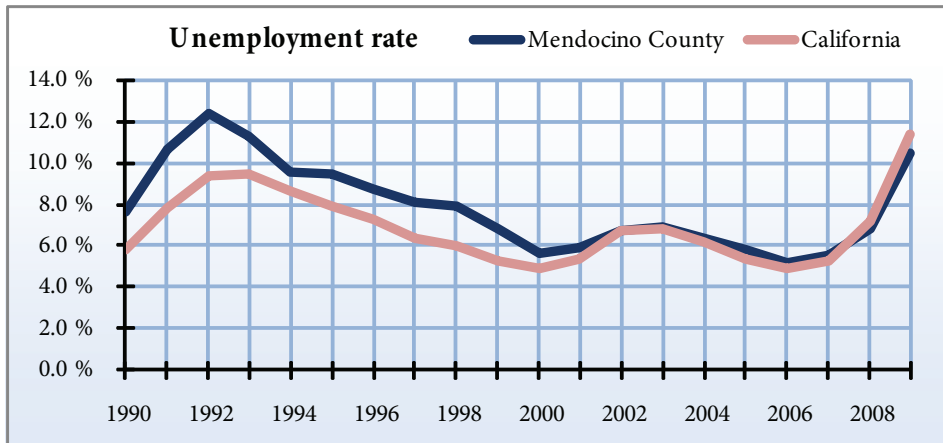
Another important issue exposed by unemployment statistics is the number of potentially qualified workers available in the community. As unemployment falls, employers start having a difficult time attracting qualified employees at their offered rates of pay. High-skill workers are typically affected first, such as those in management, technical, and professional occupations, with moderate-skill workers being affected as the unemployment rate continues to fall. Results typically include higher average pay, in combination with out migration of some firms in search of the employees they can no longer find locally. The lowest unemployment rate calculated over the past ten years, or the lowest unemployment number, can be used to estimate the level at which employers have difficulty finding qualified employees. At the national level the lowest sustainable unemployment rate is called the full-employment unemployment rate, and at that rate, the remaining unemployment is not due to a lack of jobs, but rather structural, frictional, and seasonal factors.

Mendocino County

In 2009, 4,550 members of Mendocino County's labor force were unemployed, making up 10.5 percent of the labor force. Mendocino County's unemployment rate has been consistently higher than the California

average until recently. Currently the statewide unemployment rate is 1 percent higher than Mendocino County's unemployment rate. In 2008, the unemployment rate was 6.8 percent-and has since gone up by 3.7 percent.





Unemployment rate by City

Year	Fort Bragg	Point Arena	Ukiah	Willits
2000	6.5 %	2.1 %	5.7 %	5.3 %
2001	7.0 %	2.1 %	6.0 %	5.7 %
2002	7.8 %	2.3 %	6.8 %	6.4 %
2003	8.1 %	2.4 %	7.0 %	6.6 %
2004	7.6 %	2.4 %	6.6 %	6.1 %
2005	6.5 %	3.1 %	5.8 %	5.2 %
2006	7.6 %	3.5 %	6.9 %	6.1 %
2007	6.1 %	2.8 %	5.5 %	4.9 %
2008	7.6 %	3.5 %	6.9 %	6.1 %
2009	11.7 %	5.6 %	10.5 %	9.5 %

Source: California Employment Development Department,
Labor Market Information Division

Created by: Center for Economic Development, California State
University, Chico

3.4 Average Monthly Labor Statistics

Overview

The California Employment Development Department estimates labor market data (labor force, employment, unemployment, and the unemployment rate) for each month. The department uses the week including the twelfth of each month to determine a person's employment status. Mid-month time periods are less sensitive to changes in the overall business climate and are more representative of average conditions. For specific definitions of each measure, please see the previous three indicators in this section.

Average monthly labor statistics are used to evaluate seasonal trends in employment. Areas dependent on agriculture, forestry, or seasonal recreation tend to experience fluctuations in employment over the course

of the year that cannot be observed when using the annual average as a measure. The difference in employment in the low and high months can be used to evaluate the degree to which an economy is dependent upon seasonal employment. Many seasonal employees locate temporarily (at winter ski resorts or some types of farms) and leave during the off-season, but some remain year-round and are unemployed during the months of lower employment.

Mendocino County

Between 1990 and 2009, unemployment was the lowest August through October, typically the travel and agricultural harvesting and planting seasons. The highest unemployment rates occurred January through March, peaking in January at 10 percent and decreasing

Mendocino County Average Monthly Labor Statistics, 2009

Month	Labor Force	Empl.	Unempl.	Unempl. Rate
Jan	42,930	38,450	4,480	10.4 %
Feb	42,900	38,270	4,630	10.8 %
Mar	42,950	38,150	4,800	11.2 %
Apr	42,970	38,570	4,400	10.2 %
May	43,550	39,200	4,350	10.0 %
Jun	44,370	39,950	4,430	10.0 %
Jul	43,260	38,710	4,550	10.5 %
Aug	43,940	39,400	4,540	10.3 %
Sep	43,960	39,610	4,350	9.9 %
Oct	44,020	39,500	4,520	10.3 %
Nov	43,410	38,710	4,700	10.8 %
Dec	43,130	38,230	4,900	11.4 %

Source: California Employment Development Department, Labor Market Information Division

Created by: Center for Economic Development, California State University, Chico

Mendocino County Average Monthly Labor Statistics, 1990-2009

Month	Labor Force	Empl.	Unempl.	Unempl. Rate
Jan	41,501	37,380	4,121	10.0 %
Feb	41,351	37,384	3,967	9.7 %
Mar	41,500	37,581	3,918	9.5 %
Apr	41,756	38,328	3,429	8.3 %
May	42,135	39,093	3,045	7.3 %
Jun	43,076	40,009	3,068	7.2 %
Jul	42,947	39,820	3,126	7.3 %
Aug	43,743	40,879	2,865	6.6 %
Sep	43,520	40,773	2,748	6.4 %
Oct	43,458	40,715	2,744	6.4 %
Nov	42,305	39,012	3,293	7.9 %
Dec	42,002	38,455	3,549	8.5 %

Source: California Employment Development Department, Labor Market Information Division

Created by: Center for Economic Development, California State University, Chico

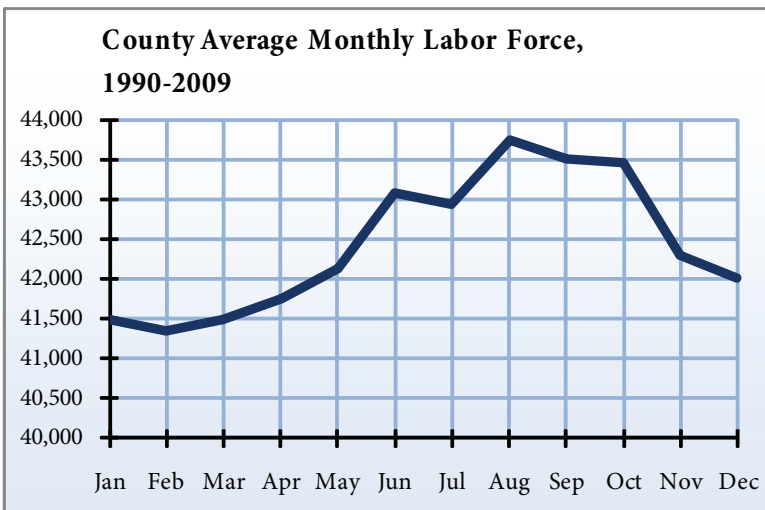
throughout the year.

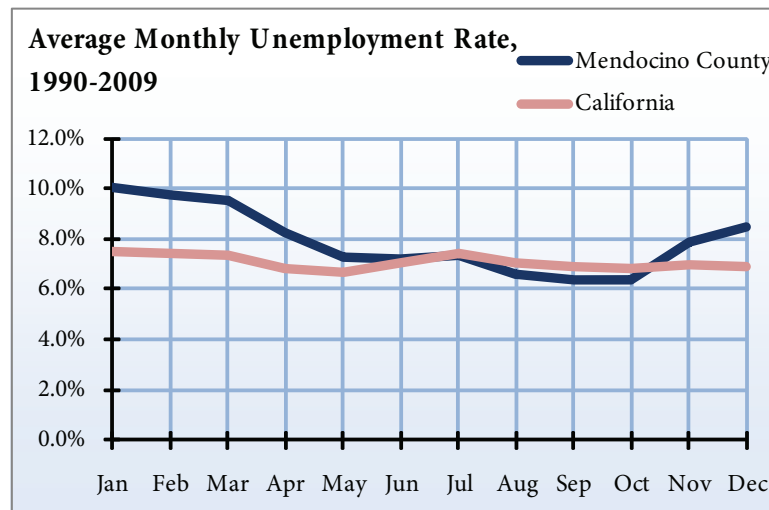
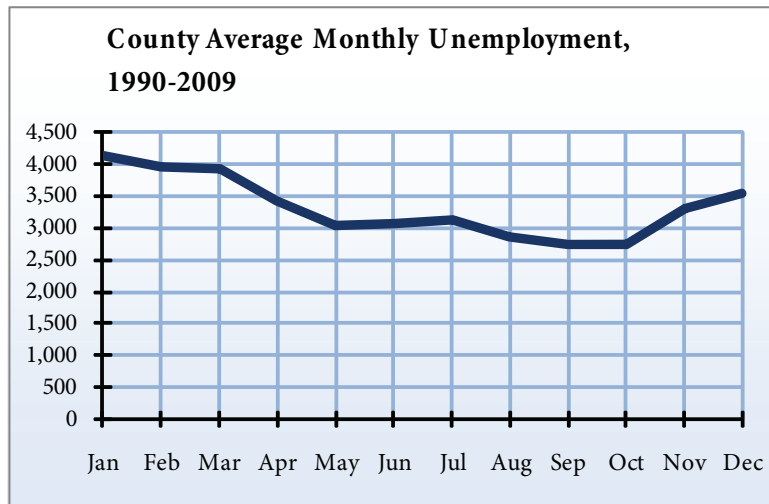
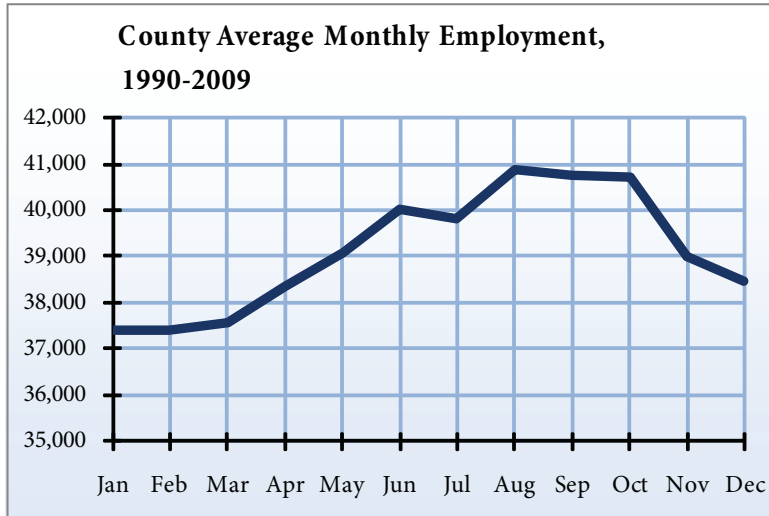
In all cases, the average monthly unemployment rate for Mendocino County was higher than the state-wide average except during the harvest months. Please see the following charts for more details.

California Average Monthly Labor Statistics, 2009

Month	Labor Force	Empl.	Unempl.	Unempl. Rate
Jan	16,085,287	14,881,780	1,203,523	7.5 %
Feb	16,137,333	14,945,307	1,192,027	7.4 %
Mar	16,149,107	14,973,807	1,175,313	7.3 %
Apr	16,099,450	15,002,853	1,096,597	6.9 %
May	16,126,343	15,051,397	1,074,967	6.7 %
Jun	16,233,207	15,091,097	1,142,110	7.1 %
Jul	16,356,390	15,145,223	1,211,160	7.4 %
Aug	16,321,913	15,179,517	1,142,407	7.0 %
Sep	16,233,370	15,122,543	1,110,840	6.9 %
Oct	16,283,997	15,173,163	1,110,840	6.8 %
Nov	16,261,833	15,132,967	1,128,863	7.0 %
Dec	16,248,480	15,138,770	1,109,727	6.9 %

Source: California Employment Development Department, Labor Market Information Division
 Created by: Center for Economic Development, California State University, Chico





3.5 Jobs by Industry

Overview

Published by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA), this measure of jobs is by place of work; that is, where the job is being performed regardless of where its worker lives. The BEA uses business tax returns from the Internal Revenue Service to calculate jobs by industry. Therefore, each person who worked for a company for pay or profit over the course of a year is counted. That means if a person changed jobs once over the course of a year, they are counted twice—once for each company at which they worked. The same holds true for part-time and seasonal employees who hold more than one job over the course of a year. Self-employed proprietors and members of business partnerships are counted as well. A person with a full-time job who owns or co-owns a business on the side is counted for each job. Unpaid family workers and volunteers, however, are not included.

Some industries may be so small that publishing data could disclose confidential information about an individual business. The BEA will withhold data if there are fewer than four businesses or if one business is responsible for more than 80 percent of the industry's sales. If a withholding occurs, the BEA must withhold data in another category to preserve confidentiality.

Before 2000, jobs by industry was published according to the Standard Industrial Classification. In 2001, that changed to the new North American Industrial Classification (NAICS). The NAICS system of industrial classification was an improvement over the old system because it allowed the separation of important industry groups, such as recreation. Therefore, recreation is its own category starting in 2001. Before 2001, jobs in recreation were classified mostly under retail trade and services.

Job growth by industry sector is a measure of the economic diversity and stability of the local economy. A healthy economy will have a balance between industries. If too many jobs are concentrated in one sector, a downturn in that sector could easily and rapidly weaken the economy. Job growth is an important indicator for business and government planning, allowing for a better understanding of which sectors are the major generators of jobs in the area and which sectors are continuing to grow. This can provide insight into which industries have the greatest potential for growth in the near future.

Mendocino County

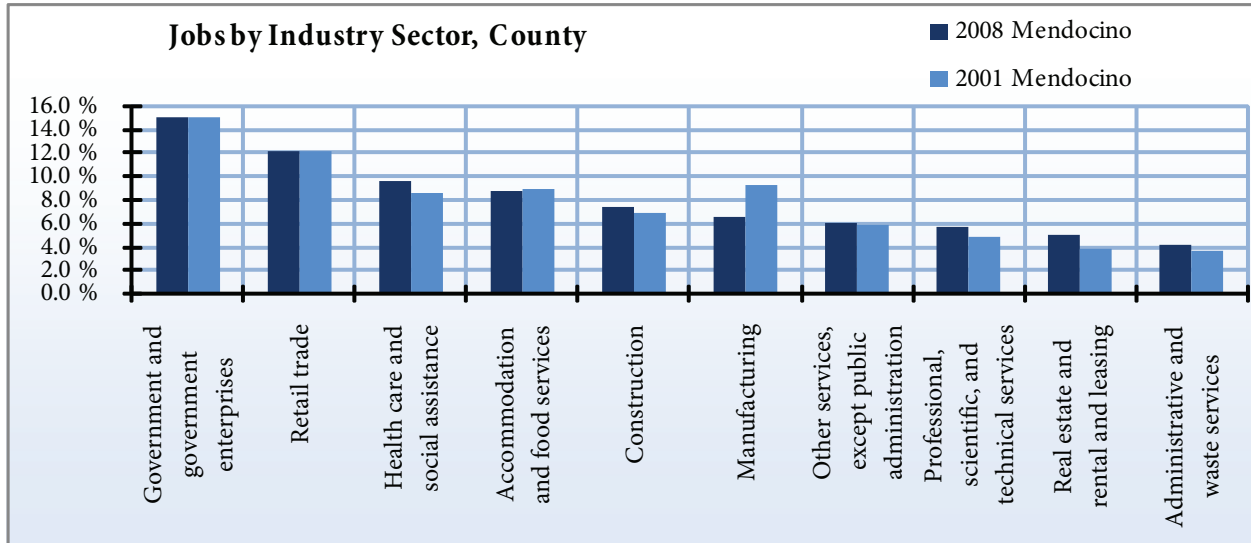
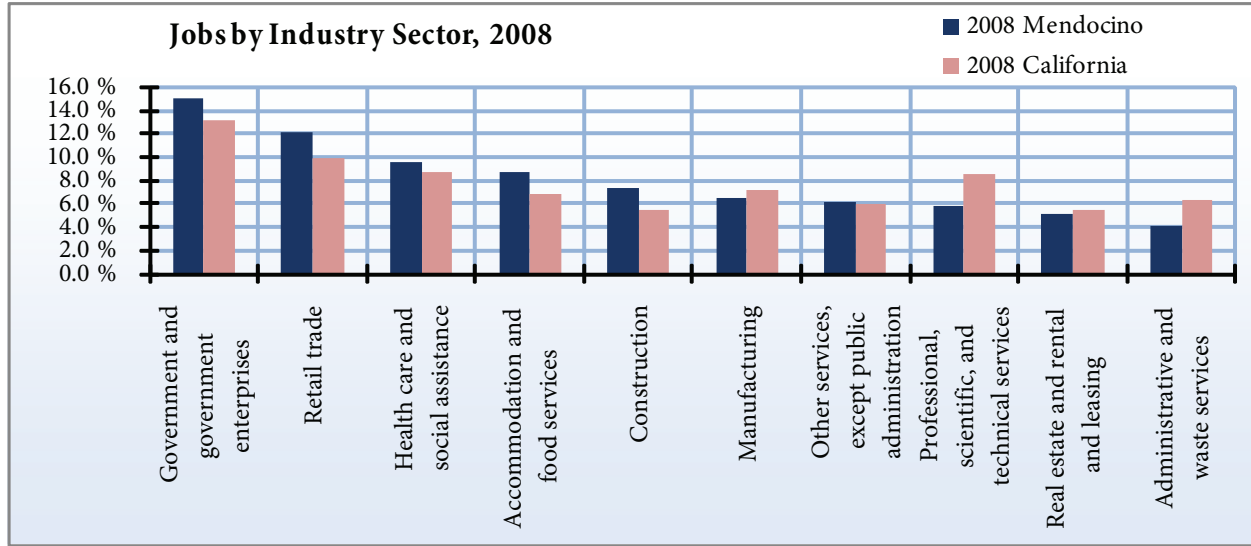
The utilities sector had the largest growth in employment between 2007 and 2008 in the county with a 19 percent increase. Educational services had approximately 11 percent growth in the county in the same time period while farm jobs decreased 10 percent.

Jobs by Industry

Year	2001	2002	2003	2004	2005	2006	2007	2008
Farm jobs	2,867	2,995	2,861	2,731	2,286	2,157	2,146	1,934
Forestry, fishing, related activities, and other	(D)	(D)	(D)	(D)	1,486	1,521	1,669	1,675
Mining	(D)	(D)	(D)	(D)	75	86	100	107
Utilities	141	146	136	136	136	145	164	195
Construction	3,510	3,424	3,441	3,600	3,890	3,937	3,821	3,727
Manufacturing	4,710	4,194	3,895	3,651	3,628	3,538	3,509	3,329
Wholesale trade	891	884	827	891	1,052	1,051	1,016	1,028
Retail trade	6,175	6,153	6,205	6,200	6,232	6,115	6,242	6,186
Transportation and warehousing	914	904	844	853	835	841	853	847
Information	719	610	656	665	665	577	539	551
Finance and insurance	1,092	1,064	1,110	1,121	1,168	1,195	1,249	1,329
Real estate and rental and leasing	1,903	1,828	2,115	2,380	2,535	2,501	2,395	2,576
Professional, scientific, and technical services	2,465	2,390	2,380	2,605	2,584	2,557	2,747	2,926
Management of companies and enterprises	319	280	267	231	229	225	240	262
Administrative and waste services	1,821	1,893	1,965	2,141	2,124	2,174	2,118	2,127
Educational services	405	416	422	505	542	553	566	629
Health care and social assistance	4,367	4,524	4,659	4,905	4,832	4,703	4,824	4,911
Arts, entertainment, and recreation	1,153	1,174	1,172	1,287	1,292	1,279	1,243	1,275
Accommodation and food services	4,515	4,461	4,494	4,481	4,614	4,625	4,591	4,473
Other services, except public administration	2,944	2,943	3,040	3,103	3,128	3,055	3,093	3,113
Government and government enterprises	7,599	8,043	7,807	7,398	7,511	7,494	7,636	7,679
*Value of withheld "(D)" employment	1,983	1,862	1,617	1,598	0	0	0	0
Total Jobs	50,493	50,188	49,913	50,482	50,844	50,329	50,761	50,879

Source: U.S. Department of Commerce, Bureau of Economic Analysis

Created by: Center for Economic Development, California State University, Chico



3.6 Employers by Employment Size and Industry

Overview

Each year, the U.S. Department of Commerce's Census Bureau tabulates the number of employers with employees on which taxes are paid. As with Jobs by Industry (the previous section), the tabulations are based on tax returns are collected by the Internal Revenue Service. Establishments without payroll are not included. Most businesses are non-employers, although most jobs are employee positions.

The stability of a local economy is dependent upon a diverse mix of businesses, both in terms of size and industry sector. A diverse employer mix allows an economy to weather economic downturns more easily than one that is dependent on a few types of businesses. For example, during the previous recession the Bay Area was heavily dependent upon computer technology employers when the dot-com crisis hit in 2000. The national economy experienced a small recession during a few months in 2001, but the Bay Area suffered from a much deeper economic downturn that lasted several years.

Mendocino County

In 2008, employers with one to four employees were the most common in the county, and made up 62 percent of all reported establishments. 17 percent of the reported employers in the county consisted of only five to nine members, suggesting a strong trend of small local employers in the county. By comparison, statewide employers with one to four employees made up 54 percent of all employers.

In 2008, retail trade establishments made up at least 18 percent of establishments in the county (compared to 12.7 percent in the state), and construction establishments made up over 12 percent (compared to 8.8 percent in the state). Mendocino County's employment by industry is very similar to that of the states,

however, wholesale trade is lower in Mendocino County than in the state while the construction industry is considerably higher.

Number of Establishments by Employment Size and Industry, 2008

Industry	1 to 4 Empl.	5 to 9 Empl.	10-19 Empl.	20 to 49 Empl.	50 to 99 Empl.	100 to 249 Empl.	250 to 499 Empl.	500 to 999 Empl.	1,000 or more Empl.
Agriculture, Forestry, Fishing, and Hunting	44	8	6	3	1	2	0	0	0
Mining	0	0	2	0	0	0	0	0	0
Utilities	3	2	0	0	0	1	0	0	0
Construction	245	60	25	4	1	0	0	0	0
Manufacturing	55	27	20	24	11	5	1	0	0
Wholesale Trade	48	18	16	10	1	0	0	0	0
Retail Trade	245	122	68	36	11	7	1	0	0
Transportation and Warehousing	23	9	6	5	2	0	0	0	0
Information	25	12	8	4	0	0	0	0	0
Finance and Insurance	59	28	9	3	0	1	0	0	0
Real Estate and Rental and Leasing	104	12	14	2	0	0	0	0	0
Professional, Scientific, and Technical Services	161	36	12	2	0	0	0	0	0
Management of Companies and Enterprises	3	2	2	3	0	0	0	0	0
Administrative and Waste Services	67	20	3	2	2	0	0	0	0
Educational Services	11	3	2	8	0	0	0	0	0
Health Care and Social Assistance	119	86	39	27	10	3	1	1	0
Arts, Entertainment, and Recreation	30	9	5	5	2	2	0	0	0
Accommodation and Food Services	112	79	72	50	7	1	0	0	0
Other Services (except Public Administration)	150	43	9	6	1	0	0	0	0
Unclassified	0	0	0	0	0	0	0	0	0
Total Establishments	1,504	576	318	194	49	22	3	1	0

Source: U.S. Bureau of the Census, County Business Patterns

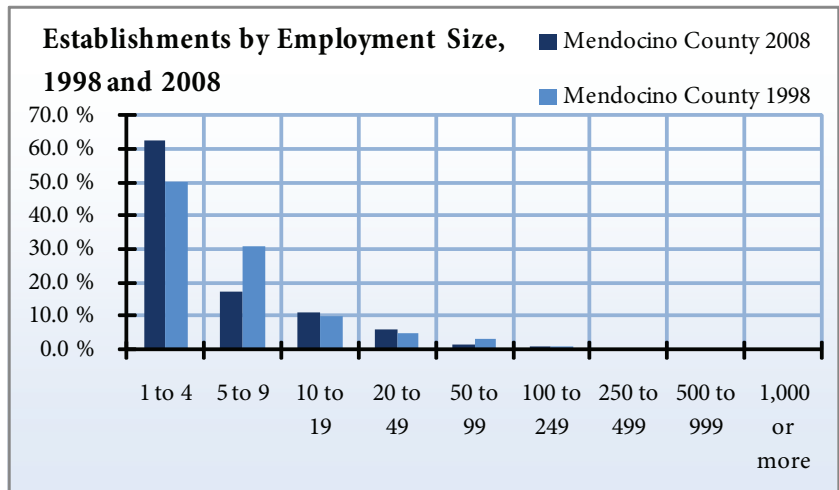
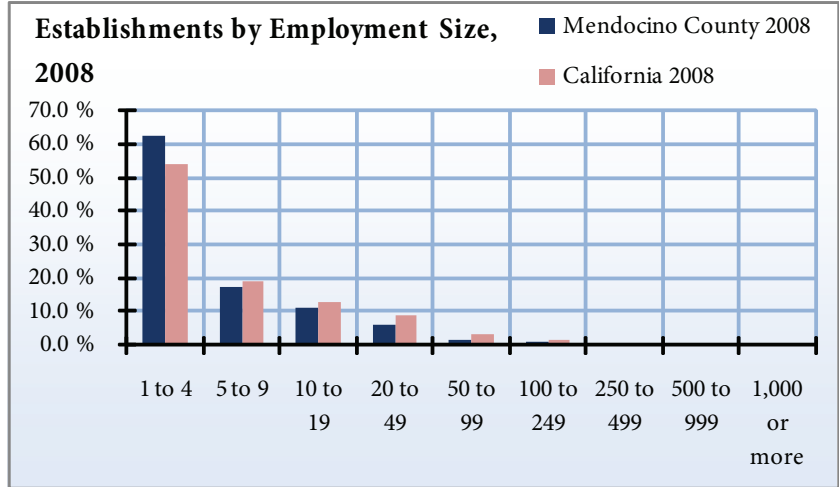
Created by: Center for Economic Development, California State University, Chico

Number of Establishments by Employment Size and Industry, 1998

Industry	1 to 4 Empl.	5 to 9 Empl.	10-19 Empl.	20 to 49 Empl.	50 to 99 Empl.	100 to 249 Empl.	250 to 499 Empl.	500 to 999 Empl.	1,000 or more Empl.
Agriculture, Forestry, Fishing, and Hunting	86	14	12	6	2	0	0	0	0
Mining	1	1	1	0	0	0	0	0	0
Utilities	2	2	0	0	0	1	0	0	0
Construction	268	43	14	8	2	0	0	0	0
Manufacturing	84	21	21	23	13	3	4	0	0
Wholesale Trade	45	20	27	14	2	0	0	0	0
Retail Trade	265	114	54	35	10	5	0	0	0
Transportation and Warehousing	40	7	8	8	2	0	0	0	0
Information	20	9	10	5	1	0	0	0	0
Finance and Insurance	55	24	5	6	0	1	0	0	0
Real Estate and Rental and Leasing	75	20	8	3	0	0	0	0	0
Professional, Scientific, and Technical Services	160	29	10	4	0	0	0	0	0
Management of Companies and Enterprises	1	1	3	0	1	1	0	0	0
Administrative and Waste Services	62	15	15	1	1	0	0	0	0
Educational Services	13	4	3	3	0	1	0	0	0
Health Care and Social Assistance	138	79	31	21	9	3	1	1	0
Arts, Entertainment, and Recreation	34	6	4	6	2	2	0	0	0
Accommodation and Food Services	140	76	46	47	4	2	0	0	0
Other Services (except Public Administration)	148	48	9	2	0	0	0	0	0
Unclassified	0	1	0	0	1	0	0	0	0
Total Establishments	1,637	534	281	192	50	19	5	1	0

Source: U.S. Bureau of the Census, County Business Patterns

Created by: Center for Economic Development, California State University, Chico



4. Income

Income affects consumer choice, local retail sales, and is an indicator of current economic conditions. Income influences buying power and income changes allow comparison of local economic performance to that of surrounding areas.

Income is one measure of the benefits to people provided by employment, government, or their own investments. It is the primary connection between employment and the overall benefit jobs provide for residents.

Total personal income for Mendocino County rose by an annual average of 4.9 percent between 1998 and 2008. Between 2000 and 2008, the median household income rose 19 percent. During the same time, the poverty rate in Mendocino County increased 3.5 percent, rising from 17.2 percent to 20.7 percent.

In this section:

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4.1 Total Personal Income

Overview

Total personal income is calculated by the U.S. Department of Commerce, Bureau of Economic Analysis. It is the sum of all income collected by individuals, including but not limited to earned income, government payments, and returns on investment. It does not include personal contributions for social

insurance (such as payments to Social Security or Medicare).

Total personal income is the basis for several other income indicators in this section. Growing personal income indicates a growing economy, as long as the growth is greater than the annual average inflation rate of 2.3 percent. The growth may be due to increasing incomes, increasing population, or some combination. See the demographics section (section one) and the indicator for per capita personal income later in this section to see which factor is more prominent.

Mendocino County

The total personal income in Mendocino County was over \$3.1 billion in 2008, a 10.7 percent increase from the previous year. When adjusted for inflation, total personal income experienced an increase of 6.6 percent in the same year. Total adjusted personal income is expected to increase to nearly \$3.3 billion by 2020. This projection indicates an economy that is steadily growing, with a consumer driven market that will continue to gain spending power in the future. As the following figure shows, total personal income in Mendocino County has followed similar trends as California over the last decade.

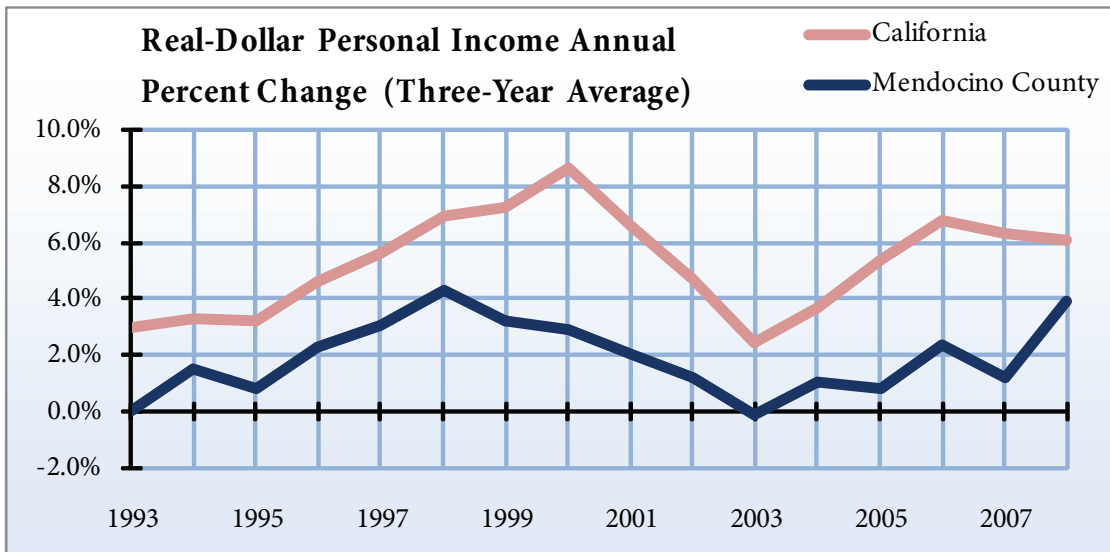
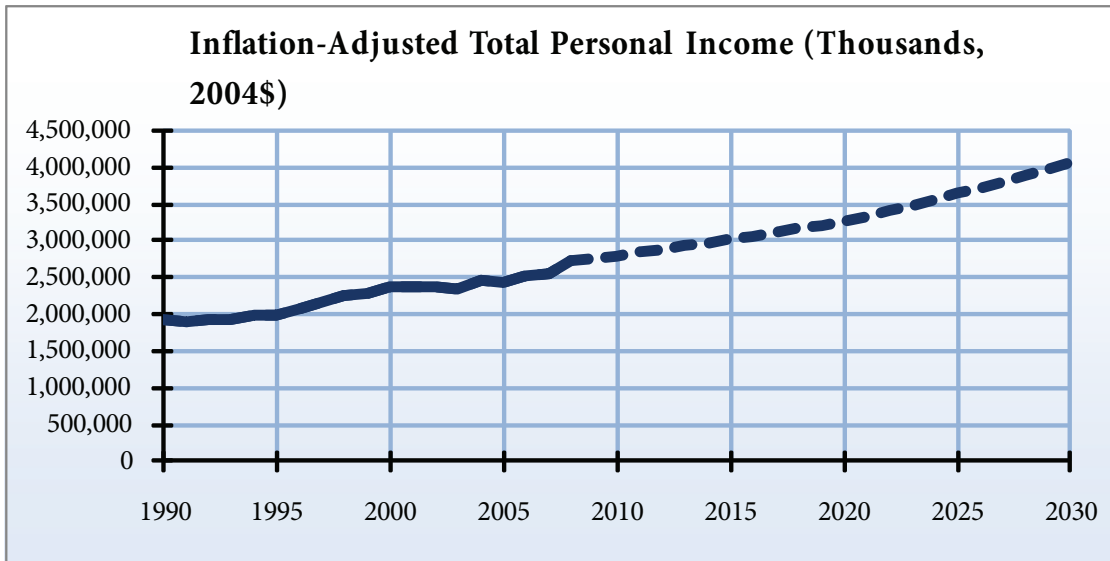
Total Personal Income

Year	Current-dollar personal income (thousands)	1-year change	Inflation-adjusted personal income (thousands, 2004\$)	1-year change
1990	\$ 1,339,588	n/a	\$ 1,936,099	n/a
1991	\$ 1,361,516	1.6 %	\$ 1,888,329	- 2.5 %
1992	\$ 1,432,774	5.2 %	\$ 1,929,088	2.2 %
1993	\$ 1,482,578	3.5 %	\$ 1,938,124	0.5 %
1994	\$ 1,550,683	4.6 %	\$ 1,976,545	2.0 %
1995	\$ 1,596,418	2.9 %	\$ 1,978,762	0.1 %
1996	\$ 1,724,759	8.0 %	\$ 2,076,526	4.9 %
1997	\$ 1,840,164	6.7 %	\$ 2,165,776	4.3 %
1998	\$ 1,937,723	5.3 %	\$ 2,245,619	3.7 %
1999	\$ 2,014,936	4.0 %	\$ 2,284,642	1.7 %
2000	\$ 2,151,193	6.8 %	\$ 2,359,816	3.3 %
2001	\$ 2,239,317	4.1 %	\$ 2,388,521	1.2 %
2002	\$ 2,255,457	0.7 %	\$ 2,368,293	- 0.8 %
2003	\$ 2,289,844	1.5 %	\$ 2,350,824	- 0.7 %
2004	\$ 2,463,685	7.6 %	\$ 2,463,685	4.8 %
2005	\$ 2,506,565	1.7 %	\$ 2,424,425	- 1.6 %
2006	\$ 2,688,066	7.2 %	\$ 2,518,729	3.9 %
2007	\$ 2,803,508	4.3 %	\$ 2,554,150	1.4 %
2008	\$ 3,102,202	10.7 %	\$ 2,721,773	6.6 %
2020(p)	n/a	n/a	\$ 3,258,097	n/a
2030(p)	n/a	n/a	\$ 4,070,206	n/a

Source: California Department of Finance, Demographic Research Unit; Projections

(p): Woods & Poole Economics

Compiled by: Center for Economic Development, California State University, Chico



4.2 Components of Total Personal Income

Overview

According to the U.S. Department of Commerce, total personal income can be broken down into the following five major categories shown in this indicator: earnings by place of work; dividends, interest, and rent; personal contributions for social insurance, adjustment by place of residence, and transfer payments.

Understanding how income is earned in the community can shed light on the structure of the local economy. If a greater proportion is in earnings by place of work, then industry performance is driving economic growth. If there is a greater proportion of adjustment by place of residence or of transfer payments, then people living in the community are importing income into the area, which means that the community's economic

Components of Total Personal Income (Thousands)

Year	Earnings by workplace	Dividends, interest, and rent	Transfer payments	Contributions for social insurance	Adjustments for residence	Total personal income
1990	\$ 856,016	\$ 337,153	\$ 234,966	\$ 92,179	\$ 3,632	\$ 1,339,588
1991	\$ 845,213	\$ 342,165	\$ 262,391	\$ 93,758	\$ 5,505	\$ 1,361,516
1992	\$ 869,460	\$ 344,702	\$ 307,550	\$ 95,528	\$ 6,590	\$ 1,432,774
1993	\$ 883,681	\$ 366,402	\$ 323,460	\$ 97,819	\$ 6,854	\$ 1,482,578
1994	\$ 926,563	\$ 394,233	\$ 327,499	\$ 103,857	\$ 6,245	\$ 1,550,683
1995	\$ 952,064	\$ 403,759	\$ 339,849	\$ 105,772	\$ 6,518	\$ 1,596,418
1996	\$ 1,033,318	\$ 437,898	\$ 358,348	\$ 109,812	\$ 5,007	\$ 1,724,759
1997	\$ 1,119,325	\$ 473,495	\$ 357,281	\$ 115,704	\$ 5,767	\$ 1,840,164
1998	\$ 1,166,895	\$ 502,202	\$ 377,958	\$ 118,923	\$ 9,591	\$ 1,937,723
1999	\$ 1,222,580	\$ 505,951	\$ 400,430	\$ 125,678	\$ 11,653	\$ 2,014,936
2000	\$ 1,286,806	\$ 569,439	\$ 411,623	\$ 133,466	\$ 16,791	\$ 2,151,193
2001	\$ 1,335,401	\$ 570,984	\$ 460,272	\$ 144,827	\$ 17,487	\$ 2,239,317
2002	\$ 1,398,526	\$ 502,271	\$ 494,463	\$ 154,279	\$ 14,476	\$ 2,255,457
2003	\$ 1,415,387	\$ 495,927	\$ 523,712	\$ 159,127	\$ 13,945	\$ 2,289,844
2004	\$ 1,473,864	\$ 590,371	\$ 551,033	\$ 169,315	\$ 17,732	\$ 2,463,685
2005	\$ 1,567,935	\$ 531,141	\$ 571,130	\$ 181,175	\$ 17,534	\$ 2,506,565
2006	\$ 1,630,472	\$ 609,400	\$ 613,757	\$ 184,439	\$ 18,876	\$ 2,688,066
2007	\$ 1,662,959	\$ 661,075	\$ 648,008	\$ 187,400	\$ 18,866	\$ 2,803,508
2008	\$ 1,785,651	\$ 797,941	\$ 697,699	\$ 194,849	\$ 15,760	\$ 3,102,202
2020(p)	\$ 1,860,456	\$ 759,646	\$ 837,171	\$ 216,837	\$ 17,661	\$ 3,258,097
2030(p)	\$ 989,879	\$ 989,879	\$ 1,048,789	\$ 269,250	\$ 20,901	\$ 4,070,206

Source: California Department of Finance, Demographic Research Unit; Projections (p): Woods & Poole Economics

Compiled by: Center for Economic Development, California State University, Chico

performance may be driven by factors currently outside the area's influence. A negative adjustment by place of residence typically means that the community is not providing enough opportunities to house people working in the community in terms of price, availability, or quality.

Mendocino County

Approximately 58 percent of the income of Mendocino County residents came from earnings by place of work in 2008, compared to 75 percent in California. Another 26 percent of income in the county came from dividends, interest, and rent, and 22 percent came from transfer payments. In comparison, transfer payments in California made up 13 percent of personal income in the same year.

Earnings by place of work is the total income earned from jobs located in a given county. Based on business tax returns, these earnings can be wages, salary disbursements, other labor income, or proprietor (the owner's) income earned within the county regardless of the employee's place of residence.

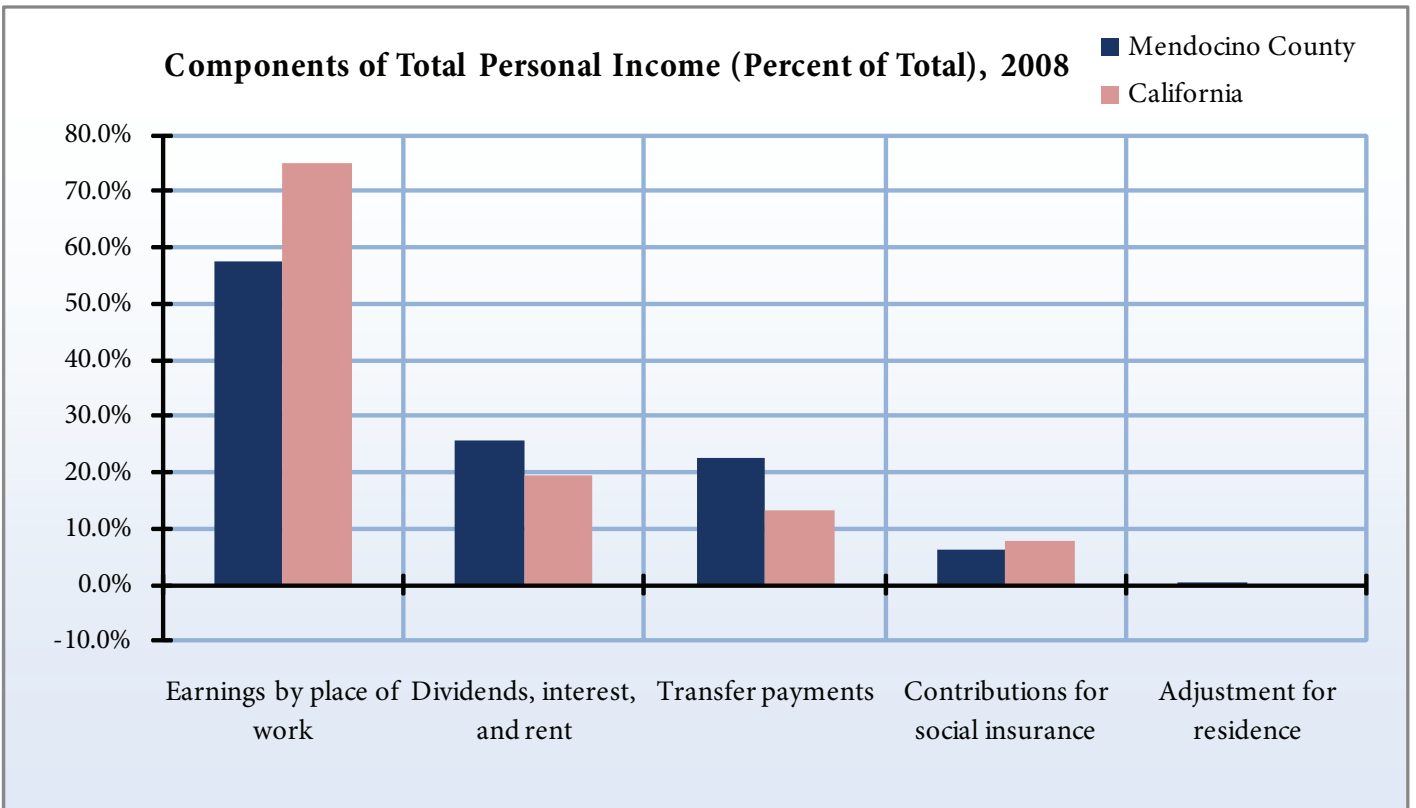
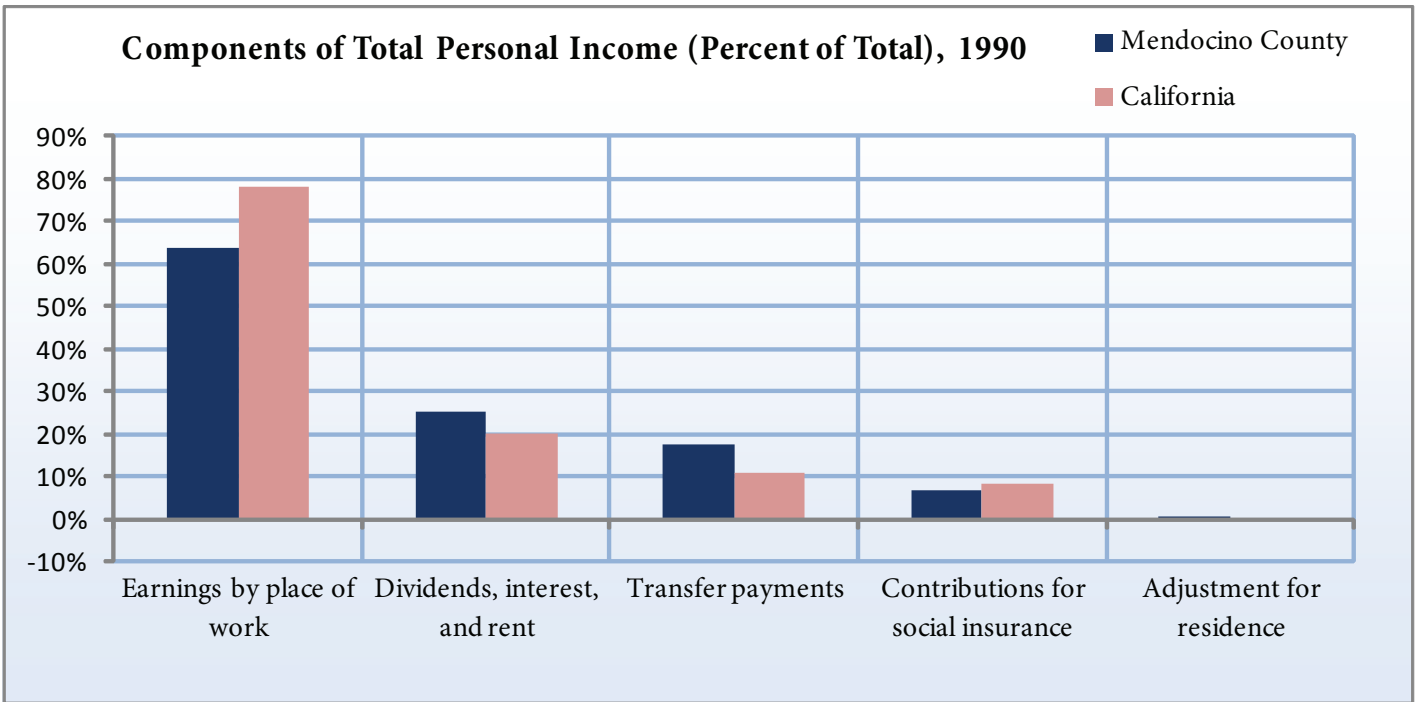
Dividends, interest, and rent are various types of returns on investments. These include payments by corporations, located at home and abroad, to U.S. resident stockholders, as well as monetary and/or imputed interest received by individuals, nonprofit institutions, estates, and trusts. An individual's income from real property rentals and royalties received from patents, copyrights, and rights to natural resources is also included.

Personal contributions for social insurance are a component of earnings, but not a component of income because the income is counted when the social insurance is received as a benefit, such as Social Security payments, rather than when it was earned. In other words, contributions are taken out of a paycheck prior to disbursement. Therefore, as a com-

ponent of personal income, this measure is always negative. These contributions include payments made by employers, employees, the self-employed, and by other individuals to programs. In addition to Social Security, payments include those to the Federal Deposit Insurance Corporation (FDIC) and Medicare.

Adjustment by place of residence is made so that total personal income is an indicator that reveals income by place of residence instead of by place of work. This is helpful when evaluating the economic well-being of people who live and work within the county, not counting commuters. Positive residence adjustments indicate that more people live in the county and work outside the county. Negative residence adjustments indicate that more people work in the county, but live outside of it.

Transfer payments are compensations for work not immediately performed. They include payments made by government and businesses to individuals and nonprofit institutions. Transfer payments include a wide variety of payments that are described in the following indicator.



4.3 Components of Transfer Payments

Overview

Transfer payments are a component of total personal income. They are payments made by the government or a business to an individual or nonprofit institution. The payment cannot be compensation for current work, or else it would be considered earnings. Returns on investments, such as dividends, interest, and rent, are not considered to be transfer payments. Transfer payments can be broken down into the following nine major categories:

Understanding the routes through which transfer payments are being distributed to individuals in the community can further understanding about the structure of the economy. If a greater proportion of payments are from retirement and medical payments, then retirees are a relatively important part of the economy. If the greater proportion is in income maintenance and unemployment insurance payments, then there may be some social issues affecting employment growth within the community.

Components of Transfer Payments (Thousands)

Year	Ret. & disab. Insurance benefit payments	Government Payments to Individuals						Payments to non-profit institutions	Business payments to individuals
		Medical payments	Income maintenance benefit payments	Unemp. Insurance benefit payments	Veterans' benefit payments	Fed. edu. & training assistance payments	Other payments to individuals		
1990	\$ 97,731	\$ 68,076	\$ 41,475	\$ 9,336	\$ 5,720	\$ 1,374	\$ 335	\$ 5,234	\$ 5,685
1991	\$ 107,955	\$ 74,686	\$ 46,333	\$ 15,521	\$ 5,895	\$ 1,224	\$ 485	\$ 6,026	\$ 4,266
1992	\$ 112,911	\$ 102,954	\$ 49,707	\$ 23,983	\$ 6,348	\$ 1,387	\$ 498	\$ 6,431	\$ 3,331
1993	\$ 120,058	\$ 111,096	\$ 51,698	\$ 22,909	\$ 6,448	\$ 1,478	\$ 324	\$ 7,001	\$ 2,448
1994	\$ 121,152	\$ 119,139	\$ 53,337	\$ 14,300	\$ 7,090	\$ 2,057	\$ 549	\$ 7,939	\$ 1,936
1995	\$ 123,951	\$ 125,646	\$ 54,959	\$ 12,913	\$ 7,514	\$ 2,315	\$ 492	\$ 8,523	\$ 3,536
1996	\$ 128,842	\$ 135,477	\$ 57,751	\$ 12,236	\$ 8,445	\$ 2,065	\$ 554	\$ 8,269	\$ 4,709
1997	\$ 132,521	\$ 136,756	\$ 51,864	\$ 11,395	\$ 8,742	\$ 3,118	\$ 738	\$ 8,705	\$ 3,442
1998	\$ 137,258	\$ 147,996	\$ 52,916	\$ 11,529	\$ 10,448	\$ 2,911	\$ 521	\$ 9,022	\$ 5,357
1999	\$ 140,898	\$ 156,724	\$ 58,713	\$ 11,314	\$ 12,419	\$ 2,780	\$ 526	\$ 9,904	\$ 7,152
2000	\$ 148,256	\$ 159,457	\$ 58,209	\$ 10,411	\$ 12,682	\$ 2,411	\$ 466	\$ 9,969	\$ 9,762
2001	\$ 158,202	\$ 191,498	\$ 57,661	\$ 13,440	\$ 14,352	\$ 2,521	\$ 747	\$ 10,948	\$ 10,903
2002	\$ 166,587	\$ 201,524	\$ 62,158	\$ 24,736	\$ 15,804	\$ 2,563	\$ 468	\$ 12,389	\$ 8,234
2003	\$ 173,633	\$ 218,464	\$ 66,472	\$ 24,279	\$ 17,747	\$ 2,453	\$ 319	\$ 13,176	\$ 7,169
2004	\$ 182,491	\$ 239,862	\$ 71,152	\$ 16,970	\$ 19,836	\$ 2,906	\$ 285	\$ 14,202	\$ 3,329
2005	\$ 190,988	\$ 248,550	\$ 73,543	\$ 14,991	\$ 20,585	\$ 3,264	\$ 732	\$ 15,339	\$ 3,138
2006	\$ 201,296	\$ 279,601	\$ 76,127	\$ 14,256	\$ 20,499	\$ 3,331	\$ 474	\$ 15,193	\$ 2,980
2007	\$ 213,080	\$ 294,284	\$ 78,833	\$ 15,737	\$ 21,824	\$ 3,259	\$ 444	\$ 15,488	\$ 5,059

Source: U.S. Department of Commerce, Bureau of Economic Analysis

Compiled by: Center for Economic Development, California State University, Chico

Mendocino County

In Mendocino County, medical payments accounted for the largest portion of transfer payments, at 45.4 percent, in 2007 (30.4 percent statewide). Retirement and disability insurance benefit payments accounted for 32.9 percent (39.1 percent statewide). While medical payments increased 16.4 percent between 1990 and 2007, all other categories of transfer payments in the county experienced between -9 and 1 percent changes during the same time. Total government payments to individuals in Mendocino County accounted for 64 percent of all transfer payments in 2007, equaling the 64 percent across the state.

Retirement and disability insurance benefit payments include the Old Age, Survivors and Disability Insurance (OASDI), commonly known as Social Security, and a variety of other programs, such as federal, state, and local government employee retirement benefits.

Medical payments include Medicare, Medicaid, and the Civilian Health and Medical Plan of the Uniformed Services program (CHAMPUS) payments.

Income maintenance benefit payments include SSI, TANF, CalWORKs, food stamps, and other income supplements.

Unemployment insurance benefit payments include state, federal, veteran, and other unemployment compensation.

Veteran benefit payments include veteran pensions, life insurance, educational assistance, and other payments to veterans and their survivors.

Federal education and training assistance payments include payments to nonveterans in the form of fellowships, loan interest subsidies, educational grants, and Job Corps payments.

Other payments to individuals include Indian affairs payments, compensation to survivors of fallen public safety officers and victims of crime or disaster, compensation for Japanese internment, and other special payments to individuals.

Payments to nonprofit institutions consist of the payments made by the federal government, state governments, local governments, and businesses to nonprofit organizations that serve individuals. These payments exclude federal government payments for work under research and development contracts.

Business payments to individuals include any payments to nonemployees and consist largely of personal injury liability payments to individuals.

4.4 Per Capita Income

Overview

Per capita income is calculated by the Bureau of Economic Analysis using its total personal income and the Census Bureau's population estimates. It is defined as total personal income divided by total population. It is one of the primary measures of economic well-being in

a community. Changes in per capita income can indicate trends in a county's standard of living, or the availability of resources to an individual, family, or society. Per capita income tends to follow the business cycle, rising during expansions and falling during contractions.

It is important to evaluate per capita income growth against inflation. Growth in excess of the inflation rate indicates real per capita income growth. If growth is less than the rate of inflation then real per capita income levels are falling.

It is also important to evaluate relative per capita income with cost of living differentials. This comparison is reflected in the inflation-adjusted figures seen here.

Mendocino County

The per capita income in Mendocino County in 2008 was \$34,560 or 10.3 percent more than the previous year. When adjusted for inflation, this increase was 6.3 percent in the same year. Adjusted per capita income is expected to rise to \$35,212 by 2020. Typically, the per capita income of Mendocino County has matched statewide trends, rising and falling with the California average.

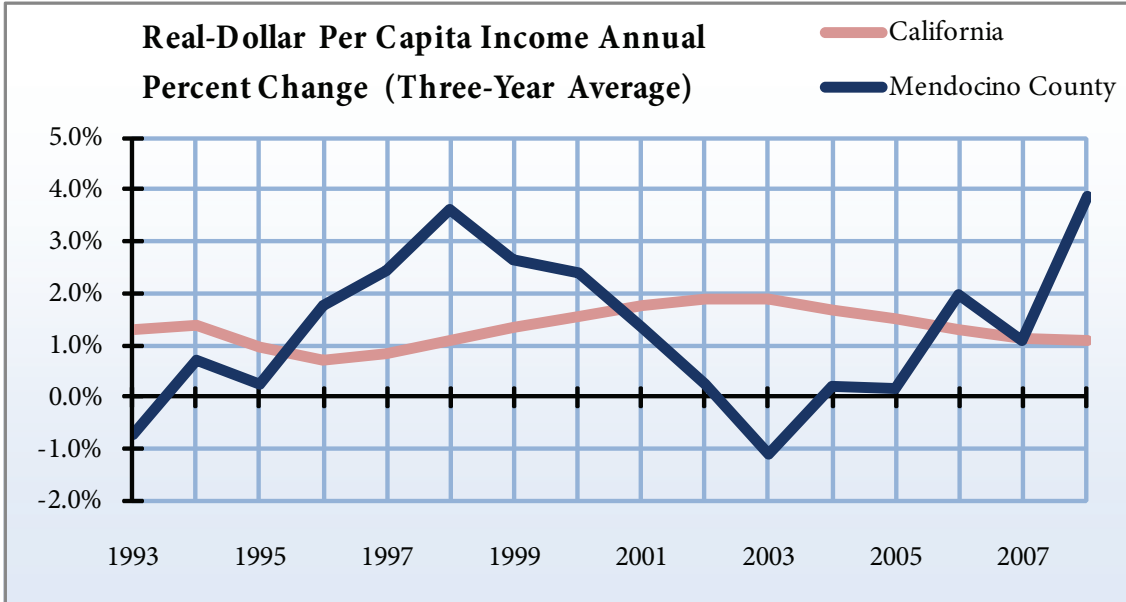
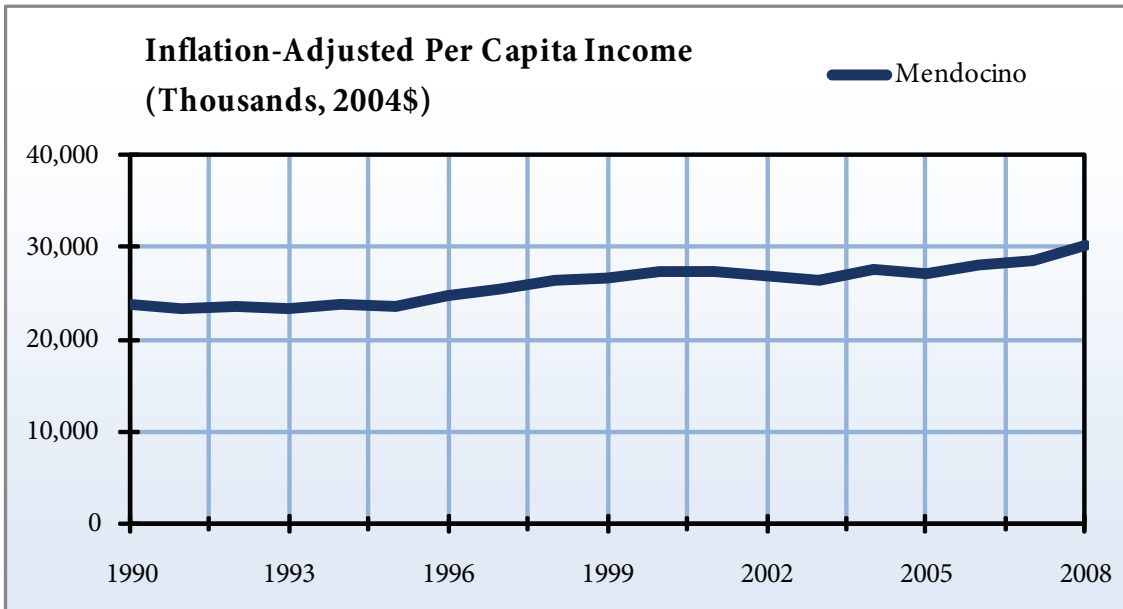
Per Capita Income

Year	Real-dollar per capita income (thousands)	1-year change	Inflation-adjusted per capita income (thousands, 2004\$)	1-year change
1990	\$ 16,567	n/a	\$ 23,944	n/a
1991	\$ 16,765	1.2 %	\$ 23,252	- 2.9 %
1992	\$ 17,449	4.1 %	\$ 23,493	1.0 %
1993	\$ 17,929	2.8 %	\$ 23,438	- 0.2 %
1994	\$ 18,642	4.0 %	\$ 23,762	1.4 %
1995	\$ 19,106	2.5 %	\$ 23,682	- 0.3 %
1996	\$ 20,527	7.4 %	\$ 24,714	4.4 %
1997	\$ 21,698	5.7 %	\$ 25,538	3.3 %
1998	\$ 22,723	4.7 %	\$ 26,334	3.1 %
1999	\$ 23,562	3.7 %	\$ 26,716	1.5 %
2000	\$ 24,982	6.0 %	\$ 27,405	2.6 %
2001	\$ 25,705	2.9 %	\$ 27,418	0.0 %
2002	\$ 25,645	- 0.2 %	\$ 26,928	- 1.8 %
2003	\$ 25,829	0.7 %	\$ 26,517	- 1.5 %
2004	\$ 27,602	6.9 %	\$ 27,602	4.1 %
2005	\$ 27,976	1.4 %	\$ 27,059	- 2.0 %
2006	\$ 30,009	7.3 %	\$ 28,119	3.9 %
2007	\$ 31,320	4.4 %	\$ 28,534	1.5 %
2008	\$ 34,560	10.3 %	\$ 30,321	6.3 %
2020(p)	n/a	n/a	\$ 35,212	n/a
2030(p)	n/a	n/a	\$ 41,443	n/a

Source: California Department of Finance, Demographic Research Unit;

Projections (p): Woods & Poole Economics

Compiled by: Center for Economic Development, California State University, Chico



4.5 Median Household Income

Overview

Median household income is the income level at which half of the area's households earn more and the other half earn less. It can be conceptualized as the income midpoint. It is measured every ten years and estimated annually by the U.S. Census Bureau.

Median household income is a better measure of average income than per capita income when evaluating income growth among all economic classes. Changes in per capita income may be driven by growth increases in the high income ranges only, whereas growth in median household income indicates expansion across the full range of incomes.

Mendocino County

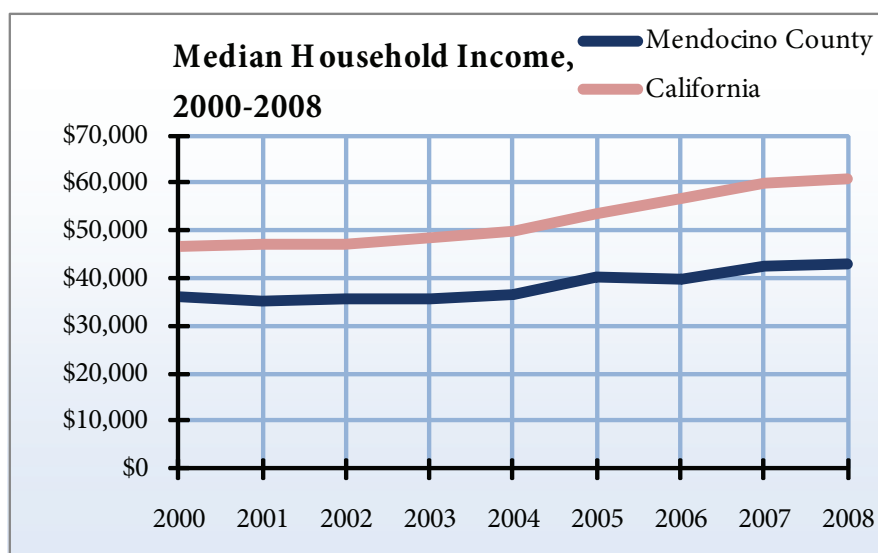
The total median household income in Mendocino County in 2008 was \$43,134, compared to \$61,017 in California in the same year.

Median Household Income (Nominal)

Year	County	California
2000	\$ 36,240	\$ 46,836
2001	\$ 35,199	\$ 47,064
2002	\$ 35,644	\$ 47,323
2003	\$ 35,869	\$ 48,440
2004	\$ 36,624	\$ 49,894
2005	\$ 40,149	\$ 53,627
2006	\$ 39,847	\$ 56,646
2007	\$ 42,329	\$ 59,928
2008	\$ 43,134	\$ 61,017

Source: U.S. Department of Commerce, Bureau of the Census

Compiled by: Center for Economic Development, California State University, Chico



4.6 Poverty Rate

Overview

Poverty is a situation where people do not earn enough income to achieve a basic standard of living considered acceptable by society. Measurement of poverty is challenging in general because an assumption must be made about the standard of living society considers acceptable. The U.S. Census Bureau measures poverty as that level of income where a household is able to live in a community with an average cost of living and spend no more than 30 percent of their income on basic food items and 35 percent on basic housing. This measure is controversial because of disagreements over the assumed standard of living and the higher average cost of living in some areas, especially in California.

Poverty status is defined for each household; either everyone or no one in the household is in poverty. The characteristics of the household used to determine poverty status are: number of people, number of related children under 18, and whether the primary householder is over age 65. If a family's total income is less than the poverty threshold, then that family is considered to be impoverished. The poverty thresholds do not change geographically, but they are updated annually for inflation using Consumer Price Index (CPI-U). The official poverty definition includes money income before taxes and does not include capital gains or noncash benefits, such as public housing, Medi-Cal, or food stamps.

Poverty is not defined for people in military barracks, institutional group quarters (such as prisons or nursing homes), or for unrelated individuals under the age of 15, such as foster children.

A high poverty rate in an area can indicate social issues within the community. It may also indicate a scarcity of available employment. The poverty rate also affects such indicators as educational attainment and cost of living.

Mendocino County

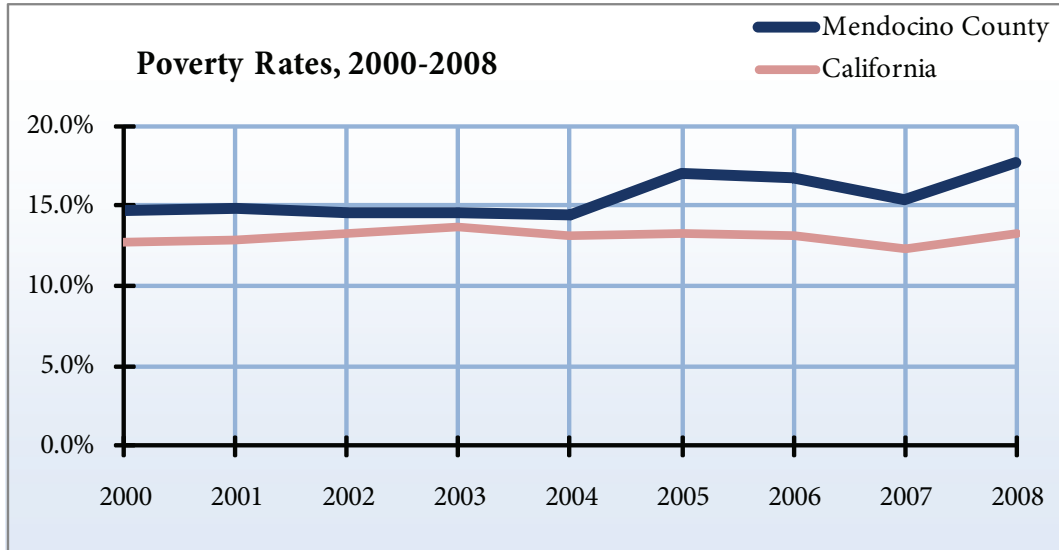
The average poverty rate in Mendocino County in 2000 was 14.7 percent, 2 percent above the statewide average of 12.7 percent. In 2008, the poverty rate had increased to 17.7 percent, a much larger increase than the state which has a 13.3 percent poverty rate.

Poverty Rates

Year	County	California
2000	14.7 %	12.7 %
2001	14.9 %	12.9 %
2002	14.6 %	13.3 %
2003	14.6 %	13.7 %
2004	14.4 %	13.2 %
2005	17.0 %	13.3 %
2006	16.8 %	13.1 %
2007	15.4 %	12.4 %
2008	17.7 %	13.3 %

Source: U.S. Department of Commerce, Bureau of the Census

Compiled by: Center for Economic Development, California State University, Chico



4.7 Business Taxable Sales

Overview

The taxable sales indicator is the value of all transactions subject to sales and use tax in California. Collected and published by the California Board of Equalization, sales and use taxes are imposed on the sale and use of tangible personal property. Total taxable sales do not necessarily reflect the gross sales of retail businesses because not all transactions are subject to sales and use tax, including nonprepared food items, prescription medicines, and services, whether or not the service is tied to the sale of a taxed product.

Taxable sales generate a substantial amount of income for local and state governments; however, rather than reflecting the revenue earned by a local government, taxable sales act as a gauge for consumer spending and local economic performance. Compared with total population, this is a helpful indicator for retail businesses to measure the potential for sales volume in a certain

area. Changes in taxable sales are a measure of changes in both local government revenue and the economic health of the area.

NOTE: There is a lag time of one year and one quarter in the availability of the following data.

Mendocino County

In 2008, total taxable sales in Mendocino County were just over \$1.2 billion, and retail sales made up 74.5 percent of that total. In comparison, retail sales made up 67 percent of total taxable sales in California. The city of Ukiah brought in nearly \$399.3 million in total taxable sales, or 32 percent of the county total. Total taxable sales increased 63 percent in Ukiah between 1998 and 2008, and 53 percent in Mendocino County. As the following figures show, Mendocino County's total taxable sales have been similar to statewide trends in the last decade.

Total Taxable Retail Sales and Total Taxable Sales (Thousands)

Year	Taxable retail sales	Total taxable sales
1997	\$ 555,625	\$ 786,569
1998	\$ 581,237	\$ 815,983
1999	\$ 644,055	\$ 896,221
2000	\$ 705,365	\$ 982,128
2001	\$ 720,407	\$ 1,006,273
2002	\$ 758,790	\$ 1,040,646
2003	\$ 788,924	\$ 1,064,891
2004	\$ 836,934	\$ 1,130,368
2005	\$ 877,344	\$ 1,186,691
2006	\$ 924,965	\$ 1,247,548
2007	\$ 955,204	\$ 1,286,361
2008	\$ 931,392	\$ 1,250,959

Source: California Board of Equalization

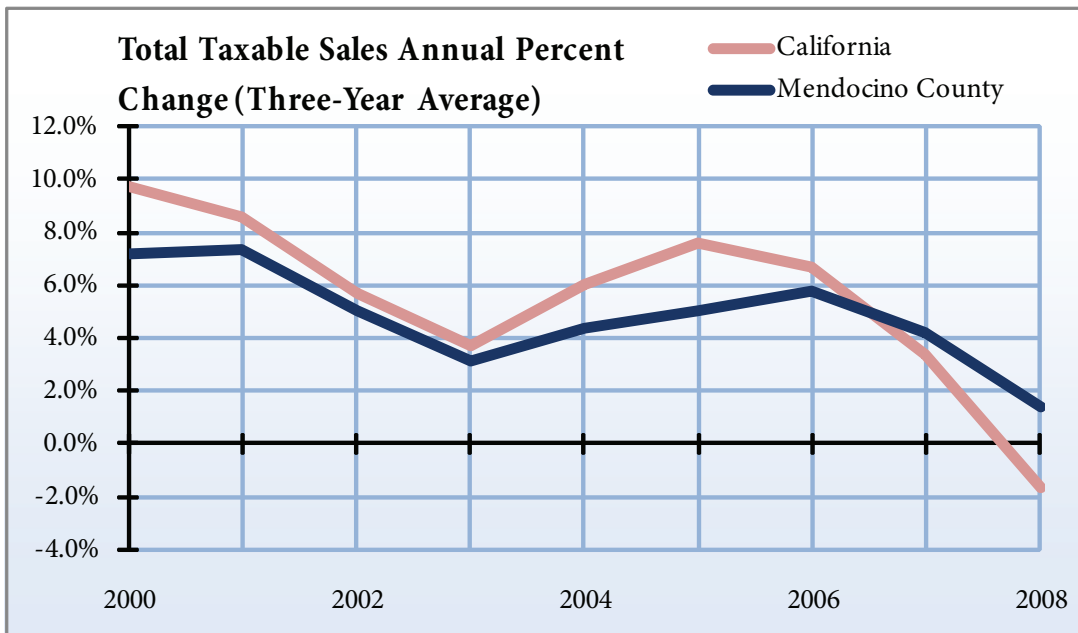
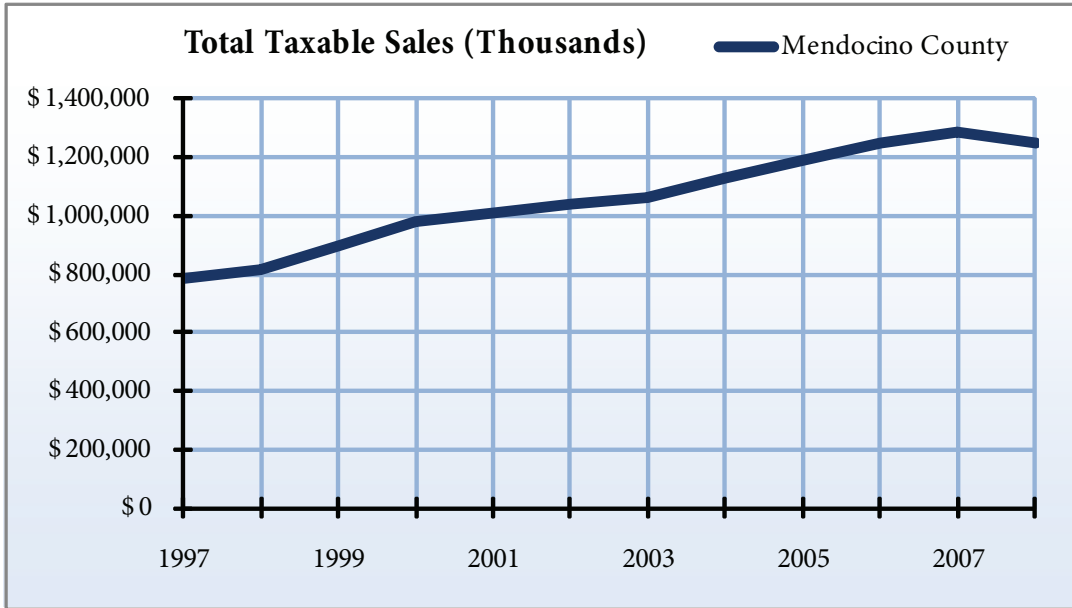
Compiled by: Center for Economic Development,
California State University, Chico

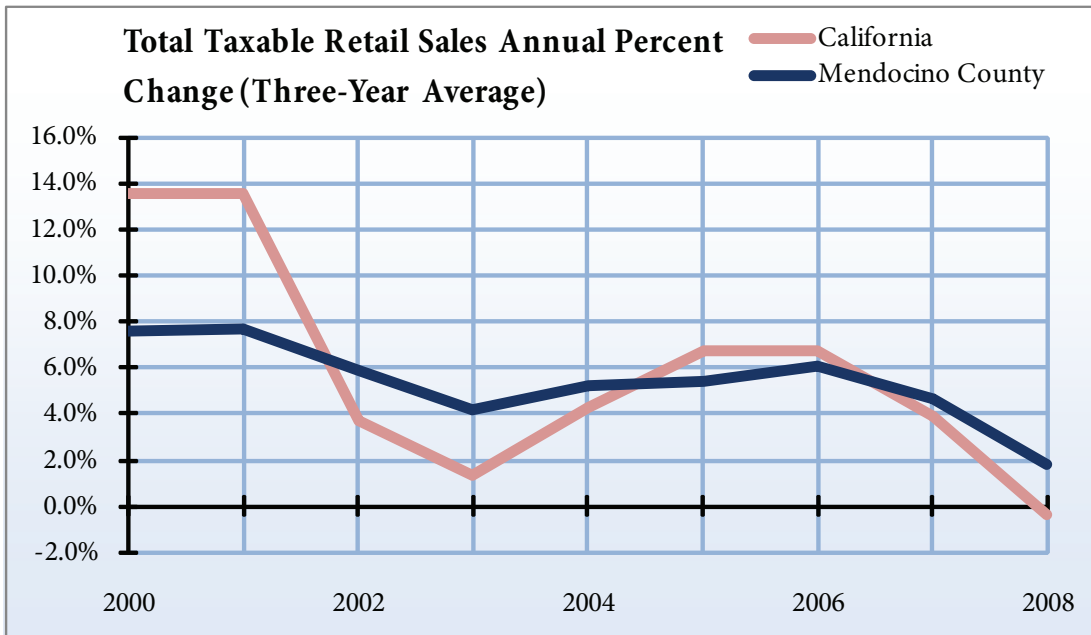
Total Taxable Sales (Thousands)

Year	Fort Bragg	Point Arena	Ukiah	Willits
1997	\$ 112,148	\$ 3,707	\$ 244,659	\$ 73,583
1998	\$ 112,577	\$ 3,986	\$ 255,789	\$ 70,281
1999	\$ 127,302	\$ 4,543	\$ 278,820	\$ 77,352
2000	\$ 132,443	\$ 5,431	\$ 299,073	\$ 84,609
2001	\$ 137,766	\$ 5,068	\$ 322,678	\$ 85,696
2002	\$ 137,387	\$ 4,563	\$ 337,094	\$ 85,934
2003	\$ 141,474	\$ 4,199	\$ 346,531	\$ 92,263
2004	\$ 159,382	\$ 3,925	\$ 377,610	\$ 100,110
2005	\$ 160,647	\$ 3,387	\$ 398,520	\$ 112,592
2006	\$ 158,460	\$ 3,469	\$ 416,568	\$ 127,239
2007	\$ 157,862	\$ 4,254	\$ 415,564	\$ 139,861
2008	\$ 152,659	\$ 4,536	\$ 399,255	\$ 133,821

Source: California Board of Equalization

Compiled by: Center for Economic Development, California State University,





4.8 Earnings by Industry

Overview

Earnings by industry is the total personal earnings from jobs in individual industries. It is not equivalent to the total revenue a business generates. The total earnings of an industry are calculated by taking the sum of three components: wage and salary disbursements, supplements to wages and salaries, and proprietor income.

Earnings by industry serves as a proxy and allows comparisons between industries or geographic areas because sales by industry are not reliably available at the county level.

Growth in earnings by industry can provide some insight into the relative competitiveness of an industry in a local economy, as well as which industries have the potential for expansion. For example, if the proportion of an industry's earnings is higher than in the state, then there is likely a competitive advantage to that industry's

location in the county. Locations where an industry has a competitive advantage and/or has been growing rapidly in the past may have greater potential for expansion in the near future.

NOTE: (D) Figure not shown to avoid disclosure of confidential information, but the estimates for this item are included in the totals.

Mendocino County

According to the 2008 disclosed data, the government and government enterprises sector earned over \$426 million, the largest reported total in Mendocino County. The farms sector and the retail trade sector earned totals of over \$354 million and over \$213 million, respectively, in the same year.

See the following figures on earnings by industry from 2001 to 2008.

Earnings by Industry (Millions)

Industry	2001	2002	2003	2004	2005	2006	2007	2008
Farm	\$ 236	\$ 236	\$ 245	\$ 268	\$ 296	\$ 309	\$ 289	\$ 354
Forestry, fishing, related activities, and other	\$ 0	\$ 0	\$ 0	\$ 0	\$ 59	\$ 64	\$ 65	\$ 59
Mining	\$ 0	\$ 0	\$ 0	\$ 0	\$ 3	\$ 4	\$ 5	\$ 4
Utilities	\$ 10	\$ 11	\$ 13	\$ 14	\$ 13	\$ 14	\$ 16	\$ 24
Construction	\$ 111	\$ 119	\$ 126	\$ 134	\$ 148	\$ 160	\$ 144	\$ 137
Manufacturing	\$ 169	\$ 172	\$ 147	\$ 144	\$ 143	\$ 152	\$ 149	\$ 140
Wholesale trade	\$ 27	\$ 29	\$ 30	\$ 32	\$ 45	\$ 49	\$ 50	\$ 56
Retail trade	\$ 153	\$ 158	\$ 161	\$ 172	\$ 183	\$ 184	\$ 188	\$ 213
Transportation and warehousing	\$ 33	\$ 33	\$ 32	\$ 35	\$ 36	\$ 38	\$ 39	\$ 39
Information	\$ 24	\$ 18	\$ 20	\$ 24	\$ 24	\$ 22	\$ 21	\$ 22
Finance and insurance	\$ 30	\$ 32	\$ 35	\$ 36	\$ 38	\$ 43	\$ 45	\$ 54
Real estate and rental and leasing	\$ 34	\$ 36	\$ 39	\$ 42	\$ 46	\$ 43	\$ 39	\$ 34
Professional, scientific, and technical services	\$ 60	\$ 60	\$ 59	\$ 62	\$ 67	\$ 74	\$ 79	\$ 83
Management of companies and enterprises	\$ 10	\$ 9	\$ 9	\$ 9	\$ 10	\$ 11	\$ 11	\$ 13
Administrative and waste services	\$ 36	\$ 39	\$ 40	\$ 44	\$ 44	\$ 46	\$ 47	\$ 51
Educational services	\$ 4	\$ 5	\$ 5	\$ 6	\$ 7	\$ 8	\$ 9	\$ 11
Health care and social assistance	\$ 128	\$ 145	\$ 155	\$ 168	\$ 180	\$ 177	\$ 190	\$ 208
Arts, entertainment, and recreation	\$ 11	\$ 12	\$ 10	\$ 10	\$ 11	\$ 11	\$ 10	\$ 12
Accommodation and food services	\$ 63	\$ 67	\$ 69	\$ 73	\$ 76	\$ 80	\$ 82	\$ 90
Other services, except public administration	\$ 47	\$ 51	\$ 54	\$ 54	\$ 57	\$ 58	\$ 60	\$ 107
Government and government enterprises	\$ 292	\$ 319	\$ 336	\$ 343	\$ 366	\$ 377	\$ 402	\$ 426
*Value of withheld "(D)" employment	\$ 761	\$ 704	\$ 705	\$ 794	\$ 656	\$ 763	\$ 863	\$ 965
Total Earnings	\$ 2,239	\$ 2,255	\$ 2,290	\$ 2,464	\$ 2,507	\$ 2,688	\$ 2,804	\$ 3,102

Source: U.S. Department of Commerce, Bureau of Economic Analysis

*In 2001, the Standard Industrial Classification (SIC) System was converted to the North American Industrial Classification System (NAICS).

Therefore, past data may not be comparable to that for 2001 and forward

5. Agriculture

In certain areas of Northern California, agricultural production constitutes a significant portion of the economic base. The relative importance of agricultural production in an area affects the volatility of the local economy and determines what businesses are successful. Areas particularly dependent on a few agricultural crops can experience considerable instability in their economic performance as commodity prices fluctuate. In addition, seasonal unemployment is more pervasive in economies with a large agricultural sector, raising the average annual unemployment rate.

Mendocino County depends on the production of wine grapes as one of its staple agricultural commodities, and they are the primary cash crop in the area. Not only are more grapes harvested each year than any other crop, they also fetch one of the highest prices in the market. The high value and abundant quantity of grapevines in Mendocino County have accounted for a significant portion of the county's agricultural economy and overall financial stability. The prevalence of fine wineries in the area has also led to increased tourism, as described in section eight. Other important crops include Bartlett pears, apples, and various types of cattle.

All information for this section was collected from the California Agricultural Statistics Service. It should be noted that the California Agricultural Statistics Service compiles data from each county's agricultural commissioner, who in turn collects data from farmers. In some cases, crops are classified under varying titles from year to year and deadlines are not always met for reporting information; therefore, some discrepancies exist in historical data and no crop specific historical data was analyzed in this section.

In this section:

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5.1 Harvested Acreage

Overview

Total harvested acreage is the amount of land that is harvested for agricultural products in a given year. This includes field crops, vegetable crops, seed crops, with pasture and rangeland included. Harvested acreage can fluctuate due to flooding, severe storms, fields that are left fallow for a season, government programs and regulations, pest control, and other factors. The county agricultural commissioner collects this data and reports it to the California Department of Food and Agriculture.

A decline in agricultural land availability may indicate urban expansion, a permanent removal of land from the production cycle. In some cases, crop types such as vines and orchards must grow for three to four years before being harvested, creating a cyclical pattern in harvested acreage. Therefore, evaluation of long-term patterns is more revealing than year-to-year comparisons.

NOTE: Estimates of harvested acreage can fluctuate primarily due to fluctuations in range pasture acreage.

Top Crops Harvested Acreage

Crop	2008	Percent of
		Total
Pasture, Forage, Misc.	365,000	49.0 %
Pasture Range	355,000	47.6 %
Grapes Wine	16,400	2.2 %
Pasture, Irrigated	6,000	0.8 %
Pears, Bartlett	1,720	0.2 %
Fruits & Nuts Unspecified	343	0.0 %
Vegetables Unspecified	320	0.0 %
Apples, All	265	0.0 %
Pears, Unspecified	233	0.0 %
Hogs & Pigs, Unspecified	0	0.0 %

Source: California Agricultural Statistics Service
Compiled by: Center for Economic Development, California State University, Chico

age. New county agricultural commissioners sometimes employ different methods for estimating range pasture than their predecessors.

Mendocino County

A total of 745,281 acres of land were harvested in Mendocino County in 2008, which accounted for 33

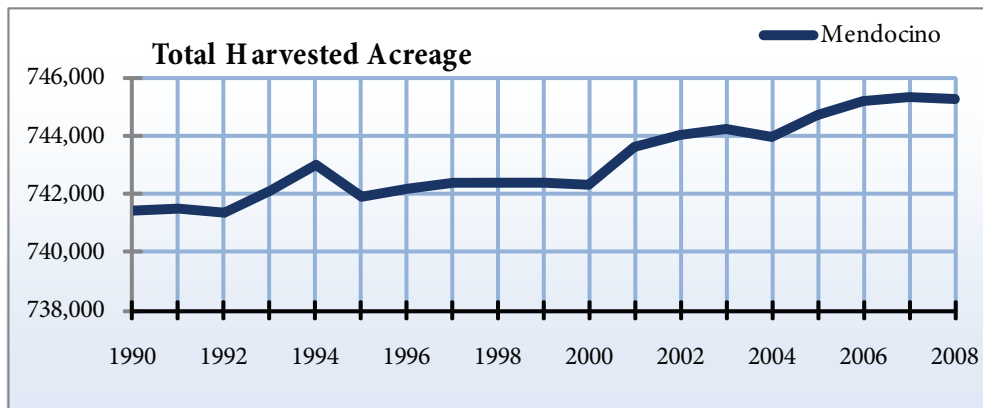
Total Harvested Acreage

Year	Total Acres Harvested	Percent of Total Land Area
1990	741,455	33.0 %
1991	741,532	33.0 %
1992	741,355	33.0 %
1993	742,115	33.0 %
1994	743,003	33.1 %
1995	741,880	33.0 %
1996	742,197	33.0 %
1997	742,397	33.1 %
1998	742,405	33.1 %
1999	742,405	33.1 %
2000	742,301	33.1 %
2001	743,600	33.1 %
2002	744,002	33.1 %
2003	744,254	33.1 %
2004	743,969	33.1 %
2005	744,743	33.2 %
2006	745,188	33.2 %
2007	745,304	33.2 %
2008	745,281	33.2 %

Source: California Agricultural Statistics Service, California Department of Finance
Compiled by: Center for Economic Development, California State University, Chico

percent of the land area in the county.

Wine grapes were the dominant harvested crop in Mendocino County, with nearly 16,400 acres harvested in 2008. Bartlett pears made up the next most abundant harvest, with 1,720 acres in 2008. In addition, 355,000 acres of pasture were used as range and 6,000 acres were irrigated.



5.2 Value of Agricultural Production

Overview

This is the total value of agricultural products produced in the county. The products do not have to be sold to be counted in the value of production. The data on crop production and prices is estimated by the county agricultural commissioner and reported to the California Department of Food and Agriculture. Included are the ten most important crops in the area, classified in terms of gross production value.

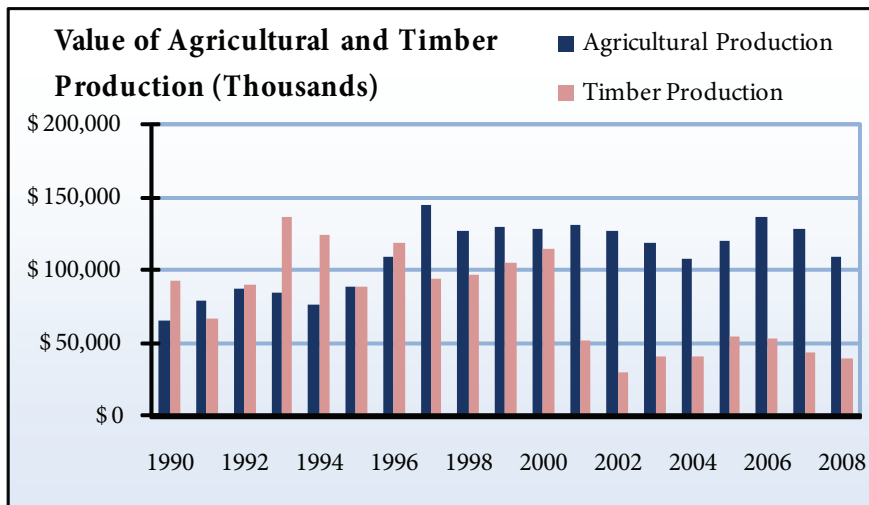
Agricultural production affects many aspects of a county's economy, including jobs, income, and the economic output of related industries. When agricultural production declines, so do purchases from some local businesses. Not all crops have the same impact on local employment and income. Increasing values of agricultural production is generally associated with higher local income.

Mendocino County

Total agricultural production totaled almost \$147.9 million in Mendocino County in 2008. Timber production accounted for 26.5 percent of that production in the same year. Comparatively, timber accounted for

over half of the county's total agricultural production in 1996.

Timber production has become significantly less important to the Mendocino County economy over the past two decades.



Agricultural and Timber Production (Thousands)

Year	Agricultural Production	Timber Production	Timber as a Percent of Total Production	Total Production
1990	\$ 65,887	\$ 92,207	58.3 %	\$ 158,094
1991	\$ 78,589	\$ 66,930	46.0 %	\$ 145,519
1992	\$ 87,925	\$ 90,331	50.7 %	\$ 178,256
1993	\$ 84,356	\$ 135,969	61.7 %	\$ 220,325
1994	\$ 76,103	\$ 124,594	62.1 %	\$ 200,697
1995	\$ 89,220	\$ 88,251	49.7 %	\$ 177,471
1996	\$ 108,973	\$ 118,831	52.2 %	\$ 227,804
1997	\$ 144,409	\$ 94,773	39.6 %	\$ 239,182
1998	\$ 127,674	\$ 96,491	43.0 %	\$ 224,165
1999	\$ 129,133	\$ 105,683	45.0 %	\$ 234,816
2000	\$ 128,572	\$ 114,636	47.1 %	\$ 243,208
2001	\$ 131,755	\$ 52,437	28.5 %	\$ 184,192
2002	\$ 126,953	\$ 29,479	18.8 %	\$ 156,432
2003	\$ 118,617	\$ 40,354	25.4 %	\$ 158,971
2004	\$ 107,410	\$ 40,995	27.6 %	\$ 148,405
2005	\$ 120,034	\$ 53,914	31.0 %	\$ 173,948
2006	\$ 136,814	\$ 53,379	28.1 %	\$ 190,193
2007	\$ 128,116	\$ 43,648	25.4 %	\$ 171,764
2008	\$ 108,741	\$ 39,209	26.5 %	\$ 147,950

*Source: California Agricultural Statistics Service, California Department of
Compiled by: Center for Economic Development, California State University,*

5.3 Top Crops by Value

Overview

This section includes the top ten agricultural products in the county in terms of gross production value. Gross production value is measured for the calendar year and includes what is sold on the market and the portion used on the farm. The information is collected by the County Agricultural Commissioner, who in turn reports the data to the California Department of Food and Agriculture.

High prices and stable prices are important for agricultural producers and the local economy dependent on agriculture. When prices are too low or fluctuate excessively, profitability cannot be guaranteed and local production may weaken.

Mendocino County

The production of wine grapes, the most valuable crop in Mendocino County, generated over \$62 million, and made up 57 percent of the county's total agricultural

value in 2008. This was a increase of 1 percent in value from the year before.

The next most valuable crop in the county in 2008 was Bartlett pears, with a value of over \$11.8 million, or 11 percent of the county's production value. Both wine grapes and Bartlett pears are extremely important to the local economy of the county because their successful harvest contributes to the livelihood of the farming community.

Top Crops by Value, 2008

Crop	Value
Grapes Wine	\$ 62,047,200
Pears, Bartlett	\$ 11,874,800
Cattle & Calves Unspecified	\$ 5,943,000
Milk, Market, Fluid	\$ 5,728,000
Field Crops Unspecified	\$ 4,000,000
Nursery Products Misc.	\$ 3,685,000
Pears, Unspecified	\$ 3,137,900
Livestock Products, Misc.	\$ 2,350,000
Pasture, Forage, Misc.	\$ 2,025,700
Apples, All	\$ 1,900,500

Source: California Agricultural Statistics Service,
California Department of Finance
Compiled by: Center for Economic Development,
California State University, Chico.

5.4 Farm Revenue

Overview

Farm revenue is derived by the U.S. Department of Commerce from annual income tax returns delivered to the Internal Revenue Service. It is a tabulation of income from farms filing taxes in the county.

Farm revenue is what links agricultural production to economic impact in the county. The value of production may not include products sold, or income to local farmers. Production value also does not include government payments or other subsidies that would not be seen in the county if county farms did not exist.

Mendocino County

Total farm revenue exceeded \$140 million in Mendocino County for the second time ever in 2008. Between 1998 and 2008 farm revenue in Mendocino County increased 35 percent. Most revenue comes from crop sales (76 percent) with a portion (about 11 percent) from livestock. Only 1 percent of farm revenue comes from government payments.

Total Farm Revenue (Thousands)

Year	Cash Receipts				Total Revenue
	Cash Receipts from Livestock and Products	Cash Receipts from Crops	Government Payments	Miscellaneous Income	
1990	\$ 13,004	\$ 42,812	\$ 351	\$ 4,797	\$ 60,964
1991	\$ 13,401	\$ 49,187	\$ 253	\$ 5,478	\$ 68,319
1992	\$ 12,790	\$ 58,942	\$ 378	\$ 4,980	\$ 77,090
1993	\$ 17,341	\$ 53,014	\$ 267	\$ 5,657	\$ 76,279
1994	\$ 16,024	\$ 44,710	\$ 677	\$ 4,957	\$ 66,368
1995	\$ 13,240	\$ 54,785	\$ 190	\$ 4,747	\$ 72,962
1996	\$ 14,346	\$ 75,838	\$ 162	\$ 6,024	\$ 96,370
1997	\$ 16,096	\$ 102,539	\$ 118	\$ 6,340	\$ 125,093
1998	\$ 13,347	\$ 84,246	\$ 165	\$ 6,270	\$ 104,028
1999	\$ 10,299	\$ 82,699	\$ 454	\$ 6,901	\$ 100,353
2000	\$ 9,899	\$ 79,982	\$ 360	\$ 5,877	\$ 96,118
2001	\$ 11,655	\$ 80,871	\$ 537	\$ 6,942	\$ 100,005
2002	\$ 9,792	\$ 78,013	\$ 2,356	\$ 6,435	\$ 96,596
2003	\$ 12,063	\$ 74,630	\$ 1,427	\$ 8,501	\$ 96,621
2004	\$ 10,578	\$ 77,560	\$ 791	\$ 10,777	\$ 99,706
2005	\$ 14,667	\$ 77,045	\$ 1,445	\$ 10,655	\$ 103,812
2006	\$ 12,650	\$ 114,815	\$ 914	\$ 14,073	\$ 142,452
2007	\$ 17,264	\$ 107,446	\$ 948	\$ 10,612	\$ 136,270
2008	\$ 16,104	\$ 106,693	\$ 991	\$ 16,661	\$ 140,449

Source: U.S. Department of Commerce, Bureau of Economic Analysis

Compiled by: Center for Economic Development, California State University, Chico.

6. Housing and Real Estate

In this section, we explore issues regarding housing and real estate. This includes how economic activity affects housing and real estate markets and how housing and real estate affect the local economy.

Generally, housing stock keeps pace with population, although in an economy that is intricately linked with those of surrounding counties, growth in housing stock can drive growth in population, rather than population changes the housing stock. Therefore, housing built locally often satisfies a regional demand. However, it is important for a community to allow the construction of housing to meet local demand as well. Not meeting this need can result in rapid increases in home prices. That said, home price increases, and most recently, price declines, are attributable to the housing bubble and its subsequent burst. Currently, home prices are more affordable than they have been in at least a decade.

Non-residential construction and real estate followed a similar, but lagging path. Commercial building was not originally affected by the housing bubble burst, although a lack of residential construction eventually resulted in a severe reduction in commercial construction because the local retail and service market failed to grow as quickly as in the past. Vacancy rates for retail have more than doubled the past few years, while vacancy for office and industrial space has increased significantly as well.

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6.1 Total Housing Units

Overview

Total housing units is the number of single- and multiple-family dwellings, mobile homes, and other dwelling units located within a given jurisdiction. A housing unit may be the permanent residence for a family, a seasonal or second home, or it can be vacant. Occupancy may be by a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements. The number of housing units is estimated annually by the California Department of Finance and the department uses this data to estimate population change (section one).

Growth in the number of housing units typically keeps pace with population growth. A disparity between housing and population growth indicates something about a community. Housing growth without population growth may indicate an increase in the number of second homes in the community. Population growth without housing growth may result in a housing shortage and an increase in home prices, affecting housing affordability (see the housing affordability indicator later in this section) and the overall cost of living.

NOTE: The California Department of Finance uses the decennial census as a base for estimating total housing units. The estimates are produced by adding new construction with annexations and subtracting demolitions from the census benchmark.

Mendocino County

The total number of housing units in Mendocino County reached 39,846 in 2010, an increase of 0.3

percent from the previous year. The number of housing units in the county increased at an average annual rate of 0.8 between 2000 and 2010. Single-family units have increased the most in the county, with a 9 percent increase since 2000, and multiple-family units increased 5 percent in the same time period.

County Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	26,887	4,755	5,295	36,937	n/a
2001	27,063	4,765	5,319	37,147	0.6 %
2002	27,310	4,788	5,351	37,449	0.8 %
2003	27,651	4,883	5,357	37,891	1.2 %
2004	28,008	4,889	5,377	38,274	1.0 %
2005	28,333	4,917	5,409	38,659	1.0 %
2006	28,611	4,950	5,430	38,991	0.9 %
2007	28,872	4,962	5,444	39,278	0.7 %
2008	29,121	4,984	5,458	39,563	0.7 %
2009	29,268	4,990	5,471	39,729	0.4 %
2010	29,376	4,992	5,478	39,846	0.3 %

Source: California Department of Finance, Demographic Research Unit

Created by: Center for Economic Development, California State University, Chico

According to the California Construction Industry Research Board, single-family units include the following:

- Disconnected or detached units that stand apart from other units
- Semi-detached units that are attached to another unit on one side only
- Row houses and townhouses that are separated unit by unit by an unbroken ground-to-roof partition or firewall
- Condominiums are considered single-family units if they include the following:
 - A zero-lot-line or zero-property-line construction (these terms can be used interchangeably referring to a lot that has no side yard but extends to the property line)

-A dividing line that separates two or more lots for the purpose of maintenance, repair, improvements, and reconstruction of the original dwelling

-Each unit is separated by an air space

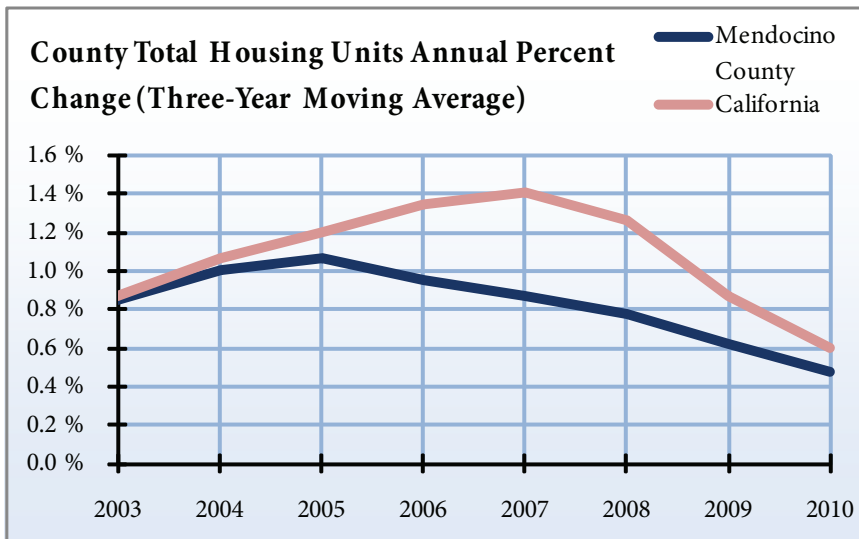
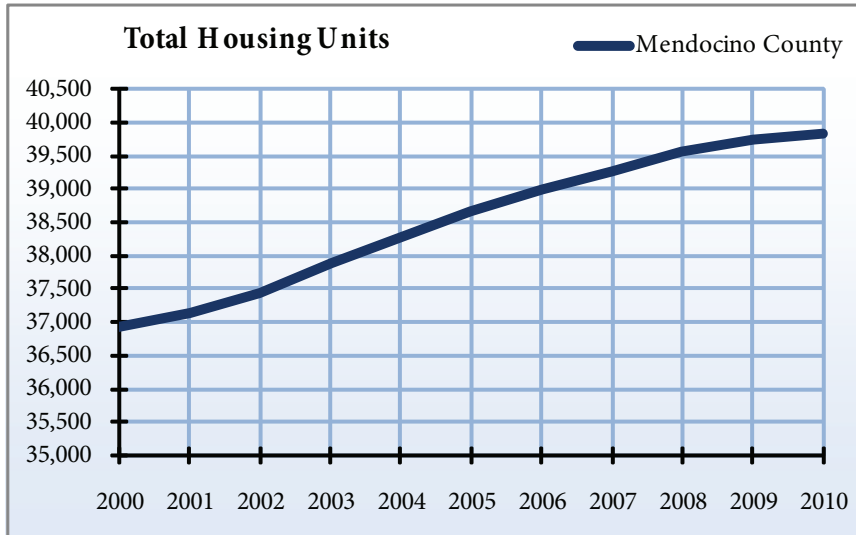
-The units are separated by an unbroken ground-to-roof partition or firewall

Multi-family units include the following:

-Duplexes Three- to four-unit structures

-Apartment structures (with five or more units)

-Condominiums that do not meet the single-family definitions

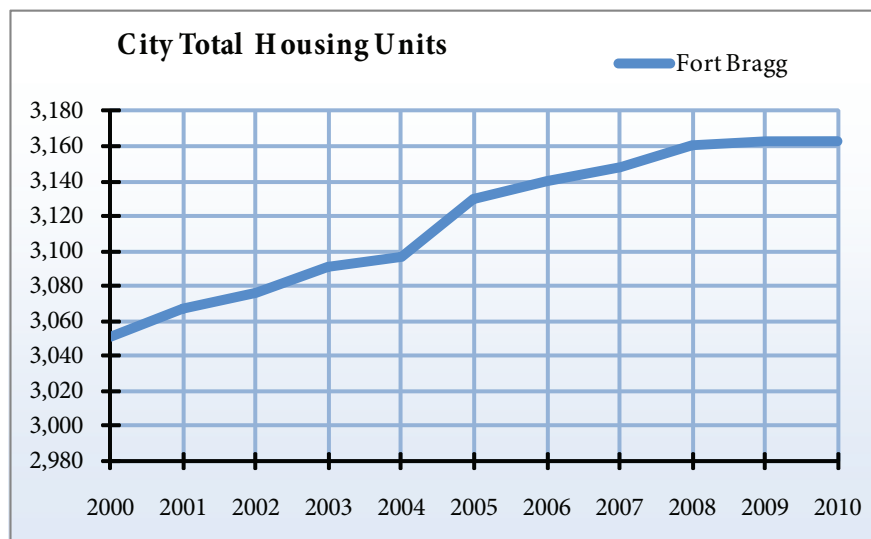


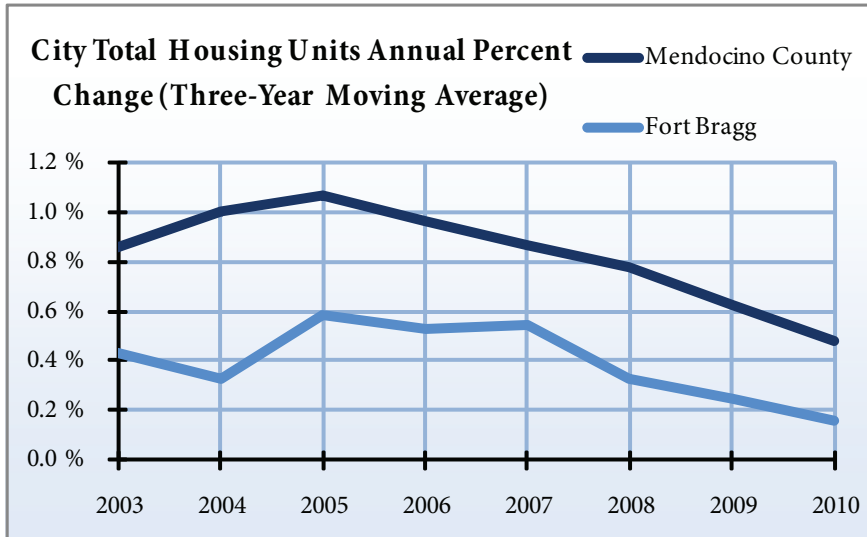
Fort Bragg Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	2,135	771	145	3,051	n/a
2001	2,149	771	147	3,067	0.5 %
2002	2,158	771	147	3,076	0.3 %
2003	2,168	771	152	3,091	0.5 %
2004	2,169	773	155	3,097	0.2 %
2005	2,184	783	163	3,130	1.1 %
2006	2,194	783	163	3,140	0.3 %
2007	2,202	783	163	3,148	0.3 %
2008	2,211	787	163	3,161	0.4 %
2009	2,213	787	163	3,163	0.1 %
2010	2,213	787	163	3,163	0.0 %

Source: California Department of Finance, Demographic Research Unit

Created by: Center for Economic Development, California State University, Chico



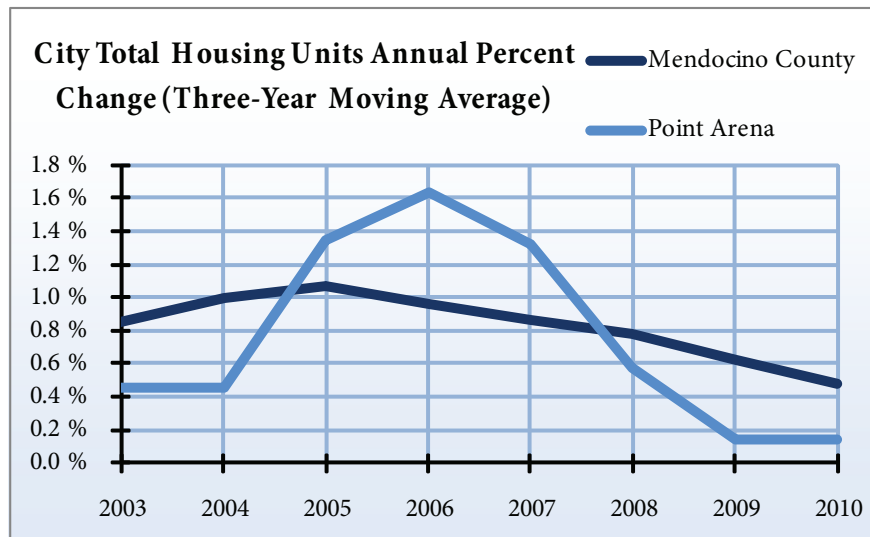
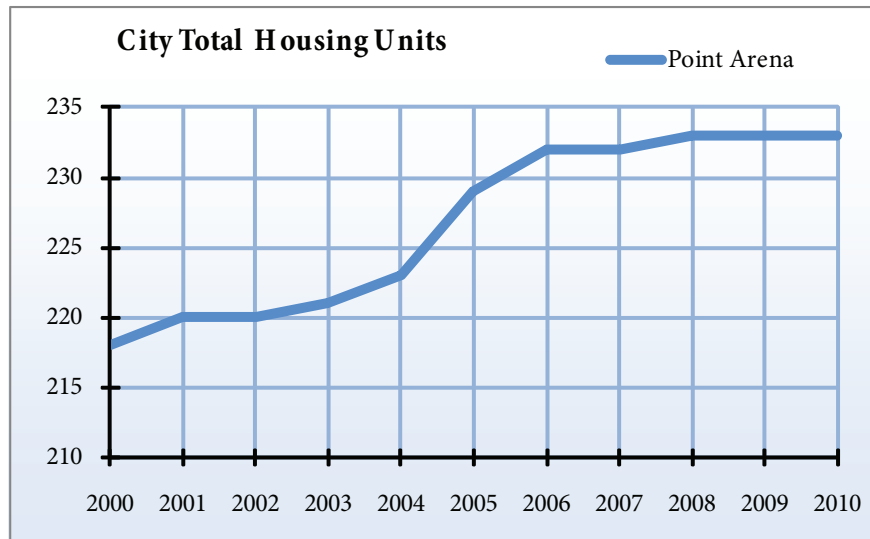


Point Arena Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	141	58	19	218	n/a
2001	143	58	19	220	0.9 %
2002	143	58	19	220	0.0 %
2003	144	58	19	221	0.5 %
2004	146	58	19	223	0.9 %
2005	152	58	19	229	2.7 %
2006	155	58	19	232	1.3 %
2007	155	58	19	232	0.0 %
2008	156	58	19	233	0.4 %
2009	156	58	19	233	0.0 %
2010	156	58	19	233	0.0 %

Source: California Department of Finance, Demographic Research Unit

Created by: Center for Economic Development, California State University, Chico

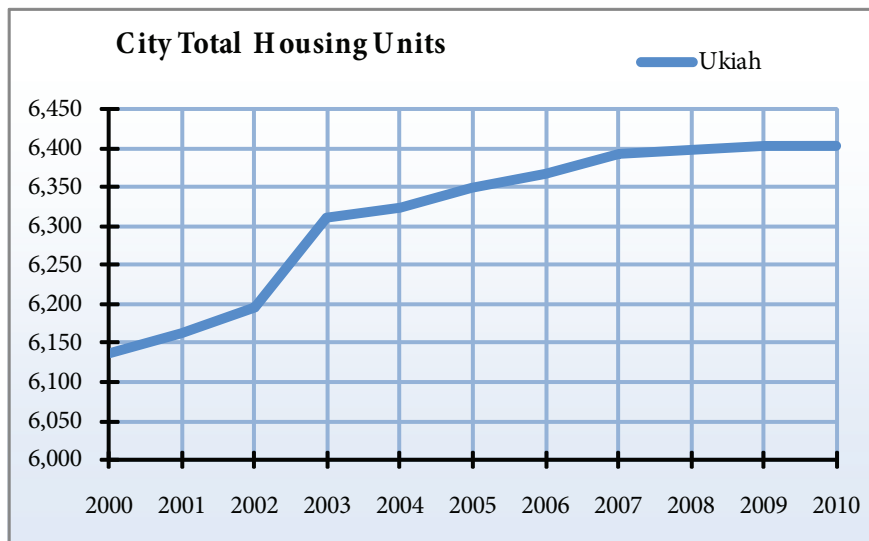


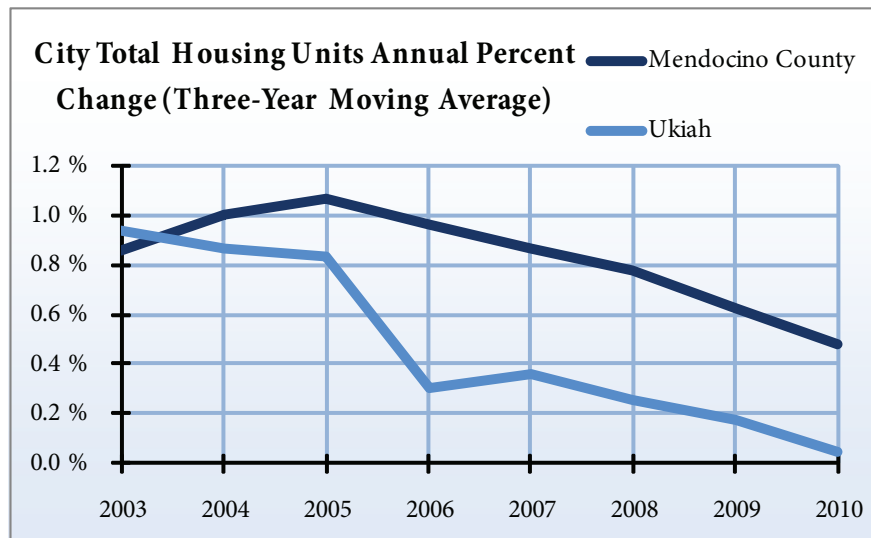
Ukiah Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	3,824	1,851	462	6,137	n/a
2001	3,840	1,861	462	6,163	0.4 %
2002	3,851	1,882	462	6,195	0.5 %
2003	3,863	1,987	462	6,312	1.9 %
2004	3,876	1,987	462	6,325	0.2 %
2005	3,902	1,987	462	6,351	0.4 %
2006	3,907	2,000	462	6,369	0.3 %
2007	3,924	2,008	462	6,394	0.4 %
2008	3,927	2,010	462	6,399	0.1 %
2009	3,929	2,012	462	6,403	0.1 %
2010	3,929	2,012	462	6,403	0.0 %

Source: California Department of Finance, Demographic Research Unit

Created by: Center for Economic Development, California State University, Chico



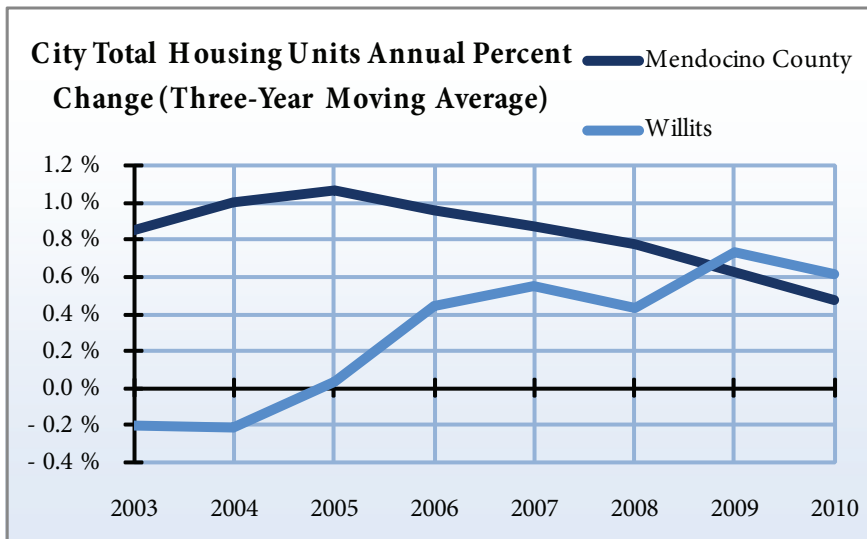
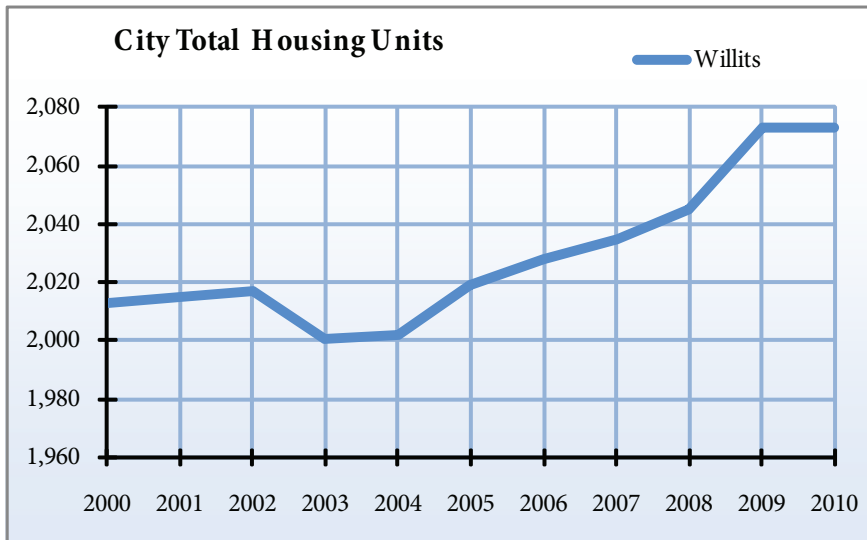


Willits Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	1,269	602	142	2,013	n/a
2001	1,270	602	143	2,015	0.1 %
2002	1,272	602	143	2,017	0.1 %
2003	1,273	584	144	2,001	- 0.8 %
2004	1,272	584	146	2,002	0.0 %
2005	1,275	598	146	2,019	0.8 %
2006	1,275	606	147	2,028	0.4 %
2007	1,276	608	151	2,035	0.3 %
2008	1,280	614	151	2,045	0.5 %
2009	1,303	618	152	2,073	1.4 %
2010	1,303	618	152	2,073	0.0 %

Source: California Department of Finance, Demographic Research Unit

Created by: Center for Economic Development, California State University, Chico



6.2 New Housing Units Authorized by Building Permits

Overview

A building permit is required for all new construction. A permit may allow one or more homes in a subdivision. The number of housing units authorized by building permits is the primary factor used to calculate the changes in total housing units. The data is collected by every city and county, then reported to and disseminated by the California Construction Industry Research Board.

The number of building permits typically indicates building activity in the near future, either during the year the permit was issued or the next. An increase in the number of building permits issued indicates expansion in construction sector activity. That expansion may be a response to any number of factors including falling mortgage interest rates, economic growth, or the expectation of rising housing prices due to housing shortages or speculative activity.

Mendocino County

An average of 288 new housing units were authorized by building permits each year in Mendocino County between 1999 and 2009. During that same time, there was an average annual decrease of 5 percent in new housing permits. In comparison, California saw a 13 percent decrease in housing permits.

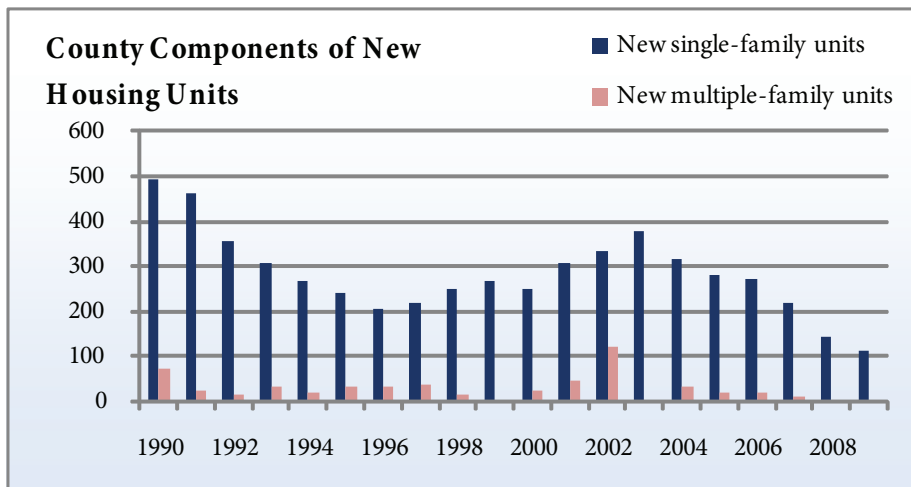
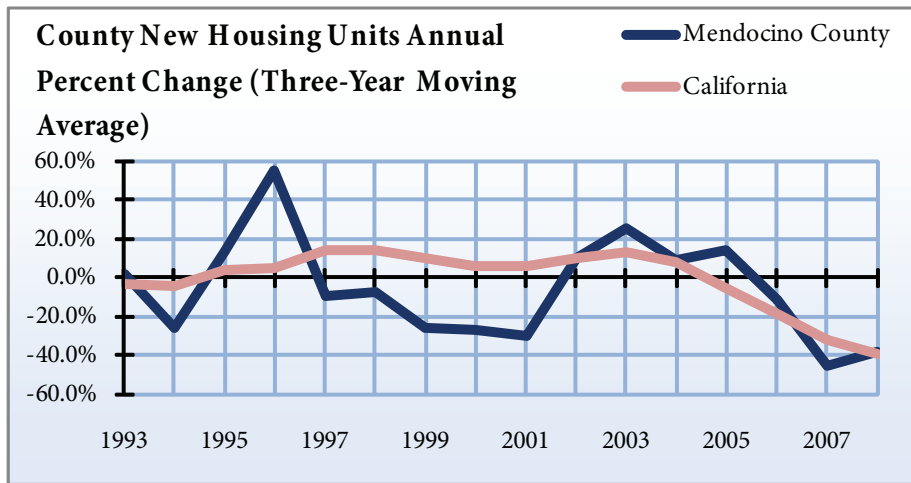
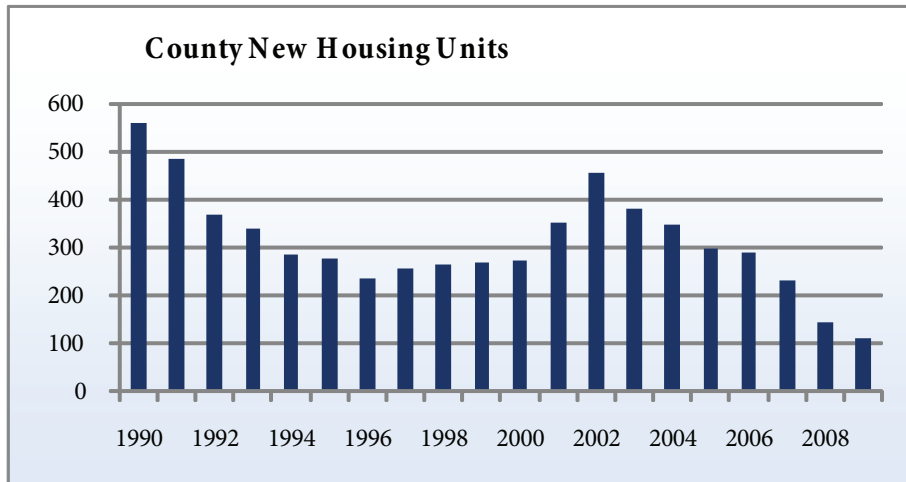
Between 1999 and 2009, there were an average of ten new single-family and one multiple-family unit building permits each year in the city of Fort Bragg.

New Housing Units Authorized by Building Permits, County

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	491	71	562	n/a
1991	462	24	486	- 13.5 %
1992	357	15	372	- 23.5 %
1993	306	33	339	- 8.9 %
1994	266	20	286	- 15.6 %
1995	243	34	277	- 3.1 %
1996	206	32	238	- 14.1 %
1997	221	38	259	8.8 %
1998	250	16	266	2.7 %
1999	268	2	270	1.5 %
2000	250	25	275	1.9 %
2001	308	45	353	28.4 %
2002	335	123	458	29.7 %
2003	378	4	382	- 16.6 %
2004	318	32	350	- 8.4 %
2005	281	19	300	- 14.3 %
2006	273	18	291	- 3.0 %
2007	220	12	232	- 20.3 %
2008	143	2	145	- 37.5 %
2009	112	2	114	- 21.4 %

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico

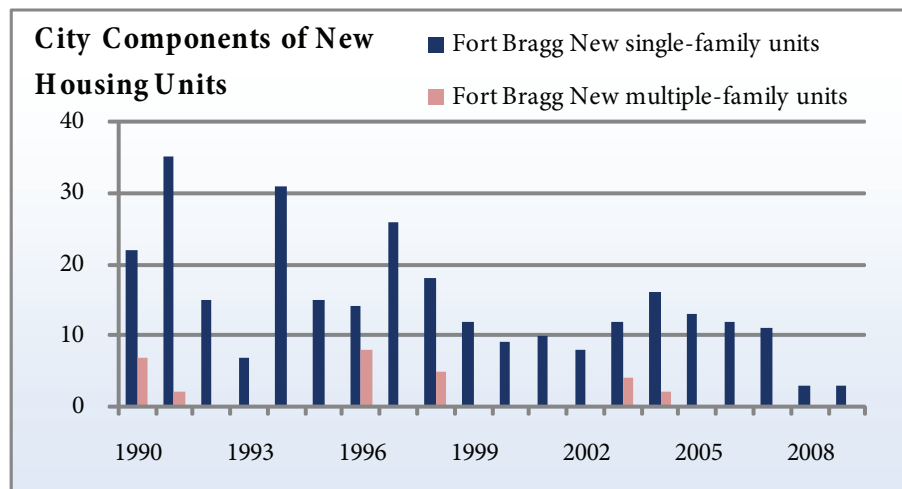
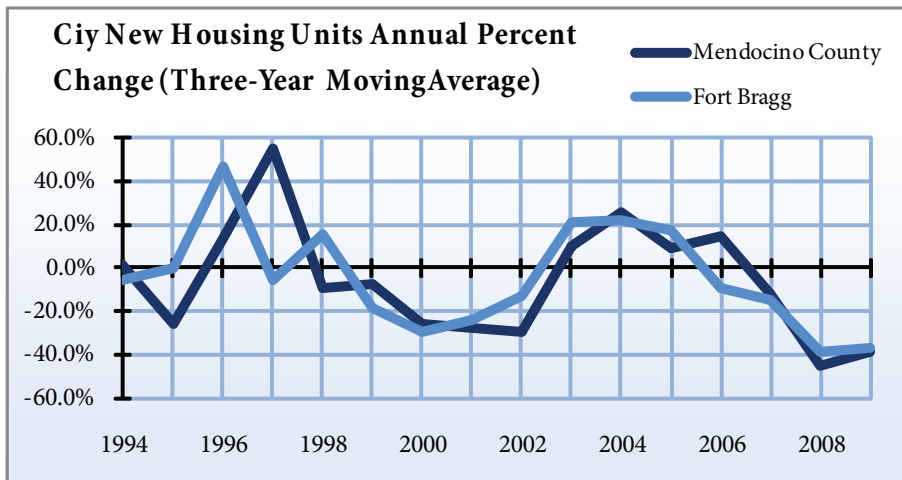
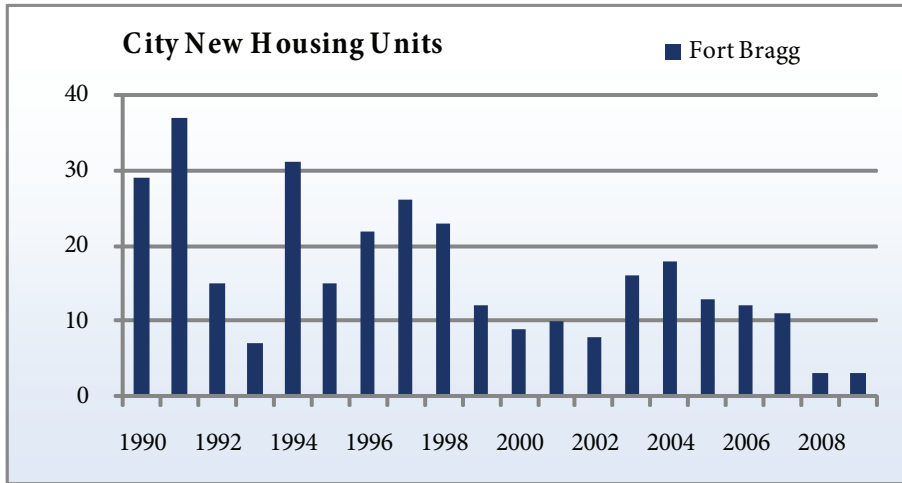


Fort Bragg New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	22	7	29	n/a
1991	35	2	37	27.6 %
1992	15	0	15	- 59.5 %
1993	7	0	7	- 53.3 %
1994	31	0	31	342.9 %
1995	15	0	15	- 51.6 %
1996	14	8	22	46.7 %
1997	26	0	26	18.2 %
1998	18	5	23	- 11.5 %
1999	12	0	12	- 47.8 %
2000	9	0	9	- 25.0 %
2001	10	0	10	11.1 %
2002	8	0	8	- 20.0 %
2003	12	4	16	100.0 %
2004	16	2	18	12.5 %
2005	13	0	13	- 27.8 %
2006	12	0	12	- 7.7 %
2007	11	0	11	- 8.3 %
2008	3	0	3	- 72.7 %
2009	3	0	3	0.0 %

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico

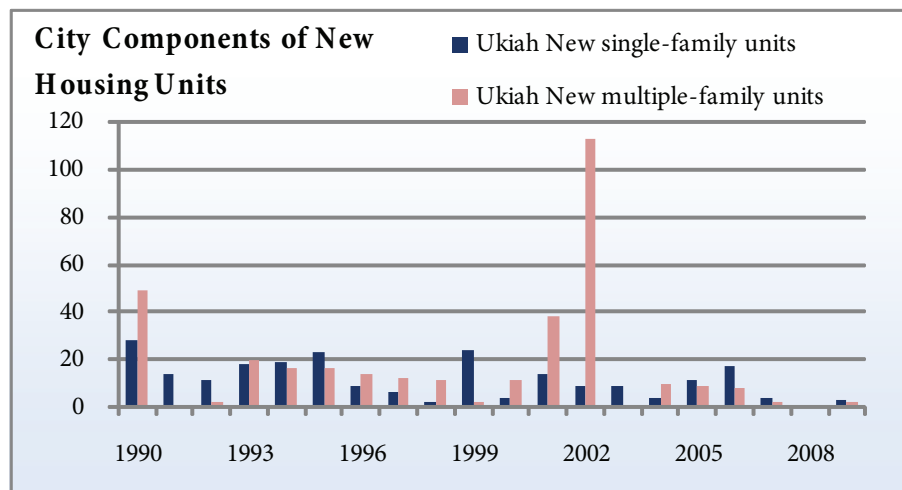
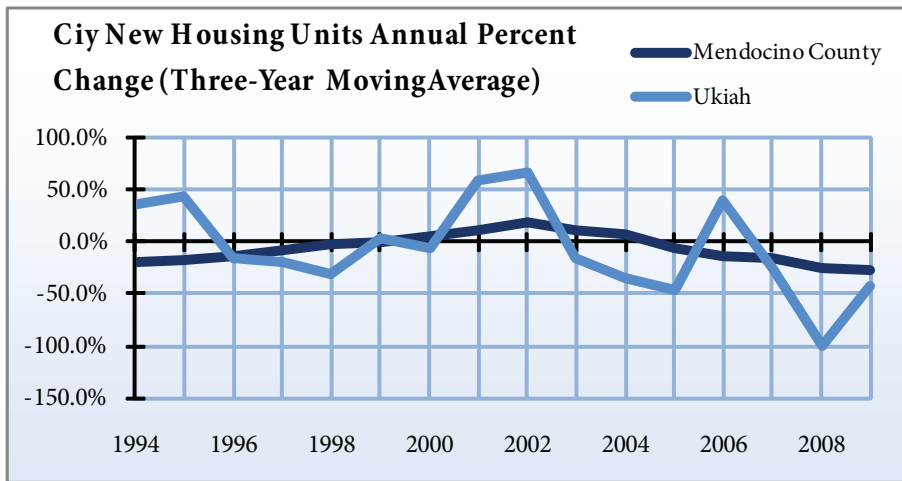
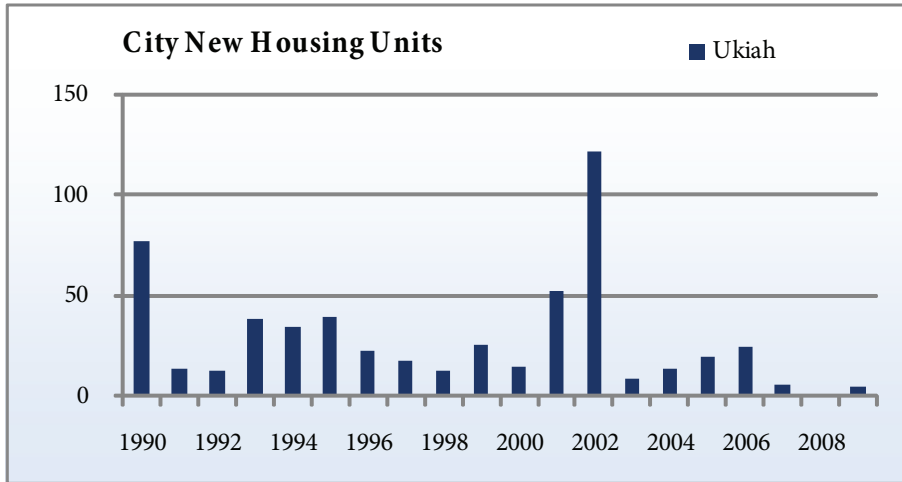


Ukiah New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	28	49	77	n/a
1991	14	0	14	- 81.8 %
1992	11	2	13	- 7.1 %
1993	18	20	38	192.3 %
1994	19	16	35	- 7.9 %
1995	23	16	39	11.4 %
1996	9	14	23	- 41.0 %
1997	6	12	18	- 21.7 %
1998	2	11	13	- 27.8 %
1999	24	2	26	100.0 %
2000	4	11	15	- 42.3 %
2001	14	38	52	246.7 %
2002	9	113	122	134.6 %
2003	9	0	9	- 92.6 %
2004	4	10	14	55.6 %
2005	11	9	20	42.9 %
2006	17	8	25	25.0 %
2007	4	2	6	- 76.0 %
2008	0	0	0	- 100.0 %
2009	3	2	5	n/a

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico

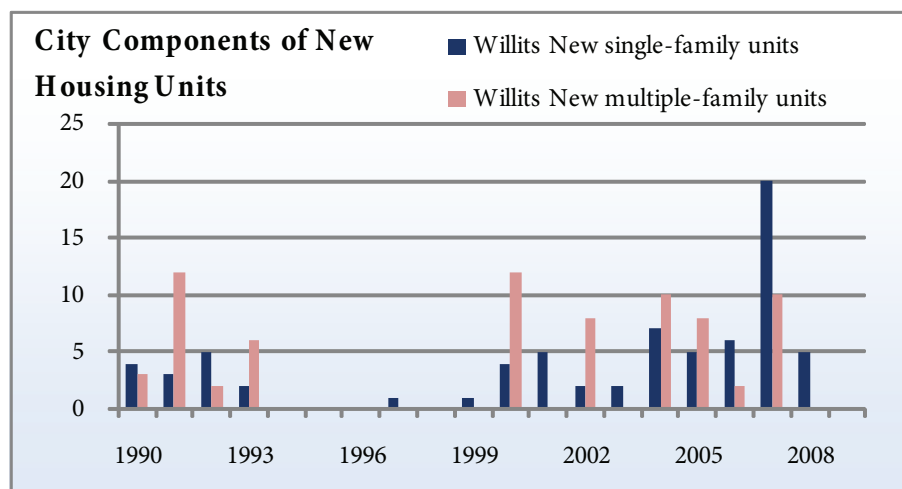
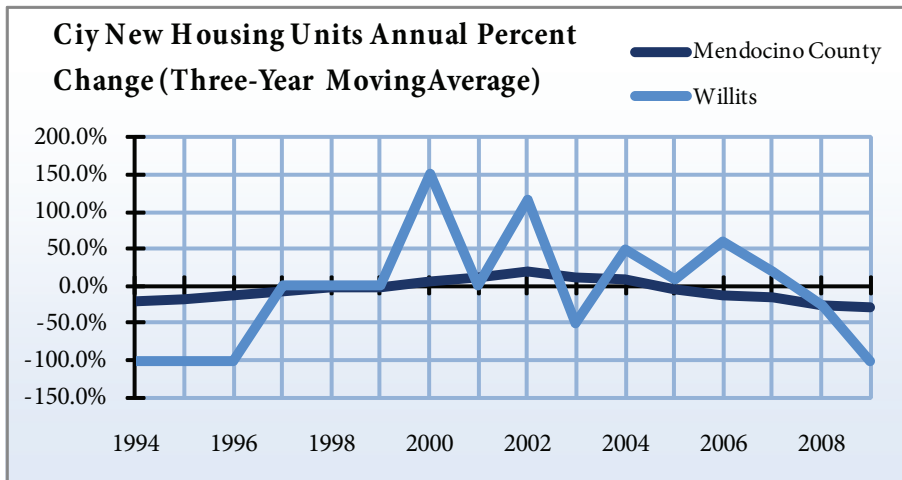
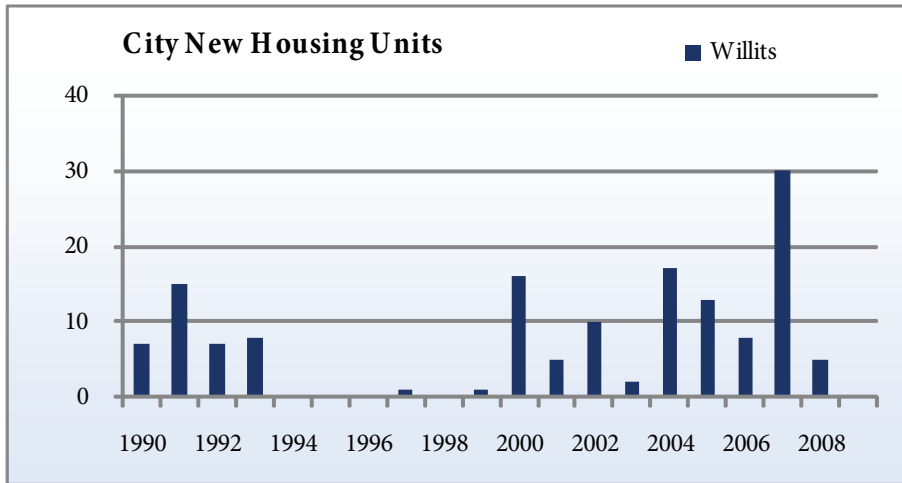


Willits New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	4	3	7	n/a
1991	3	12	15	114.3 %
1992	5	2	7	- 53.3 %
1993	2	6	8	14.3 %
1994	0	0	0	- 100.0 %
1995	0	0	0	n/a
1996	0	0	0	n/a
1997	1	0	1	n/a
1998	0	0	0	n/a
1999	1	0	1	n/a
2000	4	12	16	1500.0 %
2001	5	0	5	- 68.8 %
2002	2	8	10	100.0 %
2003	2	0	2	- 80.0 %
2004	7	10	17	750.0 %
2005	5	8	13	- 23.5 %
2006	6	2	8	- 38.5 %
2007	20	10	30	275.0 %
2008	5	0	5	- 83.3 %
2009	0	0	0	- 100.0 %

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico



6.3 Value of New Construction

Overview

Building permits are required for all new construction, not just housing units as shown in the previous section. Permits are required not only for new commercial and industrial construction, but also for the demolition, remodeling, expansion, additions, and repairs made to existing residential, commercial, and industrial structures.

The value of new construction in this section is the total value reported in building permits. This often understates the true value of construction because many development impact fees are based on the value of permitted construction, giving builders an incentive to underestimate the cost of the completed structure. The valuation estimate is based on costs that include labor, materials, and architectural and engineering expertise.

Residential units are single-family and multi-family units, and typically account for about half of all permitted construction valuation.

Major components of nonresidential construction include commercial offices, commercial stores, other commercial, industrial buildings, and other construction

This section excludes public buildings when a building permit is not necessary for construction. This usually includes public schools and local government buildings.

The value of construction activity, especially of commercial and industrial buildings, is one of the primary indicators of economic expansion. It indicates economic investment in the community for which the investor is expecting a return. Because the building may not be complete and operational until the next year, building activity is often a leading indicator of near-term

economic growth.

Mendocino County

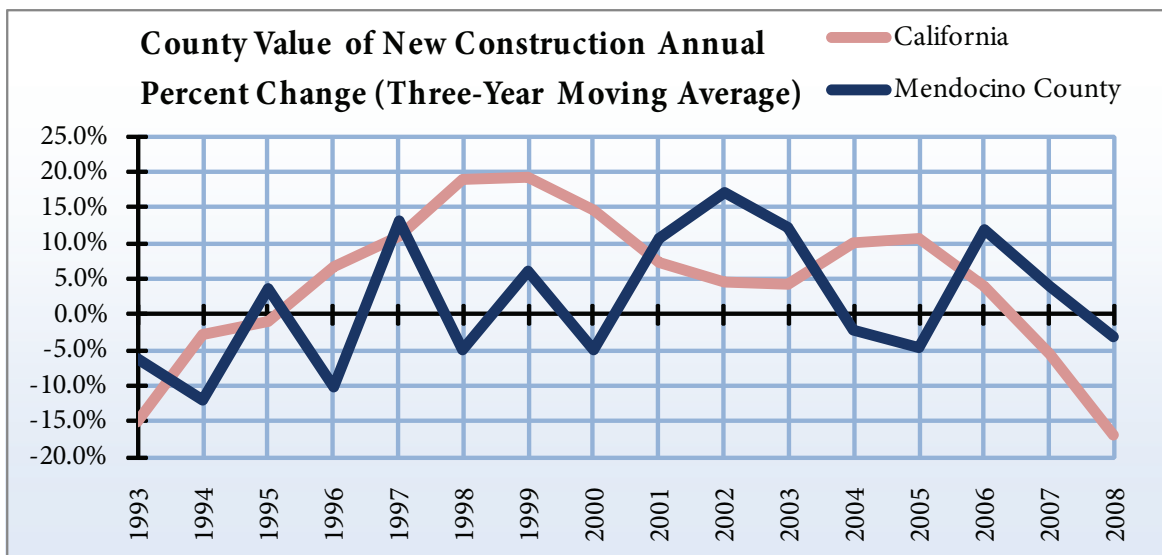
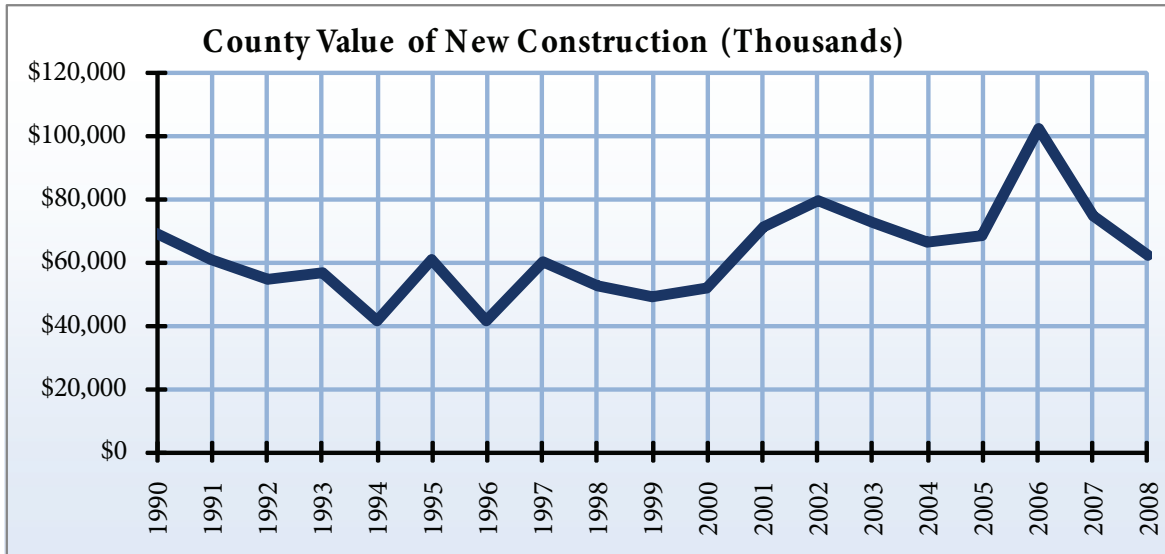
Between 2008 and 2009, total valuation in the county decreased 17.6 percent. Also, the value of new construction increased nearly .5 percent on average each year between 1999 and 2009 in Mendocino County. California saw an average annual decrease of less than 6 percent during the same time period. In 2009, single-family units made up 33 percent of all new construction value in the county, while multiple-family units comprised 0.7 percent. Total commercial and industrial construction accounted for 4.2 percent of the total value in the county in the same year.

County Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Comml. offices	Comml. stores	Other Comml.	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$41,723	\$2,564	\$7,030	\$479	\$2,718	\$1,040	\$3,915	\$6,987	\$2,405	\$68,862
1991	\$39,108	\$1,035	\$8,197	\$214	\$827	\$245	\$2,480	\$4,857	\$3,568	\$60,530
1992	\$30,947	\$607	\$7,603	\$2,102	\$982	\$63	\$1,668	\$4,692	\$6,083	\$54,748
1993	\$26,567	\$1,160	\$7,787	\$5,726	\$3,209	\$845	\$753	\$3,867	\$7,009	\$56,925
1994	\$19,721	\$681	\$8,569	\$155	\$382	\$435	\$3,028	\$5,175	\$3,274	\$41,421
1995	\$17,115	\$1,566	\$7,554	\$1,411	\$10,663	\$118	\$8,505	\$4,197	\$9,710	\$60,839
1996	\$14,387	\$2,038	\$7,605	\$1,798	\$526	\$1,568	\$3,090	\$5,494	\$4,711	\$41,217
1997	\$16,452	\$1,769	\$9,929	\$1,020	\$11,576	\$5,628	\$2,413	\$6,207	\$5,120	\$60,115
1998	\$19,395	\$776	\$8,417	\$593	\$2,015	\$2,567	\$6,313	\$3,792	\$8,487	\$52,355
1999	\$21,126	\$59	\$8,682	\$448	\$876	\$0	\$3,016	\$7,036	\$7,941	\$49,185
2000	\$21,287	\$1,241	\$10,772	\$379	\$666	\$2,743	\$751	\$8,237	\$5,408	\$51,485
2001	\$24,534	\$2,660	\$8,532	\$2,412	\$3,117	\$8,329	\$4,917	\$9,311	\$7,412	\$71,224
2002	\$29,974	\$12,888	\$13,990	\$1,574	\$2,839	\$575	\$417	\$9,073	\$7,927	\$79,257
2003	\$33,061	\$214	\$15,091	\$798	\$604	\$120	\$6,332	\$8,036	\$8,582	\$72,838
2004	\$27,928	\$1,992	\$14,280	\$251	\$1,831	\$2,477	\$1,980	\$7,376	\$8,515	\$66,630
2005	\$31,371	\$1,234	\$15,265	\$1,561	\$3,653	\$0	\$1,202	\$6,748	\$7,563	\$68,596
2006	\$41,445	\$1,830	\$20,139	\$0	\$2,584	\$9,434	\$1,000	\$8,120	\$17,579	\$102,131
2007	\$33,807	\$1,051	\$17,306	\$354	\$200	\$125	\$2,589	\$6,997	\$12,070	\$74,499
2008	\$19,567	\$258	\$15,539	\$0	\$2,982	\$0	\$3,439	\$6,719	\$13,633	\$62,136

Source: California Construction Industry Research Board

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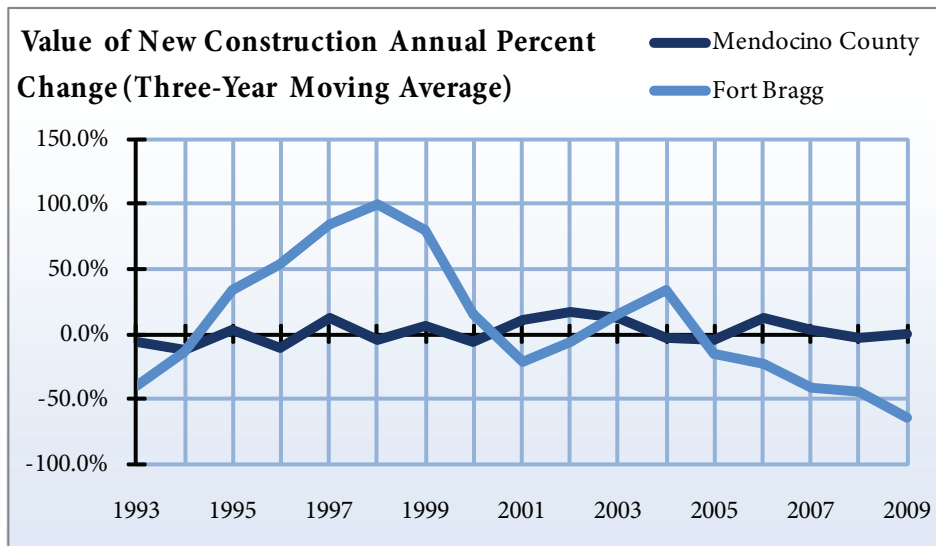
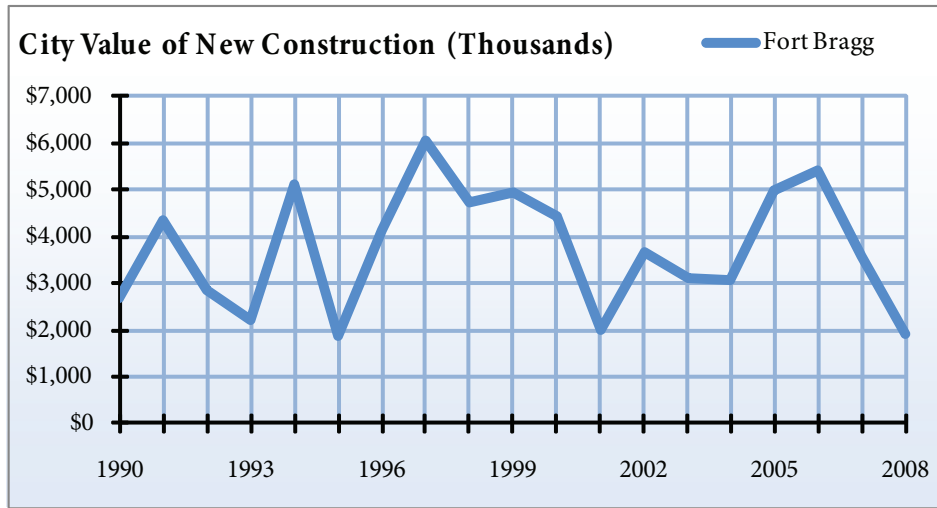


Fort Bragg Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Comml. offices	Comml. stores	Other Comml.	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$2,145	\$418	\$72	\$0	\$0	\$0	\$0	\$0	\$42	\$2,678
1991	\$3,453	\$114	\$312	\$0	\$0	\$0	\$136	\$21	\$299	\$4,335
1992	\$1,364	\$0	\$411	\$0	\$0	\$0	\$0	\$193	\$886	\$2,854
1993	\$677	\$0	\$291	\$666	\$0	\$0	\$0	\$124	\$455	\$2,213
1994	\$2,671	\$0	\$357	\$0	\$382	\$0	\$897	\$175	\$634	\$5,117
1995	\$938	\$0	\$311	\$0	\$275	\$0	\$139	\$34	\$195	\$1,892
1996	\$977	\$453	\$352	\$854	\$151	\$765	\$0	\$182	\$413	\$4,146
1997	\$1,701	\$0	\$865	\$0	\$0	\$2,158	\$0	\$637	\$681	\$6,043
1998	\$1,207	\$236	\$457	\$0	\$0	\$1,862	\$0	\$466	\$505	\$4,732
1999	\$965	\$0	\$516	\$0	\$0	\$0	\$0	\$700	\$2,778	\$4,958
2000	\$710	\$0	\$549	\$0	\$0	\$2,743	\$178	\$140	\$106	\$4,426
2001	\$849	\$0	\$907	\$0	\$0	\$0	\$0	\$162	\$68	\$1,986
2002	\$800	\$0	\$779	\$890	\$0	\$0	\$0	\$867	\$329	\$3,665
2003	\$1,233	\$214	\$982	\$0	\$0	\$0	\$0	\$293	\$402	\$3,124
2004	\$1,295	\$71	\$1,255	\$0	\$0	\$0	\$0	\$148	\$280	\$3,050
2005	\$1,675	\$0	\$734	\$831	\$972	\$0	\$0	\$81	\$699	\$4,991
2006	\$1,462	\$0	\$1,735	\$0	\$0	\$0	\$0	\$265	\$1,963	\$5,426
2007	\$1,482	\$0	\$1,033	\$354	\$0	\$0	\$0	\$169	\$551	\$3,589
2008	\$452	\$0	\$1,060	\$0	\$0	\$0	\$0	\$108	\$300	\$1,919

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico

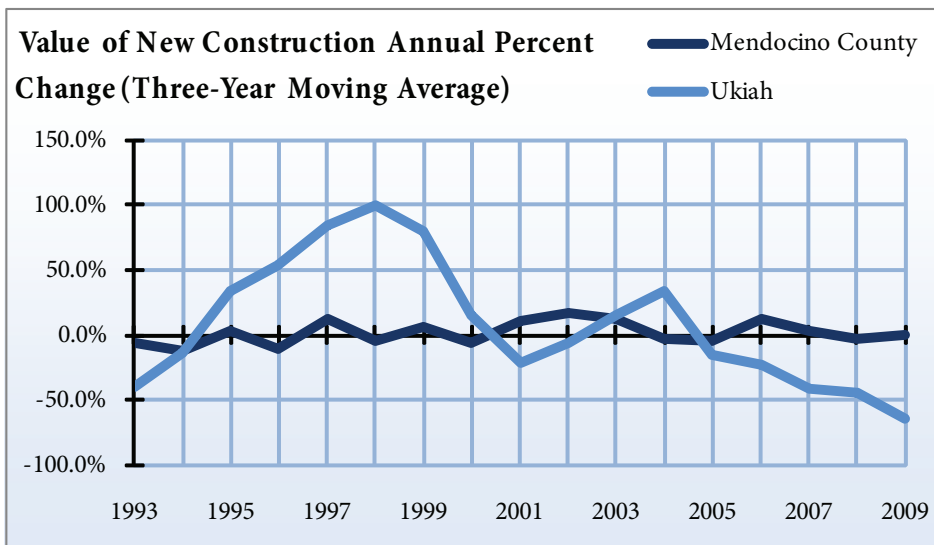
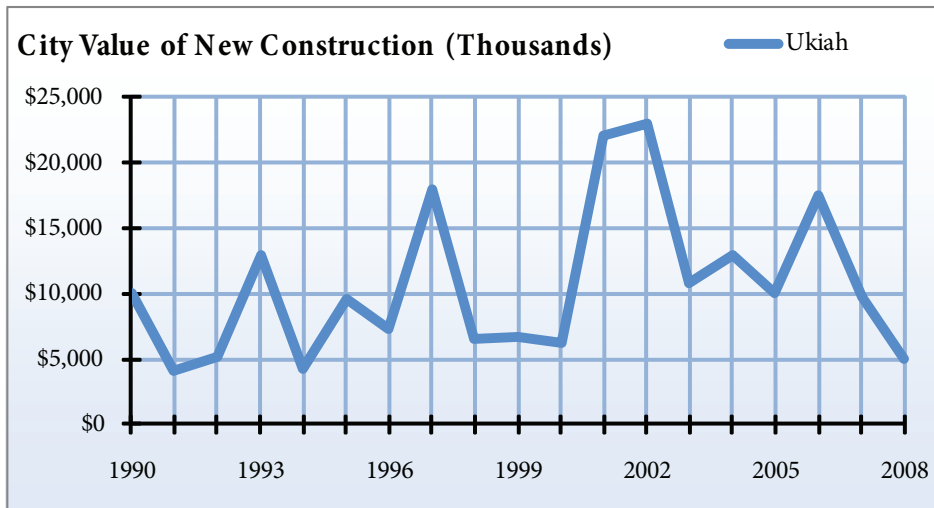


Ukiah Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Comml. offices	Comml. stores	Other Comml.	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$1,977	\$1,308	\$1,161	\$387	\$2,240	\$ 0	\$ 0	\$2,098	\$885	\$10,056
1991	\$994	\$ 0	\$1,151	\$133	\$670	\$ 0	\$ 0	\$360	\$784	\$4,091
1992	\$631	\$98	\$1,243	\$1,387	\$542	\$36	\$86	\$260	\$869	\$5,150
1993	\$908	\$645	\$1,132	\$4,045	\$3,134	\$ 0	\$228	\$382	\$2,402	\$12,877
1994	\$1,137	\$499	\$1,018	\$ 0	\$ 0	\$ 0	\$230	\$425	\$961	\$4,269
1995	\$1,072	\$729	\$786	\$ 0	\$2,807	\$ 0	\$425	\$105	\$3,621	\$9,546
1996	\$782	\$1,022	\$1,109	\$83	\$15	\$ 0	\$1,757	\$993	\$1,607	\$7,367
1997	\$1,138	\$450	\$1,463	\$187	\$11,576	\$297	\$ 0	\$1,178	\$1,608	\$17,898
1998	\$216	\$540	\$1,062	\$195	\$1,130	\$ 0	\$ 0	\$204	\$3,247	\$6,595
1999	\$2,357	\$59	\$1,131	\$ 0	\$876	\$ 0	\$ 0	\$1,396	\$842	\$6,662
2000	\$470	\$609	\$1,222	\$103	\$ 0	\$ 0	\$ 0	\$2,287	\$1,613	\$6,304
2001	\$1,510	\$2,408	\$1,324	\$1,841	\$2,416	\$7,029	\$153	\$3,243	\$2,161	\$22,086
2002	\$1,392	\$11,971	\$2,669	\$ 0	\$2,306	\$ 0	\$ 0	\$2,057	\$2,538	\$22,935
2003	\$1,576	\$ 0	\$2,353	\$600	\$ 0	\$ 0	\$1,581	\$1,513	\$3,191	\$10,814
2004	\$382	\$434	\$2,871	\$ 0	\$1,831	\$2,201	\$ 0	\$2,193	\$3,085	\$12,997
2005	\$1,709	\$464	\$3,729	\$ 0	\$2,000	\$ 0	\$ 0	\$225	\$1,907	\$10,035
2006	\$2,160	\$618	\$3,156	\$ 0	\$1,513	\$4,861	\$ 0	\$242	\$5,037	\$17,588
2007	\$814	\$312	\$4,487	\$ 0	\$ 0	\$ 0	\$ 0	\$232	\$3,947	\$9,791
2008	\$ 0	\$ 0	\$2,118	\$ 0	\$ 0	\$ 0	\$ 0	\$211	\$2,637	\$4,966

Source: California Construction Industry Research Board

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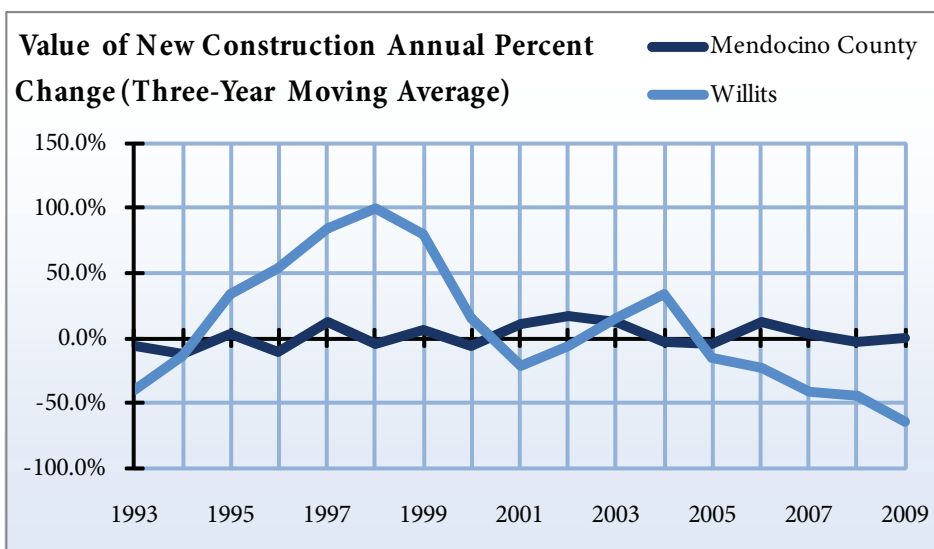
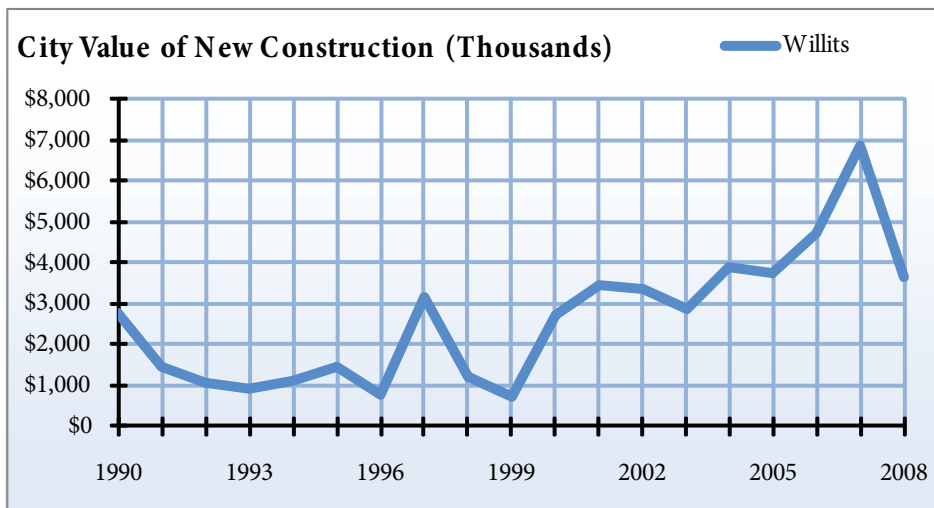


Willits Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Comml. offices	Comml. stores	Other Comml.	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$394	\$167	\$194	\$ 0	\$419	\$1,040	\$61	\$316	\$176	\$2,768
1991	\$213	\$475	\$385	\$ 0	\$10	\$ 0	\$ 0	\$329	\$50	\$1,462
1992	\$306	\$113	\$165	\$ 0	\$232	\$ 0	\$110	\$65	\$69	\$1,059
1993	\$191	\$163	\$230	\$ 0	\$ 0	\$ 0	\$ 0	\$226	\$134	\$944
1994	\$ 0	\$ 0	\$355	\$ 0	\$ 0	\$ 0	\$ 0	\$227	\$547	\$1,128
1995	\$ 0	\$ 0	\$316	\$ 0	\$457	\$ 0	\$326	\$100	\$272	\$1,471
1996	\$ 0	\$ 0	\$156	\$ 0	\$240	\$ 0	\$ 0	\$325	\$40	\$760
1997	\$65	\$ 0	\$233	\$833	\$ 0	\$1,400	\$ 0	\$489	\$135	\$3,155
1998	\$ 0	\$ 0	\$232	\$ 0	\$834	\$ 0	\$ 0	\$141	\$23	\$1,230
1999	\$225	\$ 0	\$255	\$ 0	\$ 0	\$ 0	\$ 0	\$161	\$81	\$721
2000	\$996	\$500	\$407	\$ 0	\$666	\$ 0	\$ 0	\$95	\$89	\$2,752
2001	\$554	\$ 0	\$311	\$ 0	\$90	\$1,300	\$ 0	\$113	\$1,110	\$3,478
2002	\$260	\$811	\$712	\$210	\$106	\$ 0	\$ 0	\$997	\$272	\$3,367
2003	\$343	\$ 0	\$257	\$198	\$ 0	\$100	\$ 0	\$1,858	\$104	\$2,860
2004	\$1,188	\$993	\$861	\$ 0	\$ 0	\$ 0	\$200	\$162	\$482	\$3,885
2005	\$1,327	\$650	\$531	\$ 0	\$682	\$ 0	\$ 0	\$532	\$13	\$3,735
2006	\$529	\$304	\$955	\$ 0	\$ 0	\$ 0	\$1,000	\$283	\$1,638	\$4,709
2007	\$5,023	\$739	\$539	\$ 0	\$200	\$ 0	\$ 0	\$299	\$60	\$6,861
2008	\$1,188	\$ 0	\$481	\$ 0	\$ 0	\$ 0	\$1,252	\$168	\$561	\$3,649

Source: California Construction Industry Research Board

Created by: Center for Economic Development, California State University, Chico



6.4 Fair Market Rent

Overview

Fair market rent acts as a proxy for monthly rent values. It is calculated by the U.S. Department of Housing and Urban Development using surveys of privately-owned dwellings with standard sanitary facilities. Fair market rent is set at the fortieth percentile, which means that 40 percent of the units in a given area pay less than the fair market rent and 60 percent pay more. It is calculated for various numbers of bedrooms in the house or apartment. Fair market rental values are gross rent estimates and they include shelter, rent, and the cost of utilities, except telephone.

Most wealthy households can afford a home. Fair market rent is an indicator of housing costs for poorer households in a county and is used to determine whether families or individuals qualify for rent and utility assistance. Fair market rent figures are descriptive of the local rental housing market in the region and are useful for individuals or businesses contemplating a move to the area.

Fair market rent also allows community leaders to evaluate the adequacy of the supply of rental housing in the community by calculating how much a household must earn to afford a certain type of unit. A rental unit is defined as affordable if rent plus utilities is not more than 30 percent of income.

Mendocino County

From 2009 to 2010, Mendocino County rent prices consistently increased around 3 percent regardless of the number of bedrooms. Between 2000 and 2010, rent prices increased on average by approximately 68 percent in the county.

Fair Market Rent

Year	0-Bedroom	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom	5-Bedroom	6-Bedroom
2000	\$ 424	\$ 511	\$ 627	\$ 873	\$ 879	\$ 1,011	\$ 1,162
2001	\$ 429	\$ 517	\$ 634	\$ 883	\$ 889	\$ 1,022	\$ 1,176
2002	\$ 442	\$ 533	\$ 653	\$ 910	\$ 916	\$ 1,053	\$ 1,211
2003	\$ 459	\$ 553	\$ 679	\$ 945	\$ 952	\$ 1,095	\$ 1,259
2004	\$ 472	\$ 568	\$ 698	\$ 971	\$ 979	\$ 1,126	\$ 1,295
2005	\$ 486	\$ 600	\$ 729	\$ 995	\$ 1,279	\$ 1,471	\$ 1,691
2006	\$ 753	\$ 502	\$ 620	\$ 1,028	\$ 1,321	\$ 1,519	\$ 1,747
2007	\$ 520	\$ 641	\$ 779	\$ 1,063	\$ 1,366	\$ 1,571	\$ 1,807
2008	\$ 600	\$ 740	\$ 899	\$ 1,227	\$ 1,577	\$ 1,814	\$ 2,086
2009	\$ 627	\$ 774	\$ 940	\$ 1,283	\$ 1,649	\$ 1,896	\$ 2,181
2010	\$ 646	\$ 797	\$ 969	\$ 1,323	\$ 1,700	\$ 1,955	\$ 2,248

Source: U.S. Department of Housing and Urban Development

Created by: Center for Economic Development, California State University, Chico

7. Travel and Tourism

People travel away from home for many reasons, including business, pleasure, and other personal reasons. A traveler is considered to be anyone who spends time in a community other than the one in which they reside, whether it is a day trip or an overnight stay. Many areas of Northern California rely on visitor spending as a significant part of the economy. This section presents data on travel to Mendocino County including data resulting from tourism and daily commutes. Estimates of the economic impacts of tourism travel are also presented in this section, including sales, income, and employment.

Tourism in Mendocino County has seen an increase in recent years, due to a number of attractions in the area, including many wilderness areas and camping, hiking, and fishing opportunities. Total annual travel expenditures in the county increased 34.5 percent between 1998 and 2008.

In 2008, travel-generated employment increased 2 percent, and with total tourism earnings increasing 3.3 percent. As Mendocino County and its surrounding areas continue to develop and offer more recreational activities, annual travel expenditures will continue to rise.

In this section:

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7.1 Travel Expenditures

Overview

Every year, the California Travel and Tourism Commission hires Dean Runyan Associates on contract to estimate the impacts of travel spending by county in California. Dean Runyan specializes in economic and market research related to travel, tourism, and recreation. They are on contract with ten U.S. states to produce travel spending estimates.

Travel and tourism spending includes all purchases made by a traveler at the point of sale while visiting a county. Travelers include those making day trips, staying overnight, and people just passing through (buying gasoline, etc.). The travel can be for any reason, including but not limited to recreation, business, personal, and family visits.

Travel expenditures is the base indicator for evaluating the impacts of travel and tourism in Mendocino County. It is an estimate from which the following three important indicators are calculated.

Mendocino County

Over the past few decades, the travel and tourism industry has been responsible for a steady rise in the amount of money spent in California. Total travel expenditures in California in 2008 reached over \$97.5 billion, a 2.5 percent increase from the previous year. Travel expenditures in Mendocino County increased by 3 percent in the same year, contributing \$336 million to the industry.

Total Annual Travel Expenditures by County and State (Millions)

Year	Expenditures in County	Annual percent change	Expenditure in California	Annual percent change
1992	\$ 208.2	n/a	\$ 50,700	n/a
1993	\$ 206.8	- 0.7 %	\$ 51,600	1.8 %
1994	\$ 216.9	4.9 %	\$ 52,600	1.9 %
1995	\$ 229.6	5.9 %	\$ 54,200	3.0 %
1996	\$ 230.9	0.6 %	\$ 58,900	8.7 %
1997	\$ 240.5	4.2 %	\$ 64,100	8.8 %
1998	\$ 250.0	3.9 %	\$ 66,500	3.7 %
1999	\$ 266.6	6.6 %	\$ 70,900	6.6 %
2000	\$ 286.1	7.3 %	\$ 76,500	7.9 %
2001	\$ 286.2	0.0 %	\$ 73,300	- 4.2 %
2002	\$ 294.4	2.9 %	\$ 72,700	- 0.8 %
2003	\$ 294.0	- 0.1 %	\$ 75,600	4.0 %
2004	\$ 299.5	1.9 %	\$ 80,700	6.7 %
2005	\$ 307.2	2.6 %	\$ 87,000	7.8 %
2006	\$ 316.1	2.9 %	\$ 91,800	5.5 %
2007	\$ 326.1	3.2 %	\$ 95,100	3.6 %
2008	\$ 336.3	3.1 %	\$ 97,500	2.5 %

Source: California Travel and Tourism Commission, Dean Runyan Associates

Compiled by: Center for Economic Development, California State University, Chico

The expenditures shown in the graph are estimated in current dollars and include the following:

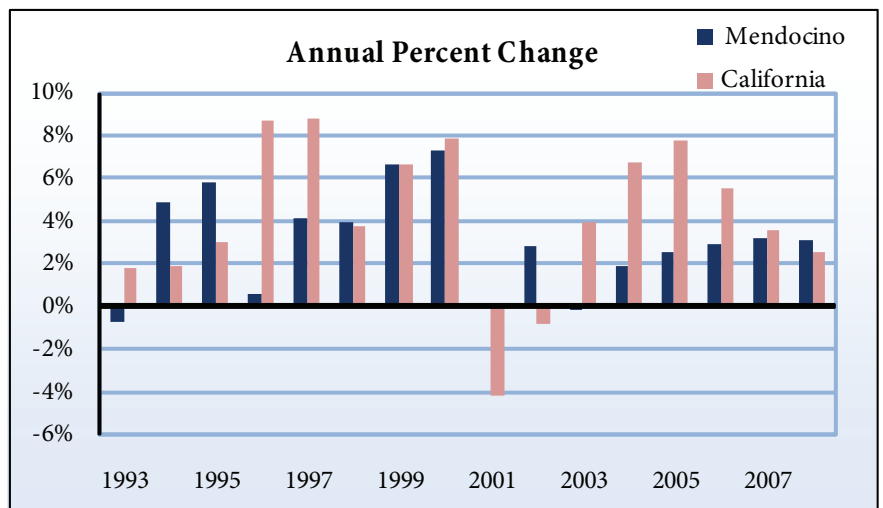
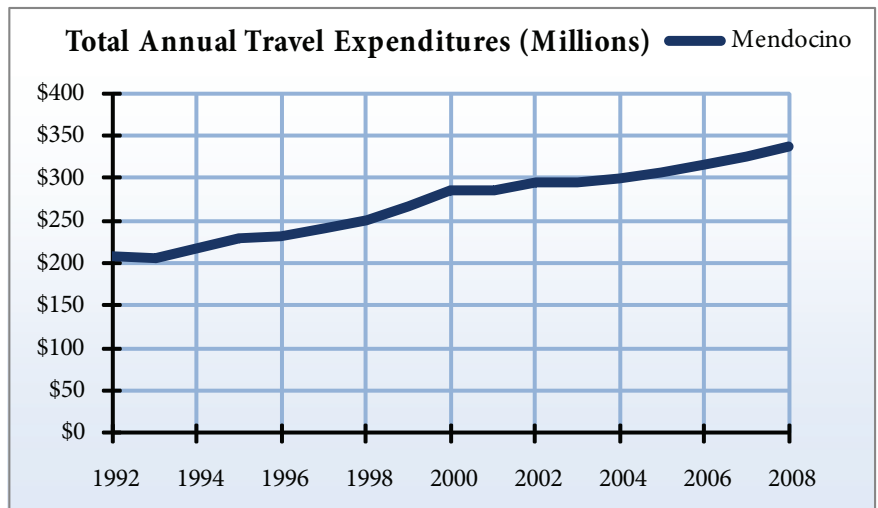
Accommodations refer to spending by travelers on lodging in hotels, motels, camping sites, and rented vacation homes.

Eating/drinking refers to purchases made by travelers at restaurants and other businesses that serve food and beverages for consumption on the premises.

Retail sales refer to spending by travelers on gifts and souvenirs, or any items other than food and recreation.

Transportation refers to spending by travelers for travel arrangements to and from their destinations.

Recreation refers to spending by travelers for amusement and enjoyment, such as admission to tourist attractions.



7.2 Travel-Generated Employment

Overview

The employment indicator is an estimate of the number of jobs generated in the county from travel spending shown in the previous indicator. Travel generated employment is spread across nearly all industries evaluated by the U.S. Department of Commerce. Travel-generated employment is the impact of travel spending on jobs and job growth in the county. It is a measure of the benefit to workers.

Travel and tourism can play a vital role in the

economy and economic growth of small towns, particularly those in Northern California dependent on visitors to wine country. It is a source of jobs for many otherwise less-skilled or -educated workers in the county.

Mendocino County

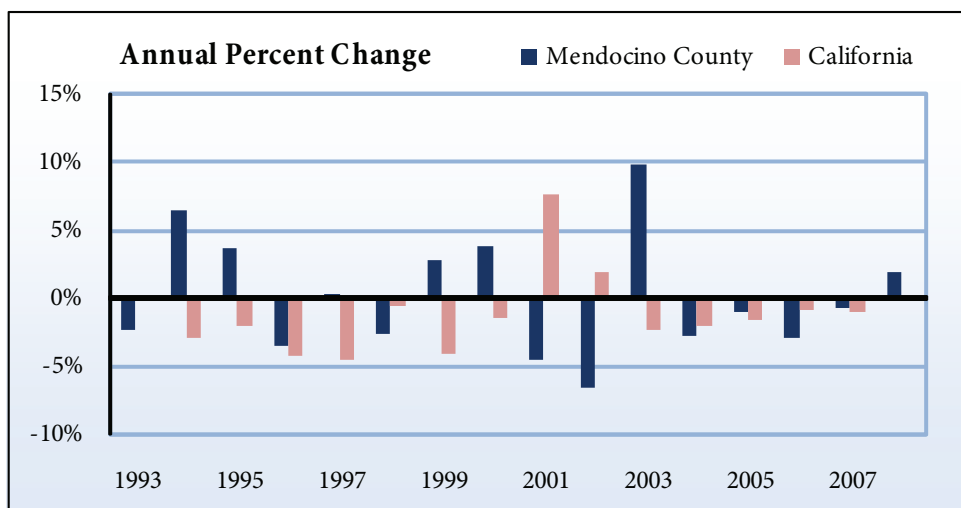
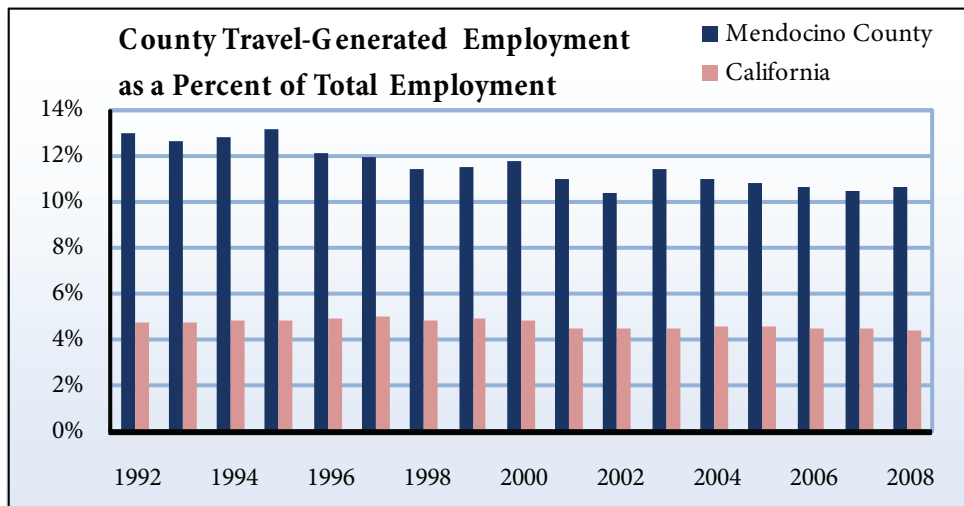
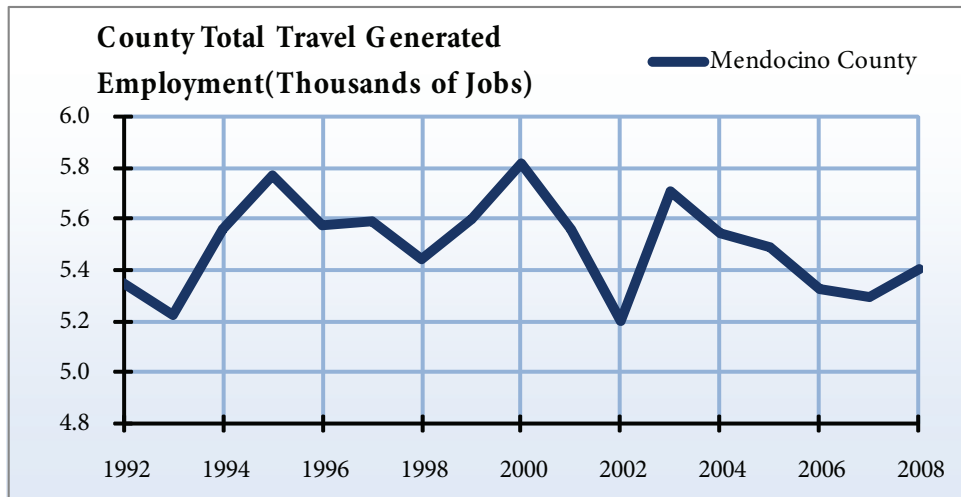
Travel-generated employment produced 5,400 jobs in Mendocino County in 2008, accounting for 10.6 percent of the total employment in the county. The county has experienced fluctuations in travel-generated employment that were consistent with California; however, travel-generated employment in Mendocino County increased 2 percent in 2008, while California saw no increase.

Total Travel-Generated Employment (Thousands of Jobs)

Year	Travel-generated employment	Annual percent change	Total employment	County Travel-generated employment as a percent of total employment	California Travel-generated employment as a percent of total employment
1992	5.3	n/a	41.1	13.0 %	4.7 %
1993	5.2	- 2.3 %	41.5	12.6 %	4.7 %
1994	5.6	6.5 %	43.3	12.8 %	4.8 %
1995	5.8	3.8 %	43.9	13.1 %	4.8 %
1996	5.6	- 3.4 %	45.9	12.1 %	4.9 %
1997	5.6	0.3 %	46.9	11.9 %	5.0 %
1998	5.4	- 2.6 %	47.6	11.4 %	4.9 %
1999	5.6	2.8 %	48.6	11.5 %	4.9 %
2000	5.8	3.9 %	49.4	11.8 %	4.8 %
2001	5.6	- 4.4 %	50.5	11.0 %	4.5 %
2002	5.2	- 6.5 %	50.2	10.4 %	4.4 %
2003	5.7	9.8 %	49.9	11.4 %	4.5 %
2004	5.5	- 2.8 %	50.5	11.0 %	4.5 %
2005	5.5	- 1.0 %	50.8	10.8 %	4.5 %
2006	5.3	- 3.0 %	50.3	10.6 %	4.5 %
2007	5.3	- 0.7 %	50.8	10.4 %	4.4 %
2008	5.4	2.0 %	50.9	10.6 %	4.4 %

Source: California Travel and Tourism Commission, Dean Runyan Associates

Compiled by: Center for Economic Development, California State University, Chico



7.3 Total Annual Tourism Earnings

Overview

Earnings listed in this indicator are an estimate of the amount of personal income generated from the jobs shown in the previous indicator. As with employment, the earnings indicator represents those in nearly all industries evaluated by the U.S. Department of Commerce. Total annual tourism earnings are all the earnings of employees and business owners over the course of a year that can be attributed to travel expenditures, including wages and salaries, earned benefits, and proprietor income. Other earnings that do not directly relate to travel are excluded.

Tourism earnings measure the personal financial benefit of travel and tourism in Mendocino County. If earnings are increasing faster than the number of jobs, then travel and tourism jobs are generating higher wage jobs or the work season (if employment is seasonal) is expanding.

Mendocino County

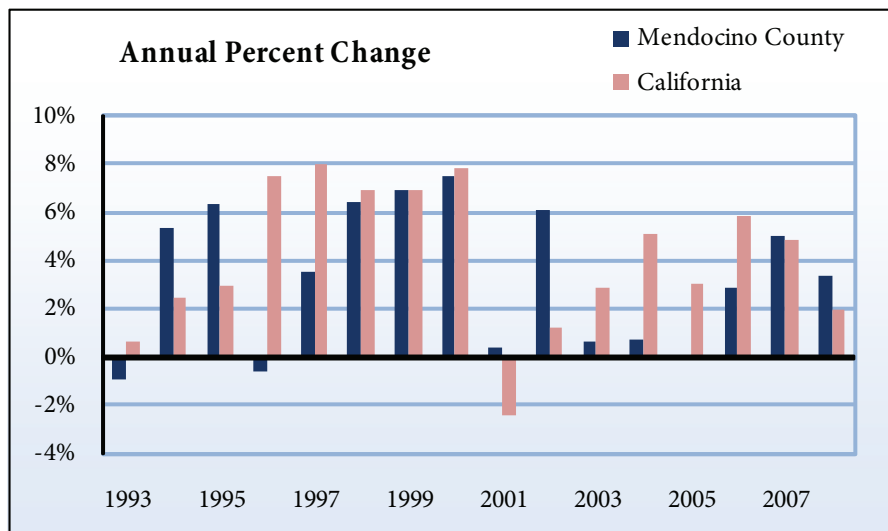
Mendocino County's tourism industry generated \$124 million in 2008, which is a 3 percent increase from the previous year, and \$50.4 million more than the county generated in 1992. Statewide, tourism earnings increased 2 percent in 2008.

NOTE: Data prior to 1997 was not revised by Dean Runyan and Associates to include NAICS revisions at the time of writing. Therefore, data may not be comparable to previous years.

Total Annual Tourism Earnings by County and State (\$Millions)

Year	Earnings in County	Annual percent change	Earnings in California	Annual percent change
1992	\$ 73.6	n/a	\$ 16,400	n/a
1993	\$ 72.9	- 1.0 %	\$ 16,500	0.6 %
1994	\$ 76.8	5.3 %	\$ 16,900	2.4 %
1995	\$ 81.7	6.4 %	\$ 17,400	3.0 %
1996	\$ 81.2	- 0.6 %	\$ 18,700	7.5 %
1997	\$ 84.1	3.6 %	\$ 20,200	8.0 %
1998	\$ 89.5	6.4 %	\$ 21,600	6.9 %
1999	\$ 95.7	6.9 %	\$ 23,100	6.9 %
2000	\$ 102.9	7.5 %	\$ 24,900	7.8 %
2001	\$ 103.3	0.4 %	\$ 24,300	- 2.4 %
2002	\$ 109.6	6.1 %	\$ 24,600	1.2 %
2003	\$ 110.3	0.6 %	\$ 25,300	2.8 %
2004	\$ 111.1	0.7 %	\$ 26,600	5.1 %
2005	\$ 111.1	0.0 %	\$ 27,400	3.0 %
2006	\$ 114.3	2.9 %	\$ 29,000	5.8 %
2007	\$ 120.0	5.0 %	\$ 30,400	4.8 %
2008	\$ 124.0	3.3 %	\$ 31,000	2.0 %

Source: California Travel and Tourism Commission, Dean Runyan Associates
 Compiled by: Center for Economic Development, California State University, Chico



7.4 Tax Revenues Generated by Travel Expenditures

Overview

The tax revenues indicator is an estimate of revenue generated by local government from travel expenditures shown earlier in this section. The revenue can be in the form of taxes, fees for service, fines, or any other source. The totals are not limited to general revenue, which can be spent at the discretion of the local governmental jurisdiction, but also include functional revenue that must be spent for a specific purpose.

Local sales taxes and transient occupancy taxes (TOT) are typically the largest components of tax revenues generated by travel expenditures. This represents a portion of the revenues generated by sales of taxable items shown in section six.

Tax revenues generated by travel expenditures are a measure of the fiscal benefit to local governments in Mendocino County that is derived from travel and tourism. The size of the revenue impact can help determine the desirability of local government investment in promoting travel and tourism within its jurisdiction.

Tax Revenues Generated by Travel Expenditures, County and State (Millions \$)

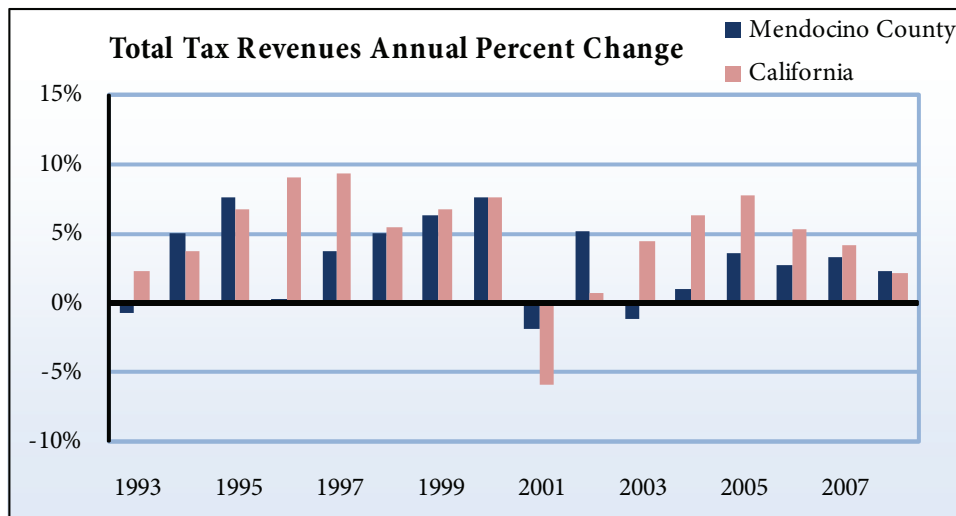
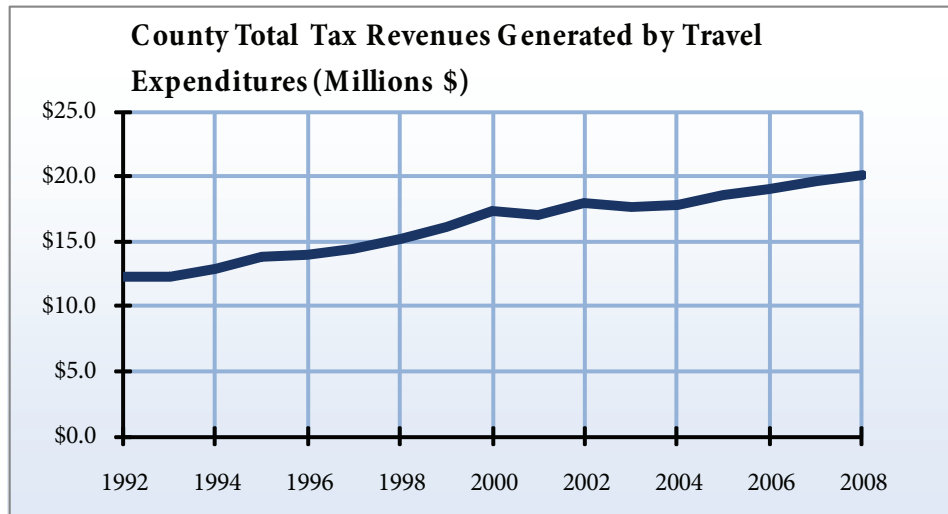
Year	Local tax revenues	State tax revenues	Total tax revenues	County Annual percent change	California Annual percent change
1992	\$ 4.7	\$ 7.7	\$ 12.4	n/a	n/a
1993	\$ 4.6	\$ 7.7	\$ 12.3	- 0.7 %	2.3 %
1994	\$ 4.9	\$ 8.0	\$ 12.9	5.0 %	3.7 %
1995	\$ 5.3	\$ 8.6	\$ 13.9	7.6 %	6.7 %
1996	\$ 5.2	\$ 8.7	\$ 13.9	0.3 %	9.1 %
1997	\$ 5.4	\$ 9.0	\$ 14.4	3.7 %	9.3 %
1998	\$ 5.8	\$ 9.4	\$ 15.2	5.1 %	5.4 %
1999	\$ 6.2	\$ 9.9	\$ 16.1	6.3 %	6.7 %
2000	\$ 6.8	\$ 10.6	\$ 17.4	7.6 %	7.5 %
2001	\$ 6.8	\$ 10.2	\$ 17.0	- 1.9 %	- 5.9 %
2002	\$ 7.1	\$ 10.8	\$ 17.9	5.2 %	0.8 %
2003	\$ 6.9	\$ 10.8	\$ 17.7	- 1.1 %	4.4 %
2004	\$ 6.8	\$ 11.1	\$ 17.9	1.0 %	6.2 %
2005	\$ 7.0	\$ 11.5	\$ 18.5	3.5 %	7.8 %
2006	\$ 7.3	\$ 11.7	\$ 19.0	2.7 %	5.3 %
2007	\$ 7.6	\$ 12.0	\$ 19.6	3.3 %	4.1 %
2008	\$ 7.8	\$ 12.3	\$ 20.1	2.3 %	2.1 %

Source: California Travel and Tourism Commission, Dean Runyan Associates

Compiled by: Center for Economic Development, California State University, Chico

Mendocino County

Tourism revenues in Mendocino County have been steadily increasing over the last decade. In 1992, Mendocino County generated \$12.4 million in tax revenues, including both local and state taxes. By 2008, total tax revenues in Mendocino County grew to \$20.1 million, a 62 percent increase since 1992. This was behind the state of California, which saw a 107 percent increase. During the same period, Mendocino County's travel-generated local tax revenue increased 67 percent, while state tax revenues in the county increased 60 percent. Many attractions in the county offer untaxed goods and services, so the numbers may not reflect the total tourism activity in the county.



7.5 Selected Highway Traffic Volume

Overview

Traffic volumes on California State Highways are estimated annually and measured on-the-ground periodically by the California Department of Transportation. The data is collected to help the state understand where traffic volume is growing and for planning traffic improvements.

Traffic volume is an indicator of change in economic interconnectivity between regions and communities. Most traffic growth over a ten-year period reflects increases in commute patterns, although other factors include increased shopping trips and commercial traffic.

Mendocino County

Traffic on several major travel corridors has increased significantly in the past ten years, especially highways 1 and 101 at the Sonoma County line. In comparison, traffic volumes on Highway 20 have changed little over this time. Volumes on Highway 101 north of Ukiah, through Willits to Humboldt County, has decreased.

Average Annual Daily Traffic Volumes

Highway/ Interstate	Location	Percent		
		1999	2009	Change
1	SONOMA-MENDOCINO COUNTY LINE	2,300	4,100	78.3 %
1	JCT. RTE. 20 EAST	16,900	19,400	14.8 %
20	CHAMBERLAIN CREEK	2,600	2,500	-3.8 %
20	POTTER VALLEY RD	10,200	10,400	2.0 %
101	SONOMA-MENDOCINO COUNTY LINE	10,700	13,300	24.3 %
101	WILLITS, SOUTH CITY LIMITS, MUIR MILL RD	17,100	13,500	-21.1 %
101	MENDOCINO COUNTY-HUMBOLDT COUNTY	5,500	4,500	-18.2 %

Source: California Department of Transportation

Created by: Center for Economic Development, California State University, Chico

7.6 Travel Time to Work

Overview

Travel time to work is the amount of time, in minutes, workers estimate it takes them to get to work on a normal workday. Travel time can be influenced by distance to work, traffic levels, and the means of transportation utilized (evaluated in the following indicator). It is measured every ten years by the decennial census.

As the U.S. economy heads toward a broader global market, the dynamics of transportation to and from work change as well. Commuting has become a way of life. People spend an increasing number of hours on the road traveling to and from work, and lose valuable time that otherwise might be spent working, at home, or in the marketplace. In addition, the increasing use of the Internet to conduct business has had an impact on the number of people working from their homes or nearby offices, while the expansion of large businesses in metropolitan areas attracts employees from rural areas. Commuting has had a tremendous effect on local economies, increasing the need for alternative forms of transportation, including public transit.

Mendocino County

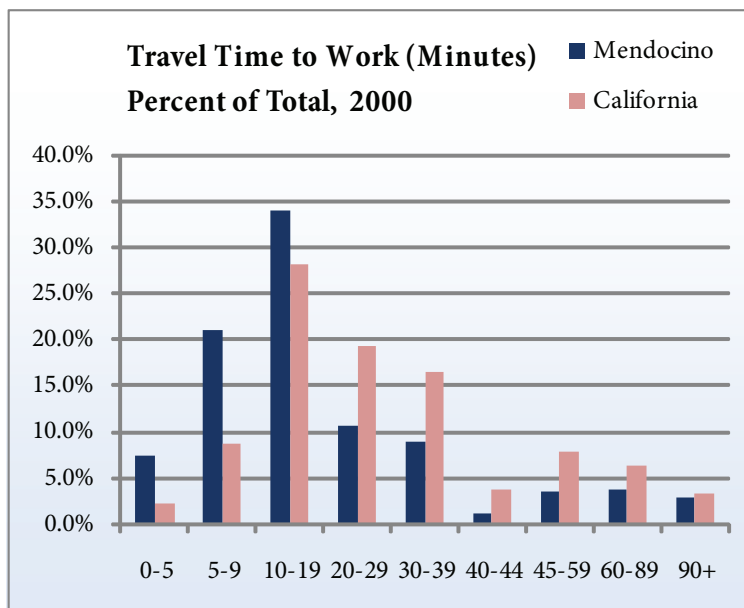
For many residents in Mendocino County, commuting to work is a ten- to nineteen-minute drive in a personal car, truck, or van. As of 2000, 12,798 residents in Mendocino County, which is 34 percent of total employed residents, commuted to their place of employment in a ten- to nineteen-minute drive, while 10.7 percent faced a commute of twenty to twenty-nine minutes. These were also the two most common commute times statewide. A significant number of Mendocino County residents had much shorter commutes, with 10,719 people reporting a commute time of less than ten minutes. This number, which is 28.5 percent of all employed Mendocino County residents, is higher than the 11 percent of workers with similar commutes throughout California.

Travel Time to Work

Travel Time to Work	1990		2000	
	Number	Percent	Number	Percent
Did not work at home	32,312	94.0%	35,075	93.1%
Less than 5 minutes	2,672	7.8%	2,827	7.5%
5 to 9 minutes	8,118	23.6%	7,892	21.0%
10 to 19 minutes	12,219	35.5%	12,798	34.0%
20 to 29 minutes	3,788	11.0%	4,022	10.7%
30 to 39 minutes	2,569	7.5%	3,353	8.9%
40 to 44 minutes	498	1.4%	406	1.1%
45 to 59 minutes	850	2.5%	1,290	3.4%
60 to 89 minutes	1,037	3.0%	1,377	3.7%
90 or more minutes	561	1.6%	1,110	2.9%
Worked at home	2,067	6.0%	2,588	6.9%
Total	34,379	100.0%	37,663	100.0%

Source: Bureau of the Census

Compiled by: Center for Economic Development, California State University, Chico



7.7 Means of Transportation to Work

Overview

Means of transportation to work is the type of vehicle or mode used to get from home to work on work days. As with travel time, it is only consistently measured by the decennial census unless a local survey is conducted during noncensus years.

Commuting is a necessary and regular part of life for most people in the workforce. The means by which the population travels to and from work can be used to analyze the need and importance of public transportation in a county.

Mendocino County

As of 2000, the vast majority of Mendocino County workers, 85.7 percent, got to work via car, truck, or van. Of those residents, 83.6 percent drove alone, compared to 83.2 percent throughout California in 2000. In the county, 16.4 percent of that group carpooled in the same year.

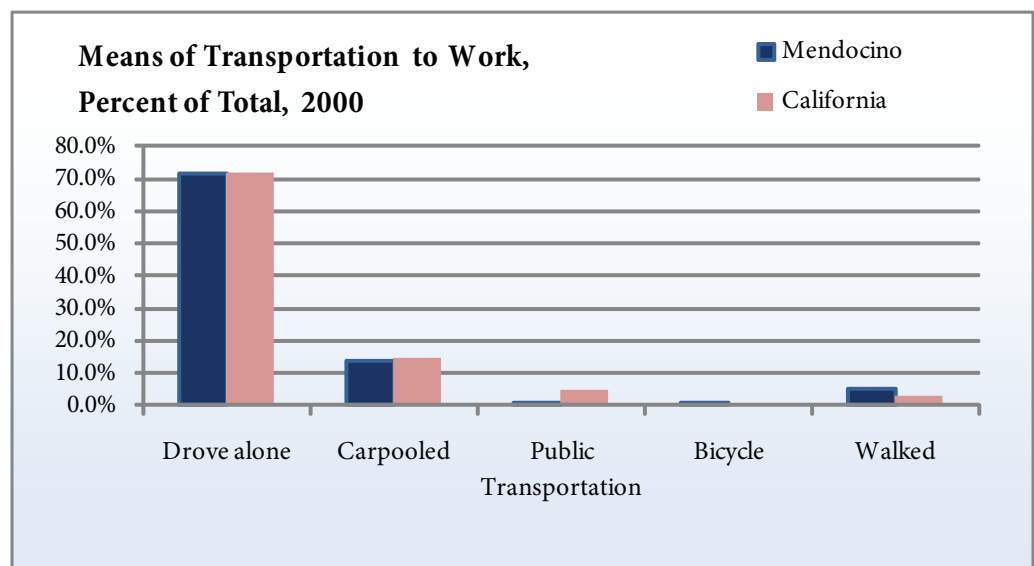
In 2000, 6.8 percent of Mendocino County's employed residents used nonmotorized means to get to work: 0.8 percent rode a bicycle, 5.1 percent walked, and 0.9 percent got to work using some other mode of transportation. Only 0.6 percent of the total number of employed residents in Mendocino County used public transportation of some kind.

Means of Transportation to Work

Means of Transportation	1990		2000	
	Number	Percent	Number	Percent
Car, truck, or van	29,074	84.6%	32,261	85.7%
Drove alone	24,479	71.2%	26,959	71.6%
Carpooled	4,595	13.4%	5,302	14.1%
Public Transportation	166	0.5%	218	0.6%
Motorcycle	118	0.3%	27	0.1%
Bicycle	408	1.2%	320	0.8%
Walked	2,207	6.4%	1,918	5.1%
Other means	339	1.0%	331	0.9%
Worked at Home	2,067	6.0%	2,588	6.9%
Total	34,379	100.0%	37,663	100.0%

Source: California Travel and Tourism Commission, Dean Runyan Associates

Compiled by: Center for Economic Development, California State University, Chico



7.8 Vehicle Registration

Overview

Registration is an annual fee based on vehicle type and required for all vehicles intended for use on the highway or in town. A biennial smog check is required for all gasoline vehicles made after 1975. Models made before that time are exempt, as well as models made within the last six years, some diesel powered vehicles, motorcycles, hybrids, and electric vehicles.

Vehicle registration, per capita, has generally increased over time, meaning more cars on the road for every living person. Increasing volume of vehicles can indicate increasing traffic levels, the impacts of which may need to be addressed by state and local government bodies.

The California Highway Patrol (CHP) and the Department of Motor Vehicles (DMV) use vehicle registration fees to offset costs for road safety, maintenance, and repairs. Registration fees also benefit local projects, such as fingerprint identification for children in the community, the disposal of abandoned vehicles, Service Authority for Freeway Emergencies (SAFE), auto theft deterrence/DUI educational prevention tactics, and air quality monitoring and management programs.

Mendocino County

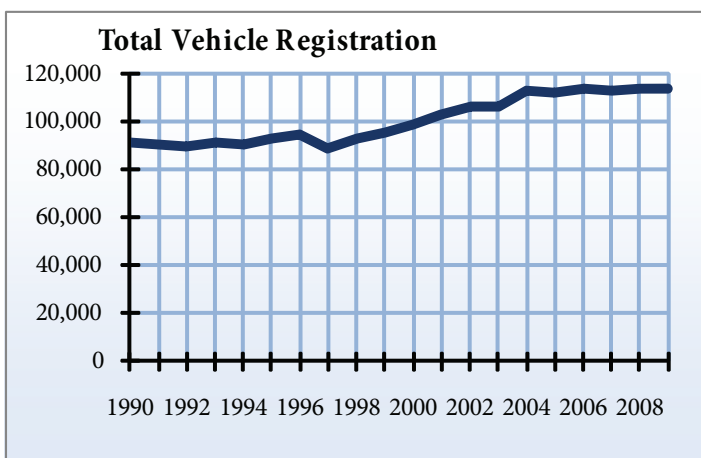
The number of total vehicle registrations has increased steadily over the last several years, and reached a total of 113,564 in Mendocino County in 2009. Of these, 55,635 were automobiles, 31,851 were trucks, 20,184 were trailers, and 3,885 were motorcycles. These numbers are expected to continue rising as more people obtain their driver's license and begin driving in Mendocino County. Because registration fees in certain cases can be more than \$400, vehicle registration and vehicle licensing fees are a significant source of income

Estimated Fee Paid Vehicle Registrations

Year	Autos	Trucks	Trailers	Mortorcycles	Total
1990	45,421	28,063	13,491	2,636	91,601
1991	46,851	26,453	12,147	2,815	90,257
1992	46,880	26,469	11,971	2,670	89,982
1993	47,529	26,892	12,733	2,636	91,783
1994	47,094	27,028	12,258	2,479	90,853
1995	47,714	27,268	13,249	2,452	92,678
1996	48,639	28,187	13,455	2,508	94,785
1997	45,698	26,333	13,262	1,861	89,151
1998	48,061	27,941	13,395	1,775	93,170
1999	48,820	28,592	14,563	1,913	95,887
2000	50,155	28,967	16,016	2,010	99,148
2001	51,779	29,522	17,493	2,242	103,037
2002	53,977	30,790	17,207	2,426	106,402
2003	53,617	30,778	17,254	2,576	106,228
2004	56,598	32,495	18,791	2,983	112,871
2005	55,215	31,716	19,848	3,163	111,947
2006	55,694	32,138	20,451	3,503	113,792
2007	56,049	32,508	18,612	3,680	112,856
2008	55,991	32,334	19,670	4,005	114,008
2009	55,635	31,851	20,184	3,885	113,564

Source: California Department of Motor Vehicles

Compiled by: Center for Economic Development, California State University, Chico



8. Community Health

Health and human service agencies are involved in treating and monitoring the health care needs of the community. Community health indicators measure the success of programs and services that provide access to physical and mental support for the community.

When considering community health indicators, it is helpful to look not only at traditional medical indicators (births, deaths, etc.), but those that measure individual and collective health as well. Individual health may be influenced by a variety of factors, including educational attainment, employment, environmental factors, and even community relations. Other indicators measure the availability, and perhaps the adequacy, of health care services in the area.

Indicators in this section can be linked to issues of unemployment and poverty as poverty can affect a person's ability to receive adequate health care. Conversely health issues can affect a person's ability to work and improve their standard of living.

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8.1 Death Rate

Overview

The data is reported by place of residence at the time of death; as long as the decedent was a permanent resident of Mendocino County at the time of death, they are included. Age and race/ethnicity of decedent, place of death, and cause of death, among other characteristics are also reported to the California Department of Public Health.

Death statistics are essential when evaluating public health and generally identifies the degree to which the county has an aging population. This data is used for identifying health issues in the community, and targeting public health programs and services. Age-adjusted death rates are not published by CDPH at the county level.

Mendocino County

823 Mendocino County residents died in 2008. The death rate in Mendocino County decreased from 9.5 deaths per 1,000 residents in 1998 to 9.2 in 2008. In comparison, California had a much lower death rate of 6.2 deaths in 2008 per 1,000 residents, and is also has a decreasing death rate. A death rate higher than California's means either or both of the following, either the population of the county is much older than that of California's population and, or, Mendocino County residents have a lower standard of living/health than the California average.

Number of Deaths, County

Year	Number	Rate per 1,000
1991	785	9.7
1992	730	8.9
1993	785	9.5
1994	843	10.1
1995	762	9.1
1996	840	10.0
1997	796	9.4
1998	809	9.5
1999	769	9.0
2000	816	9.5
2001	855	9.8
2002	819	9.3
2003	856	9.7
2004	853	9.6
2005	811	9.1
2006	779	8.7
2007	792	8.8
2008	823	9.2

Source: California Department of Public Health

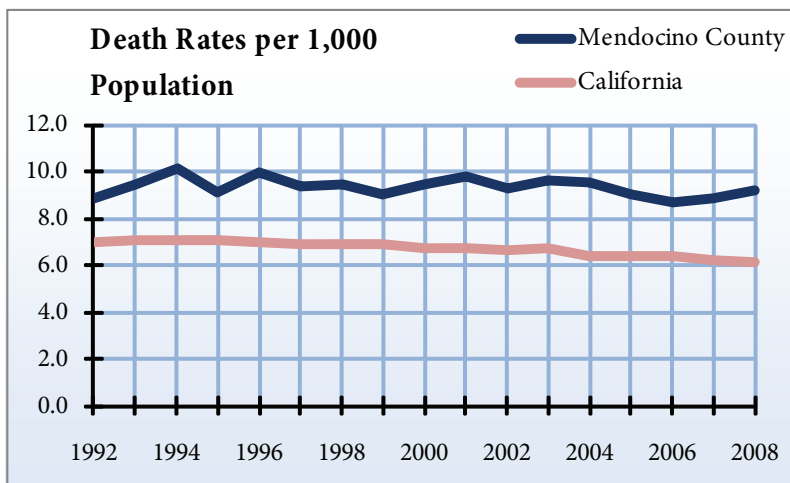
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Number of Deaths, California

Year	Number	Rate per 1,000
1991	214,220	7.1
1992	214,586	7.0
1993	220,271	7.1
1994	222,854	7.1
1995	222,626	7.0
1996	222,308	7.0
1997	223,438	6.9
1998	225,450	6.9
1999	227,965	6.9
2000	228,281	6.8
2001	232,790	6.8
2002	233,246	6.7
2003	239,325	6.7
2004	232,464	6.4
2005	236,220	6.4
2006	236,452	6.4
2007	233,467	6.2
2008	234,072	6.2

Source: California Department of Public Health

Created by: Center for Economic Development, California State University, Chico



8.2 Birth Rate

Overview

The birth rate is the number of live births that occur for every 1,000 people in the county. The number of births and rate is tabulated by the California Department of Public Health from records of the state's county health departments.

Birth rates indicate the degree to which the population reproduces. High birth rates can indicate a healthier population, although lower birth rates may be due to fewer family-age adults in the community, or a greater propensity for lifestyles that include smaller than average families. Birth rates tend to increase slightly during economic booms and decrease slightly during recessions, although long-term trends in birth rates are not an indicator of long-term economic activity.

Mendocino County

County birth rates are consistently below average compared to the state, which is attributable to the higher senior population of the county. Rates have been declining along with those of the state since 1991.

Number of Live Births, County

Year	Number	Rate per
		1,000
1991	1,192	14.7
1992	1,135	13.8
1993	1,105	13.4
1994	1,148	13.8
1995	1,131	13.5
1996	1,021	12.2
1997	1,025	12.1
1998	1,082	12.7
1999	1,012	11.8
2000	1,083	12.6
2001	1,061	12.2
2002	1,078	12.3
2003	1,102	12.4
2004	1,125	12.6
2005	1,121	12.5
2006	1,106	12.3
2007	1,145	12.8
2008	1,168	13.0

Source: California

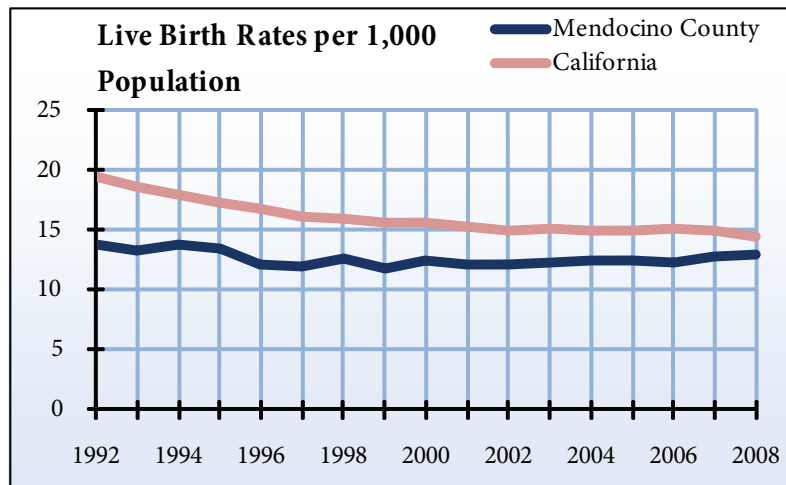
Department of Public
Created by: Center for
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California State University,
Chico

Number of Live Births, California

Year	Number	Rate per
		1,000
1991	609,228	20.2
1992	600,838	19.6
1993	584,483	18.8
1994	567,034	18.0
1995	551,226	17.4
1996	538,628	16.9
1997	524,174	16.3
1998	521,265	16.0
1999	518,073	15.6
2000	531,285	15.8
2001	527,371	15.3
2002	529,245	15.1
2003	540,827	15.2
2004	544,685	15.0
2005	548,700	15.0
2006	562,157	15.2
2007	566,137	15.1
2008	551,567	14.6

Source: California

Department of Public Health
Created by: Center for
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California State University,
Chico



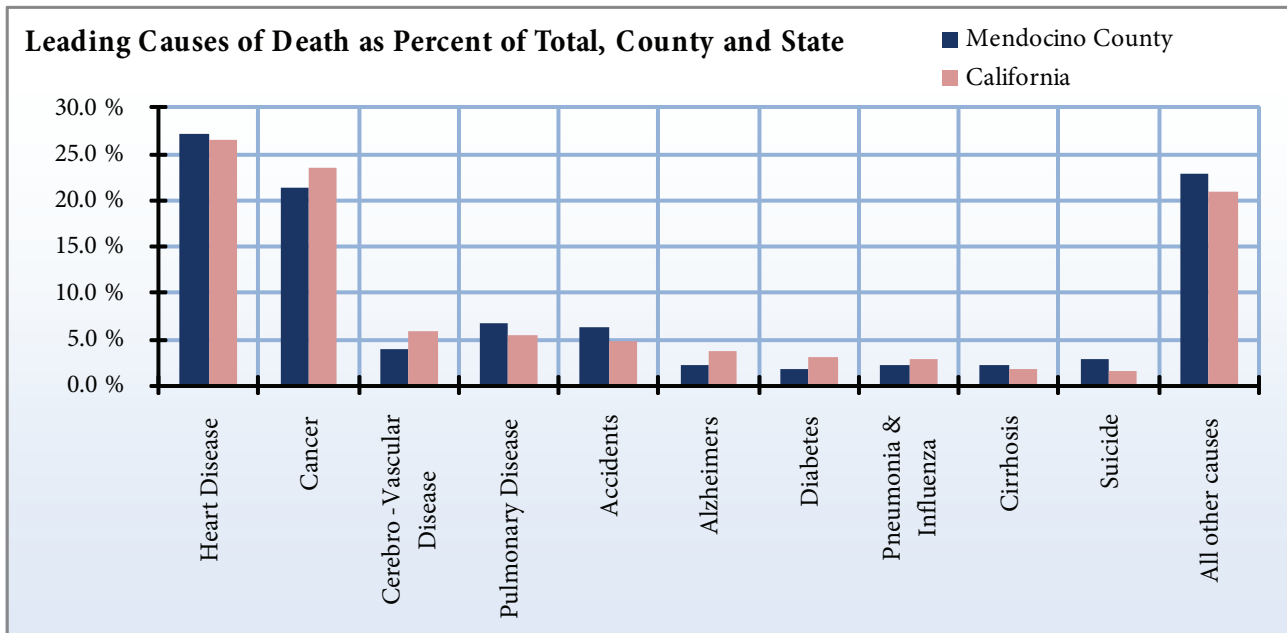
8.3 Leading Causes of Death

Overview

Each death in the county is reported with certain characteristic information, including age and race/ethnicity of decedent, place of residence at time of death, and cause of death, among other characteristics. This indicator includes data on the ten leading causes of death in California each year, broken out by county. The tables show the number of deaths in Mendocino County and in California in order of California’s top ten most common causes of death in California between 1999 and 2008.

Mendocino County

The leading cause of death in Mendocino County is heart disease, which is also the leading cause of death in the state.



Leading Causes of Death, County

Cause of Death	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
All Causes	769	816	855	819	856	853	811	779	792	823
Heart Disease	206	199	215	209	225	234	197	193	215	220
Cancer	193	198	208	189	189	218	185	174	170	178
Cerebro-Vascular Disease	57	62	76	65	59	60	58	51	32	52
Pulmonary Disease	53	50	57	64	58	57	61	34	53	49
Accidents	37	34	53	61	60	43	48	45	50	50
Alzheimers	18	14	9	8	11	14	13	17	18	22
Diabetes	21	23	21	14	25	13	22	23	15	18
Pneumonia & Influenza	9	28	26	23	19	20	20	12	18	16
Cirrhosis	15	9	13	11	11	9	21	20	17	19
Suicide	18	16	13	14	16	21	14	20	22	24
All other causes	142	183	164	161	183	164	172	190	182	175

Source: California Department of Public Health

Created by: Center for Economic Development, California State University, Chico

Leading Causes of Death, California

Cause of Death	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
All Causes	227,965	228,281	232,790	233,246	239,325	232,464	236,220	236,452	233,467	234,072
Heart Disease	69,900	68,533	69,004	68,387	69,013	65,002	64,689	64,648	62,220	60,739
Cancer	52,880	53,005	53,810	53,926	54,307	53,708	54,613	54,043	54,918	54,579
Cerebro-Vascular Disease	18,079	18,090	18,078	17,551	17,686	16,884	15,551	15,011	13,724	13,792
Pulmonary Disease	13,187	12,754	13,056	12,643	13,380	12,519	13,167	12,807	12,497	13,346
Accidents	8,940	8,814	9,274	9,882	10,470	10,614	10,926	11,236	11,426	10,667
Alzheimers	8,014	4,398	4,897	5,405	6,585	6,962	7,694	8,141	8,495	10,095
Diabetes	6,004	6,203	6,457	6,783	7,088	7,119	7,679	7,367	7,395	7,349
Pneumonia & Influenza	3,934	8,355	8,167	8,098	8,184	7,331	7,537	7,329	6,522	6,576
Cirrhosis	3,546	3,673	3,759	3,725	3,832	3,686	3,819	3,826	4,052	4,142
Suicide	3,047	3,113	3,256	3,210	3,396	3,364	3,188	3,296	3,543	3,729
All other causes	40,434	41,343	43,032	43,636	45,384	45,275	47,357	48,748	48,675	49,058

Source: California Department of Public Health

Created by: Center for Economic Development, California State University, Chico

8.4 Infant Mortality

Overview

Infant mortality is used to compare the health and well-being of populations across and within countries.

Infant mortality rates are a subset of total deaths presented earlier in this section and are the sum of infant and neonatal deaths, which are described below:

Neonatal death is a death occurring within the first twenty-eight days of life.

Infant death is a death occurring during the first year of life.

Infant mortality represents many factors surrounding birth, including but not limited to the health and socioeconomic status of the mother, prenatal care, quality of the health services delivered to the mother and child, and infant care. In addition, high infant mortality rates are often considered preventable and can be influenced by various education and care programs.

Mendocino County

There were a total of five infant deaths in Mendocino County in 2007, a decrease of 10 deaths from the previous year. This figure represents a death rate of 4 per 1,000 live births, one less than the California rate.

Number of Infant Deaths, County

Year	Number	Deaths per
		1,000 live births
1999	4	4.0
2000	9	8.3
2001	10	9.4
2002	8	7.4
2003	7	6.4
2004	10	8.9
2005	8	7.1
2006	15	13.6
2007	5	4.4

Source: California Department of Public Health

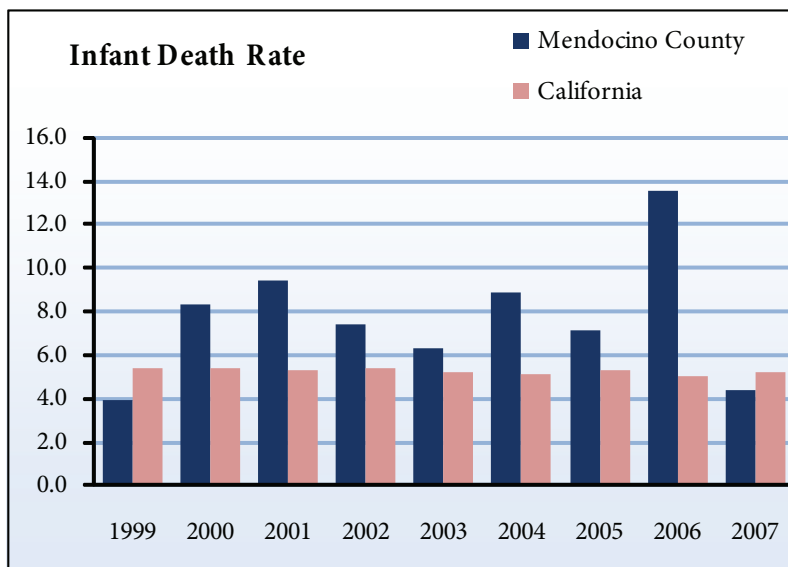
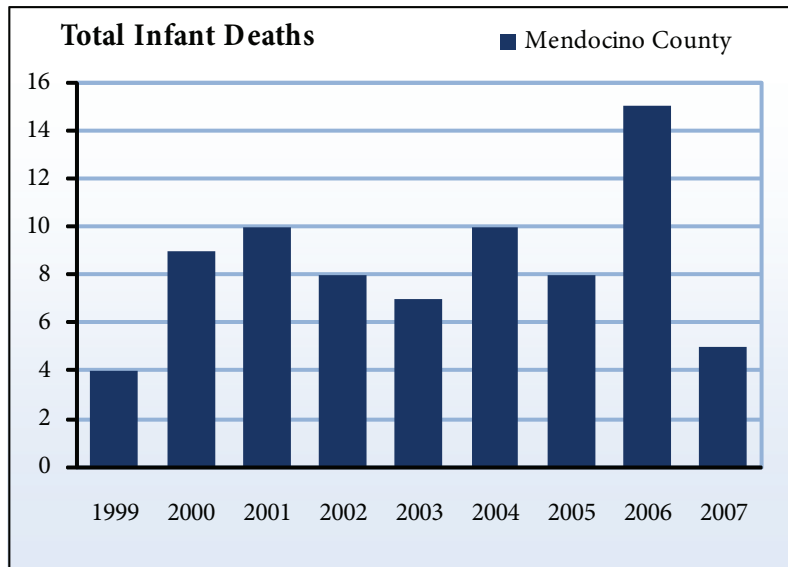
Created by: Center for Economic Development, California State University, Chico

Number of Infant Deaths, California

Year	Number	Deaths per
		1,000 live births
1999	2,787	5.4
2000	2,884	5.4
2001	2,815	5.3
2002	2,875	5.4
2003	2,819	5.2
2004	2,811	5.2
2005	2,913	5.3
2006	2,829	5.0
2007	2,941	5.2

Source: California Department of Public Health

Created by: Center for Economic Development, California State University, Chico



8.5 Low Birth Weight Infants

Overview

Births of infants with a low birth weight (less than 2,500 grams, about 5.5 pounds) are reported by the California Department of Health Services as a subset of birth data.

Low birth weight is a major cause of infant mortality. Birth weight is also an important element in childhood development. There are many factors that lead to low birth weights, such as smoking tobacco during pregnancy, using alcohol or other nonprescribed substances, poor nutrition, inadequate prenatal care, and premature birth. Low birth weight babies are at a higher risk to be born with underdeveloped organs. This can lead to lung problems, such as respiratory distress syndrome, bleeding of the brain, vision loss, and/or serious intestinal problems. Low birth weight babies are more than twenty times more likely to die in their first year of life than babies born at a normal weight.

Mendocino County

The total number of low birth weight births was 72 in Mendocino County in 2008, which was 6.2 percent of the total number of births in the same year. This percentage is up from 5.9 percent in 2007, and is nearly equal to the rate of low birth weight babies across California. Historically the percentage of total births designated as low birth weight in Mendocino County has been lower than statewide percentages since 1994. See below for a comparative graph of low birth weight in Mendocino County and California from 1991-2008.

Low Birth Weight Infants, County

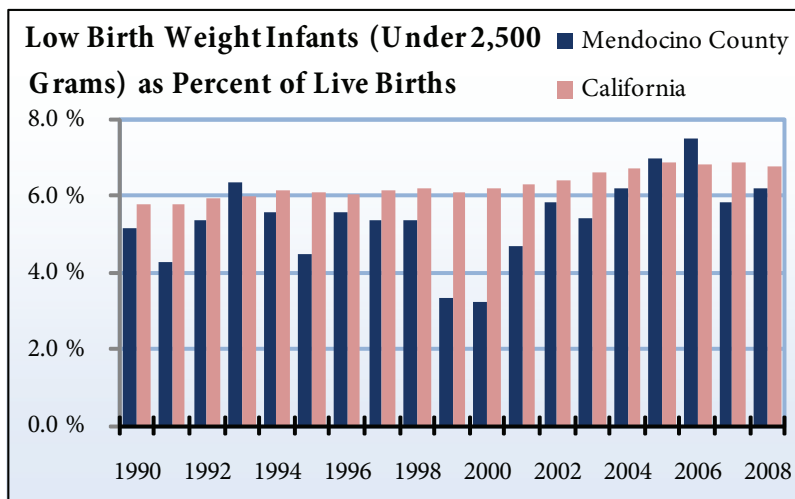
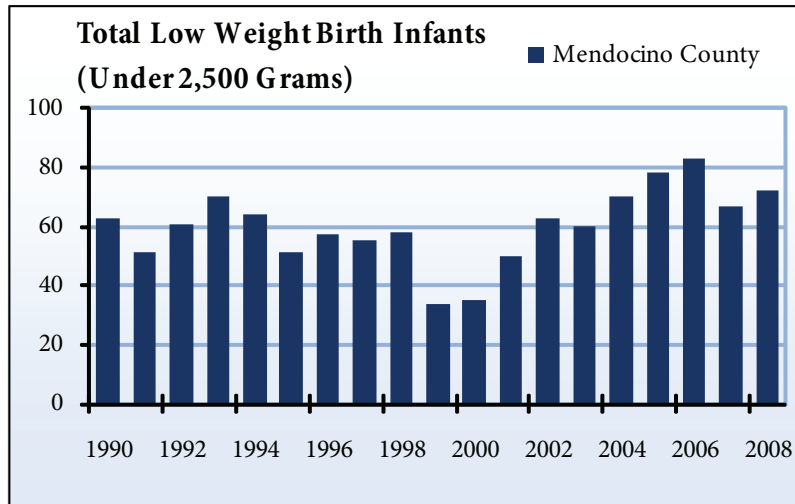
Year	Number	Percent of live births
1990	63	5.1 %
1991	51	4.3 %
1992	61	5.4 %
1993	70	6.3 %
1994	64	5.6 %
1995	51	4.5 %
1996	57	5.6 %
1997	55	5.4 %
1998	58	5.4 %
1999	34	3.4 %
2000	35	3.2 %
2001	50	4.7 %
2002	63	5.8 %
2003	60	5.4 %
2004	70	6.2 %
2005	78	7.0 %
2006	83	7.5 %
2007	67	5.9 %
2008	72	6.2 %

Source: California Department of Public Health
Created by: Center for Economic Development, California State University, Chico

Low Birth Weight Infants, California

Year	Number	Percent of live births
1990	35,474	5.8 %
1991	35,359	5.8 %
1992	35,608	5.9 %
1993	35,116	6.0 %
1994	34,876	6.2 %
1995	33,588	6.1 %
1996	32,649	6.1 %
1997	32,232	6.1 %
1998	32,438	6.2 %
1999	31,686	6.1 %
2000	32,853	6.2 %
2001	33,196	6.3 %
2002	33,859	6.4 %
2003	35,659	6.6 %
2004	36,481	6.7 %
2005	37,653	6.9 %
2006	38,517	6.9 %
2007	38,923	6.9 %
2008	37,507	6.8 %

Source: California Department of Public Health
Created by: Center for Economic Development, California State University, Chico



8.6 Teenage Pregnancy

Overview

Teen births are reported by the California Department of Health Services as births to mothers under the age of twenty. It is a subset of the birth data published by the California Department of Public Health.

Teen pregnancy is a major national and state concern because teen mothers and their babies face increased risks to their health and economic status. According to the National Center for Health Statistics, teen mothers are more likely than mothers over age twenty to give birth prematurely (before thirty-seven completed weeks of pregnancy). Many factors contribute to the increased risk of health problems of babies born to teenage mothers. Teens often have poor eating habits and neglect taking vitamins. Many teens smoke, drink alcohol, or even take drugs.

Teenage mothers are more likely to drop out of high school than those who wait until later years to have their own children. Usually lacking necessary education skills, teenage mothers potentially have a harder time finding and keeping well-paying jobs.

Mendocino County

In 2008, 10 percent of all births in the county were from teen mothers, higher than the California average of 9 percent. Mendocino County has consistently had a higher percentage of live births born to teen mothers than California since 1990, with a peak of 17.9 percent in 1995.

Total Teen Births, County

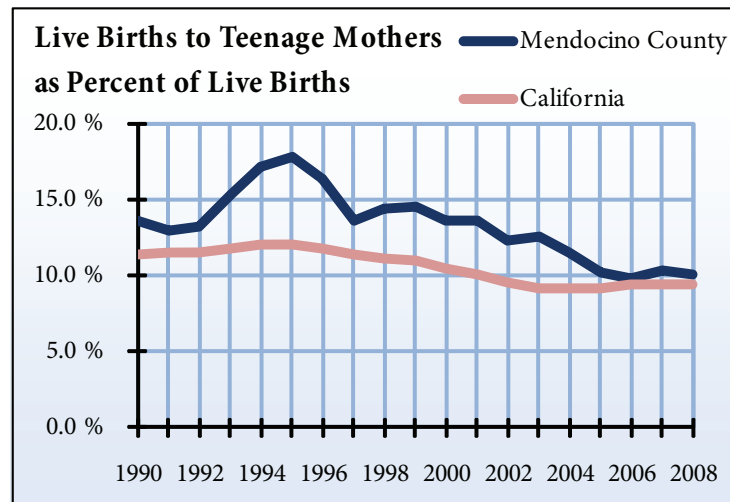
Year	Number	Percent of
		live births
1990	167	13.6 %
1991	155	13.0 %
1992	150	13.2 %
1993	170	15.4 %
1994	197	17.2 %
1995	202	17.9 %
1996	167	16.4 %
1997	139	13.6 %
1998	156	14.4 %
1999	147	14.5 %
2000	148	13.7 %
2001	144	13.6 %
2002	132	12.2 %
2003	138	12.5 %
2004	130	11.6 %
2005	114	10.2 %
2006	108	9.8 %
2007	119	10.4 %
2008	117	10.0 %

Source: California
Department of Public Health
Created by: Center for
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Chico

Total Teen Births, California

Year	Number	Percent of
		live births
1990	69,560	11.4 %
1991	70,322	11.5 %
1992	69,272	11.5 %
1993	68,519	11.7 %
1994	68,198	12.0 %
1995	66,644	12.1 %
1996	63,118	11.7 %
1997	59,851	11.4 %
1998	58,141	11.2 %
1999	56,577	10.9 %
2000	55,373	10.4 %
2001	52,966	10.0 %
2002	50,201	9.5 %
2003	49,330	9.1 %
2004	49,737	9.1 %
2005	50,017	9.1 %
2006	52,770	9.4 %
2007	53,393	9.4 %
2008	51,704	9.4 %

Source: California
Department of Public Health
Created by: Center for
Economic Development,
California State University,
Chico



8.7 Late Prenatal Care

Overview

Late prenatal care is a count of births where the mother first saw a physician about her pregnancy after her third trimester began. Data is collected by county health departments from surveys of every birth and reported to the California Department of Public Health. The survey includes a question about when the mother first sought medical care during her pregnancy.

Late prenatal care is one of the more prominent risk factors for many medical complications later in pregnancy, during childbirth, or among the children themselves. Early medical care can help expectant mothers with lifestyle and medication changes that might otherwise affect their child.

Mendocino County

In 2008 the percent of live births with late prenatal care in the county was 5.3 percent compared to 3.2 percent in the state. Late prenatal care in California has decreased significantly, while rates in the county have fluctuated since 1996. As a result county rates have been higher than those of the state since 1990.

Births With Late or No Prenatal Care, County

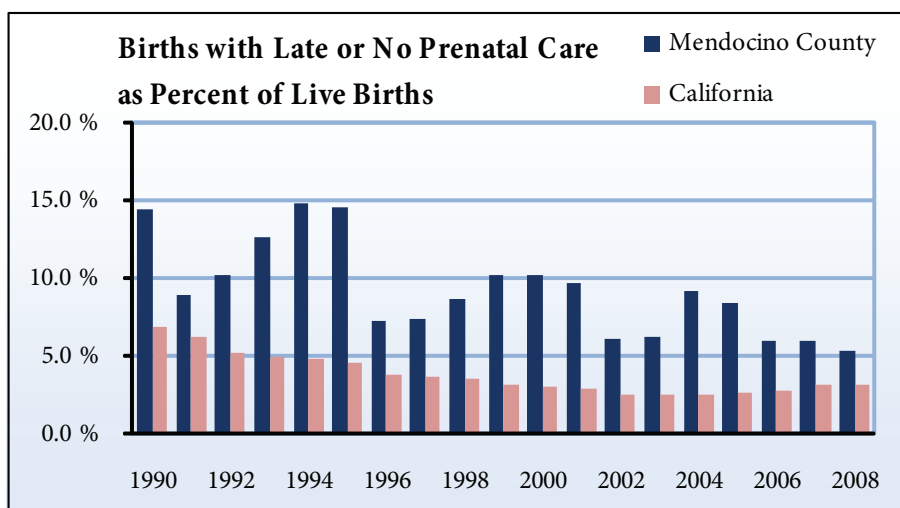
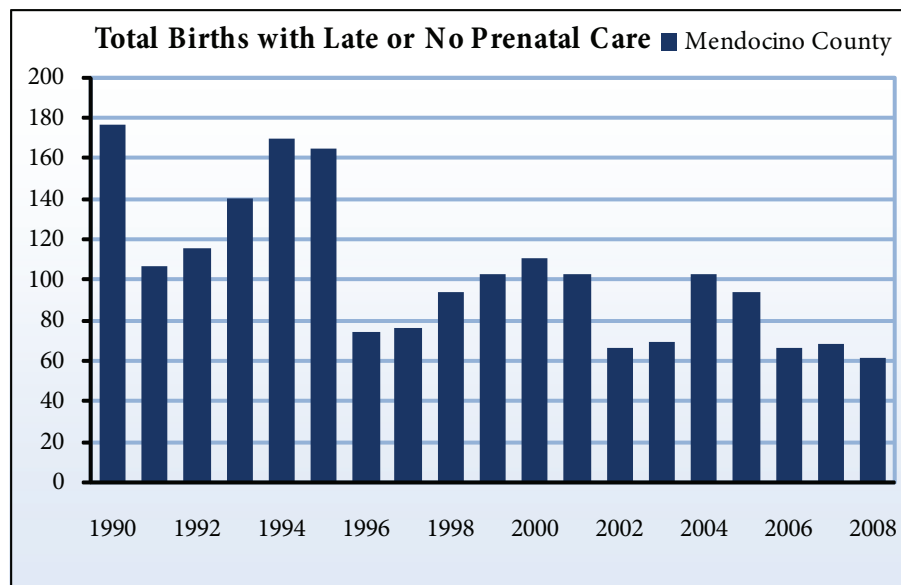
Year	Number	Percent of live births
1990	177	14.4 %
1991	107	9.0 %
1992	116	10.2 %
1993	140	12.7 %
1994	170	14.8 %
1995	165	14.6 %
1996	74	7.2 %
1997	76	7.4 %
1998	94	8.7 %
1999	103	10.2 %
2000	111	10.2 %
2001	103	9.7 %
2002	66	6.1 %
2003	69	6.3 %
2004	103	9.2 %
2005	94	8.4 %
2006	66	6.0 %
2007	68	5.9 %
2008	62	5.3 %

Source: California Department of Public Health
Created by: Center for Economic Development, California State University, Chico

Births With Late or No Prenatal Care, California

Year	Number	Percent of live births
1990	42,553	7.0 %
1991	38,277	6.3 %
1992	31,755	5.3 %
1993	29,185	5.0 %
1994	27,458	4.8 %
1995	25,099	4.6 %
1996	20,328	3.8 %
1997	19,244	3.7 %
1998	18,650	3.6 %
1999	16,319	3.1 %
2000	16,051	3.0 %
2001	15,258	2.9 %
2002	13,606	2.6 %
2003	13,447	2.5 %
2004	14,123	2.6 %
2005	14,635	2.7 %
2006	15,658	2.8 %
2007	17,847	3.2 %
2008	17,388	3.2 %

Source: California Department of Public Health
Created by: Center for Economic Development, California State University, Chico



8.8 Medical Service Providers

Overview

The Medical Board of California is the state’s licensing agency for practicing physicians. The table in this section presents the number of licenses where the primary address of the practice is in Mendocino County. This may not entirely represent health care availability in the area if there are a significant number of physicians practicing part-time in Mendocino County with a primary address in neighboring places.

The number of practitioners providing services within an area can indicate the available health care resources in a community. Access to health care and preventative services, such as immunizations and health screenings, are important to an individual’s health. Those lacking preventative services are at a higher risk for some diseases, especially those that are preventable by vaccine.

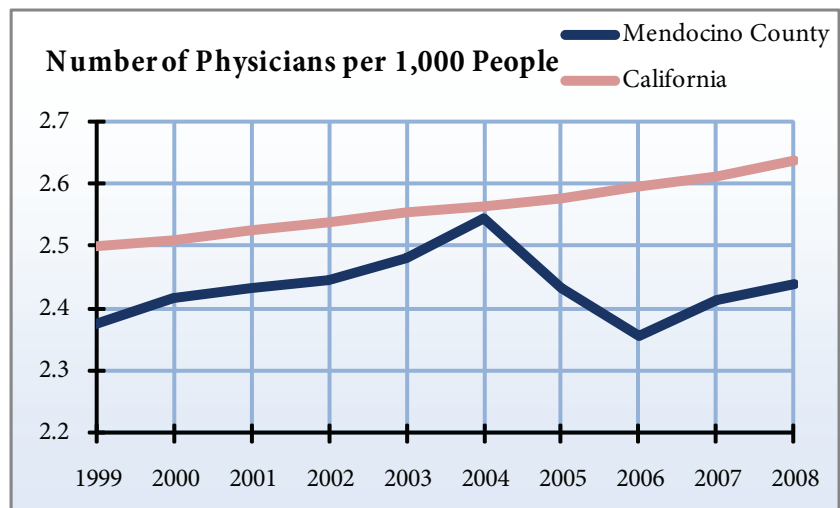
Mendocino County

The Medical Board of California regulates the majority of medical issues and concerns in California, and is responsible for reporting the number of physicians in specific areas in their annual report. As of 2008, there were 219 physicians actively practicing in Mendocino County, an increase of 3 physicians from the previous year. As the number of physicians in California and Mendocino County continues to rise, community health and preventative care services will continue to improve. Also, an influx of physicians in a particular area raises that area’s economic and educational status. Sixteen physicians have started practices in Mendocino County since 1999.

Number of Physicians

Fiscal Year	Number of physicians	Total physicians in California
1999	203	82,872
2000	208	84,675
2001	212	86,934
2002	215	89,025
2003	220	91,049
2004	227	92,852
2005	218	94,546
2006	211	96,299
2007	216	97,878
2008	219	99,900

Source: Medical Board of California
 Created by: Center for Economic Development, California State University, Chico



9. Welfare

The amount of assistance utilized by families and individuals in need is an indication of how well the community is meeting the basic needs of the less fortunate in our society. Also, by assessing the available services and the amount of existing need, it becomes apparent what additional services and/or assistance might improve the quality of life in a specific area. Welfare indicators are also a good indication of the county's socio-economic make-up.

Welfare assistance in Mendocino County and throughout Northern California has shown consistent trends in the last decade. The number of TANF/CalWORKs recipients and households receiving food stamps has been steadily decreasing, after peaks in 2001. Meanwhile, Medi-Cal expenditures in Mendocino County experienced an increase in 2009, of 5.7 percent from the previous year.

In this section:

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9.2 Food Stamps Caseload & Expenditures	140
9.3 Medi-Cal Beneficiaries	142
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9.1 TANF/CalWorks Caseload

Overview

The table shows the annual average number of California Work Opportunity and Responsibility to Kids (CalWORKs) recipients (persons) and cases (families or households). CalWORKs is California's implementation of the federal Temporary Aid to Needy Families (TANF) program. Under the welfare reform legislation of 1996, TANF replaced the old welfare programs known as Aid to Families with Dependent Children (AFDC), the Job Opportunities and Basic Skills Training (JOBS) program, and the Emergency Assistance (EA) program.

CalWORKs is a welfare program that gives cash aid and services to eligible needy California families. The program serves all fifty-eight counties in the state and is locally operated by county welfare departments. If a family has little or no cash and needs housing, food, utilities, clothing, or medical care, they may be eligible to receive immediate short-term help. Families eligible for cash aid are those with needy children who are deprived because of a disability, absence or death of a parent, or unemployment of the principal earner. The assistance is intended to encourage work, enable families to become self-sufficient, and provide financial support for children who lack the proper support and care.

Information about these programs is useful in determining which areas need the most assistance and which areas have the greatest number of people utilizing assistance programs. Higher incidence of CalWORKs enrollment may indicate a lack of job opportunities for lesser skilled workers, or additional health or social issues that keep people from holding on to adequate employment.

Mendocino County

In Mendocino County, the number of TANF/CalWORKs recipients decreased between a peak in 2001 and 2007. However, between 2008 and 2009, the num-

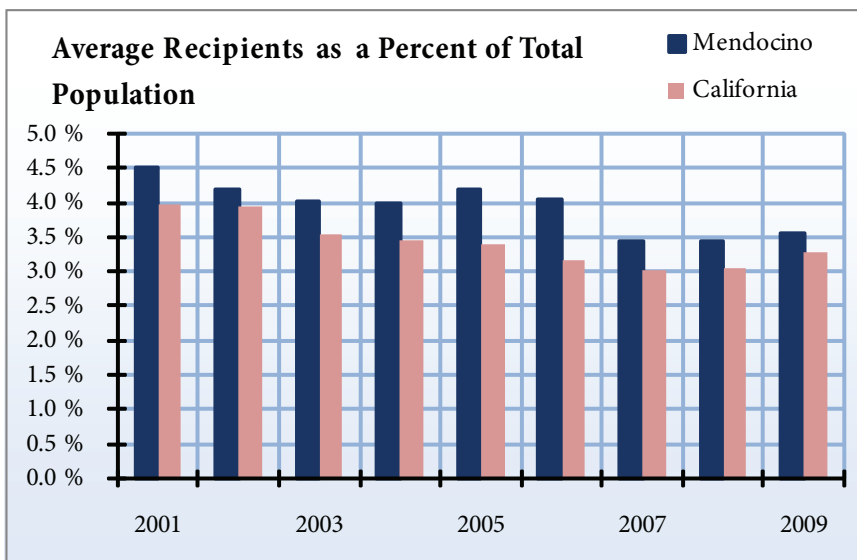
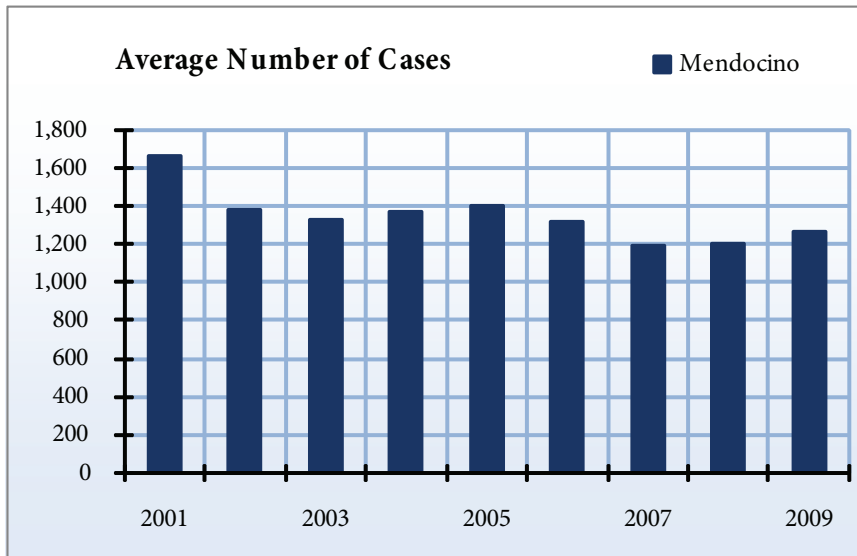
ber of TANF/CalWORKs cases in the county increased 4.7 percent, similar with a 12.3 percent increase in California. In the same year, the number of recipients increased 3.1 percent, compared to a 8.7 percent increase in California.

TANF/CalWORKs Caseload

Year	Average number of cases	Average number of recipients
2001	1,662	3,938
2002	1,380	3,688
2003	1,327	3,548
2004	1,368	3,549
2005	1,399	3,772
2006	1,317	3,651
2007	1,189	3,109
2008	1,205	3,103
2009	1,261	3,199

Source: California Department of Social Services

Created by: Center for Economic Development, California State University, Chico



9.2 Food Stamps Caseload and Expenditures

Overview

The food stamp program is a federally funded program aimed at ending hunger and improving nutrition and health. The program is available to people whose income falls below a certain level, but who are actively seeking employment or are currently employed.

The food stamp program is administered through the U.S. Department of Agriculture (USDA). The department pays all of the costs of the food stamps issued and half of the administrative costs of the program. The state and county share the other half of the administrative costs. Through this system a county can provide for the basic nutrition needs of its population without suffering a major drain on its economy. Food stamps cannot be used to buy items such as pet food, soap, paper products, household supplies, alcoholic beverages, vitamins, or any food prepared in the store or ready-to-eat.

As with CalWORKs, food stamp caseloads and expenditures may be an indication that issues exist in the county affecting the ability of people to work, either due to lack of jobs or lack of ability to do paid work. Since those working may also be eligible for food stamp assistance, a high food stamp caseload may also indicate that a large percentage of households are supported by employment paying relatively low wages.

Mendocino County

The average number of food stamp recipients in Mendocino County has been steadily increasing since the year 2000. Between 2008 and 2009, the number of households receiving food stamps increased 21 percent, while the number of persons receiving food stamps increased 21 percent as well. In comparison, the average number of households receiving food stamps in

California increased 24.6 percent, and the average number of persons receiving food stamps increased 22.7 percent.

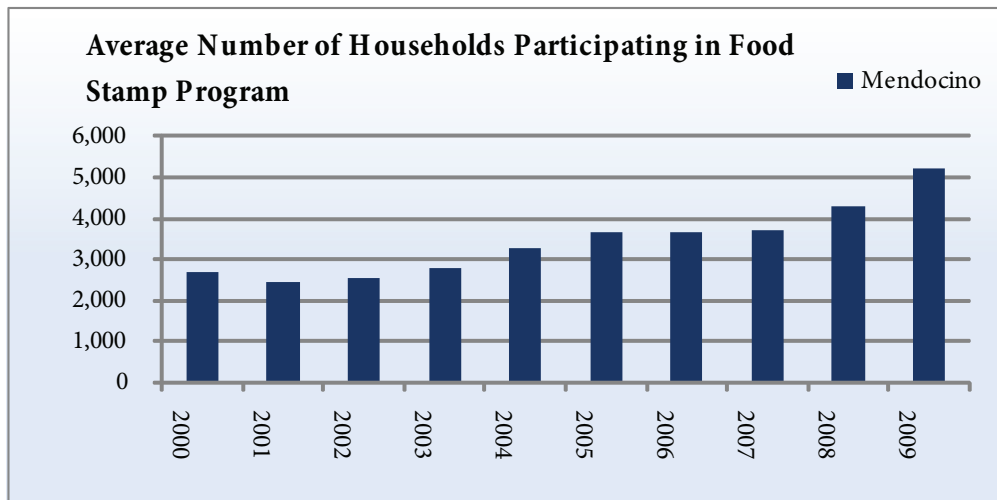
Since the year 2000 total expenditures have been increasing and have increased significantly in recent years. The county had 46 percent growth in expenditures in 2009, compared to 49 percent growth in California.

Food Stamps, Recipients, and Expenditures

Year	Average number of households	Average number of persons	Total expenditures
2000	2,666	6,343	\$ 5,345,148
2001	2,423	5,685	\$ 5,027,859
2002	2,522	5,810	\$ 5,376,721
2003	2,784	6,229	\$ 6,183,406
2004	3,263	7,150	\$ 7,759,339
2005	3,648	7,853	\$ 9,195,814
2006	3,664	7,496	\$ 9,846,267
2007	3,696	7,226	\$ 10,418,916
2008	4,291	8,338	\$ 11,901,520
2009	5,201	10,075	\$ 17,422,735

Source: California Department of Social Services

Created by: Center for Economic Development, California State University, Chico



9.3 Medi-Cal Beneficiaries

Overview

Medi-Cal is California's program that replaces the federal Medicaid program in the state. It was created before Medicaid and, therefore, California legislators successfully requested that the federal government exclude this state from their program. It covers people who are disadvantaged physically or financially. Some examples of Medi-Cal eligibles are people aged 65 or older, those who are blind or disabled, those who receive a check through the Supplemental Security Income/State Supplemental Payments program, children and parents who receive financial assistance through the CalWORKS program, and women who are pregnant or diagnosed with cervical or breast cancer.

Many Medi-Cal recipients are also either CalWORKS or food stamp recipients, creating an overlap in program enrollment.

Information on Medi-Cal programs is helpful in determining the need for public medical assistance

in a particular community. As with CalWORKS and food stamps, the relative need for assistance is also an indicator of the social and/or economic status of area residents.

Mendocino County

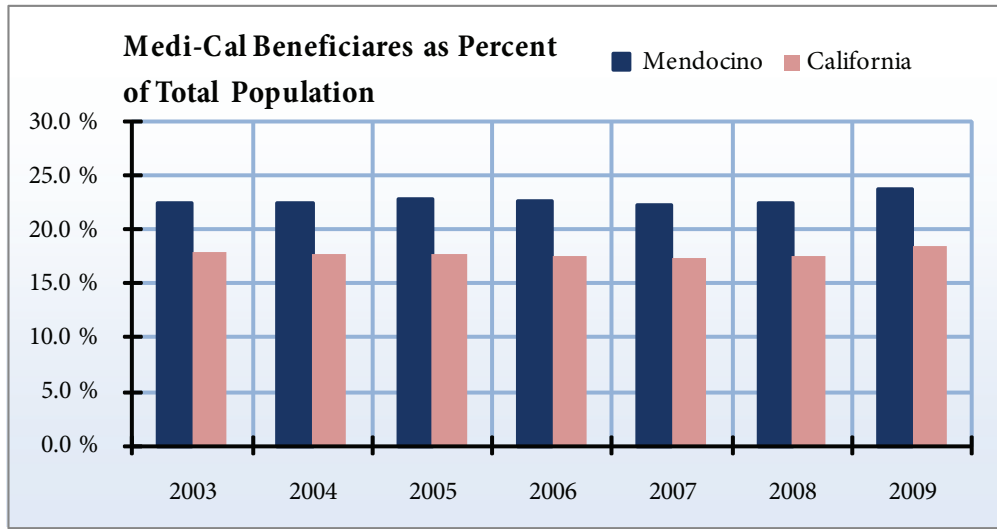
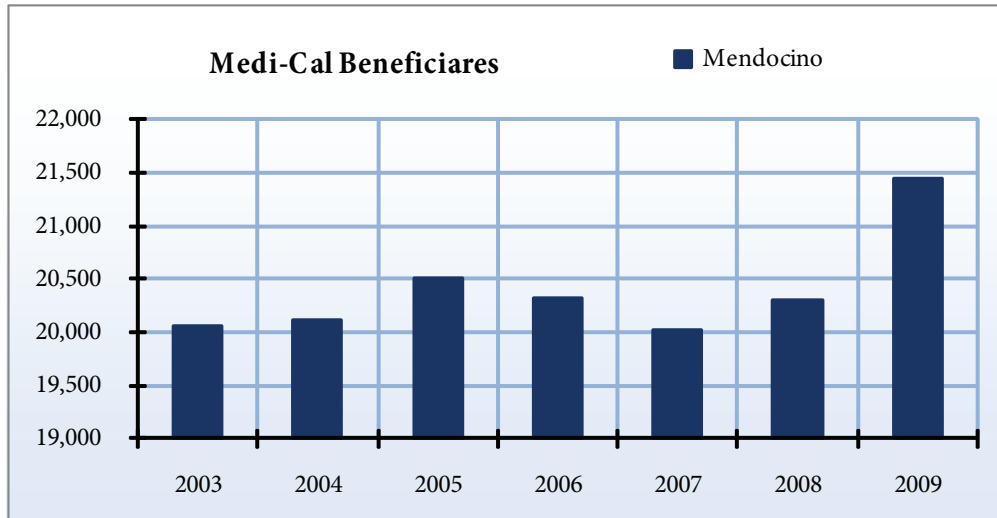
In 2009, 24 percent of the population in Mendocino County was eligible for Medi-Cal programs (21,446 people). In comparison, 18 percent of the population throughout California was eligible. The number of eligibles in Mendocino County saw a low of about 20,012 people in 2007, before beginning to rise again.

Medi-Cal Users

Year	Beneficiaries	Percentage of County Population	California Beneficiaries	Percentage of California Population
2003	20,057	22.5 %	6,478,049	18.0 %
2004	20,103	22.5 %	6,489,774	17.8 %
2005	20,504	22.9 %	6,560,346	17.8 %
2006	20,315	22.7 %	6,534,983	17.5 %
2007	20,012	22.3 %	6,553,258	17.4 %
2008	20,298	22.6 %	6,721,003	17.6 %
2009	21,446	23.8 %	7,094,877	18.4 %

Source: California Department of Healthcare Services

Created by: Center for Economic Development, California State University, Chico



9.4 Foster Care Entries

Overview

Foster care is an out-of-home care system designed to protect children who cannot safely remain in the care of their families. Child abuse and/or neglect are the main causes of child removal from the home, making the child a dependent of the court. The foster care program is aimed at placing these children (who have been removed from their families) in an environment where they will receive proper care and attention. Foster care entries can be of many different types, including kinship, foster, foster family agencies, group homes, shelters, and guardian care.

It is common for children placed in foster care to remain in the system, with multiple placements, until age eighteen. Depending on the success of the initial placements, the time spent in the welfare foster system can have lasting effects on the child's adult life following emancipation. For example, statistics show that children with over five placements suffer more hardships than a child who had fewer than five placements. A small but disturbing number of males enter the state prison system after they leave the child welfare system, while those women who become mothers while in foster care are four times as likely to receive welfare or state aid compared to other young females in their age group. It has been determined by the California Youth Connection that many emancipating foster youth are not made aware of their eligibility for benefits that could support their housing, child care, and employment needs. Roughly two-thirds of foster youth have college ambitions, but many emancipating youths do not attend because informa-

tion on higher education and financial aid opportunities is not consistently provided in a timely manner.

Mendocino County

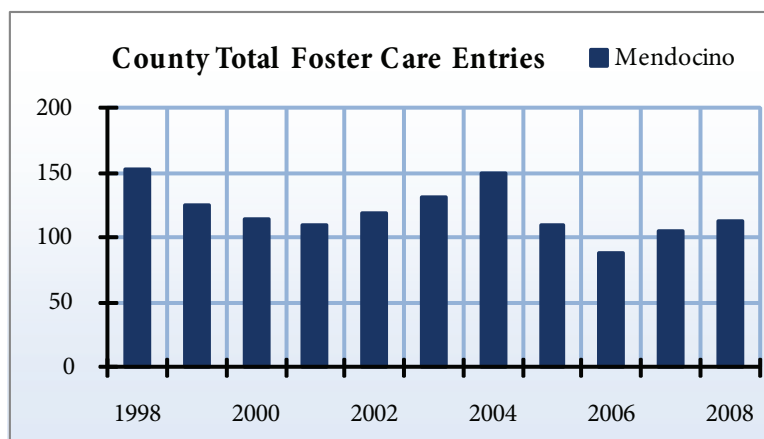
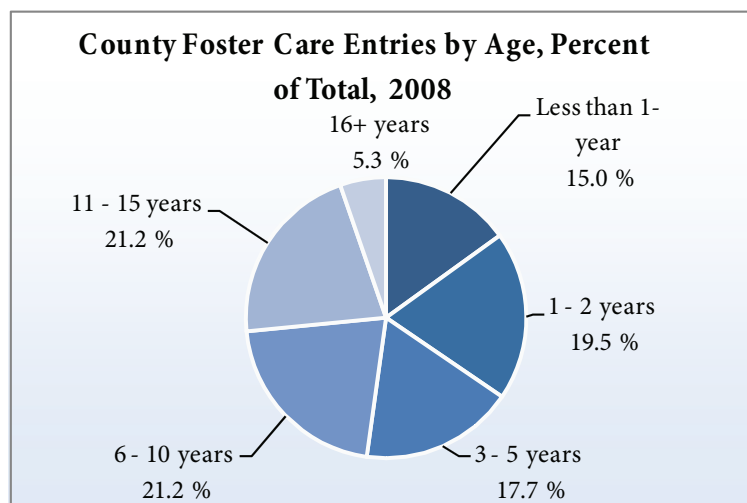
A total of 113 children entered foster care in Mendocino County in 2008, a 7.6 percent increase from the previous year and the highest number since 2004. The age of these children varied greatly, ranging from less than one year old to over 16 years of age.

County Foster Care Entries by Age

Year	Less than 1-year	1 - 2 years	3 - 5 years	6 - 10 years	11 - 15 years	16+ years	Total	Annual percent change
1998	15	18	28	50	38	4	153	n/a
1999	13	11	22	40	36	3	125	- 18.3 %
2000	15	19	21	27	30	2	114	- 8.8 %
2001	22	18	23	27	16	3	109	- 4.4 %
2002	19	11	21	30	32	6	119	9.2 %
2003	17	19	28	29	33	5	131	10.1 %
2004	23	33	31	33	25	5	150	14.5 %
2005	16	21	17	29	20	7	110	- 26.7 %
2006	14	9	15	19	26	5	88	- 20.0 %
2007	18	16	15	28	25	3	105	19.3 %
2008	17	22	20	24	24	6	113	7.6 %

Source: CWS/CMS 2009 Q3 Extract *8 days or more

Created by: Center for Economic Development, California State University, Chico



County Foster Care Entries by Placement Type

Year	Kinship	Foster	FFA	Group	Shelter	Guardian	Missing	Court	Other	Total
1998	31	101	11	0	0	10	0	0	0	153
1999	28	36	57	1	0	3	0	0	0	125
2000	23	35	54	0	0	2	0	0	0	114
2001	13	47	49	0	0	0	0	0	0	109
2002	22	28	68	0	0	1	0	0	0	119
2003	16	34	77	0	0	4	0	0	0	131
2004	22	35	90	1	0	2	0	0	0	150
2005	9	25	70	3	0	3	0	0	0	110
2006	9	18	53	7	0	1	0	0	0	88
2007	9	28	64	3	0	1	0	0	0	105
2008	9	28	64	10	0	2	0	0	0	113

Source: CWS/CMS 2009 Q3 Extract *8 days or more

Created by: Center for Economic Development, California State University, Chico

9.5 School Free and Reduced Meals

Overview

This indicator is the count of K-12 students enrolled in the free or reduced-priced meal program. The program provides meals to students from income-qualifying families. Families only have to claim a certain income level to enroll their children in the program, and no evidence or auditing is required. Periodically, schools will actively promote the program, which can temporarily boost enrollment.

Note: Total enrollment numbers differ between this indicator and section 10.1 because total enrollment for the free and reduced meal is calculated for total enrollment in October of a given year, students between ages 5 and 17.

Mendocino County

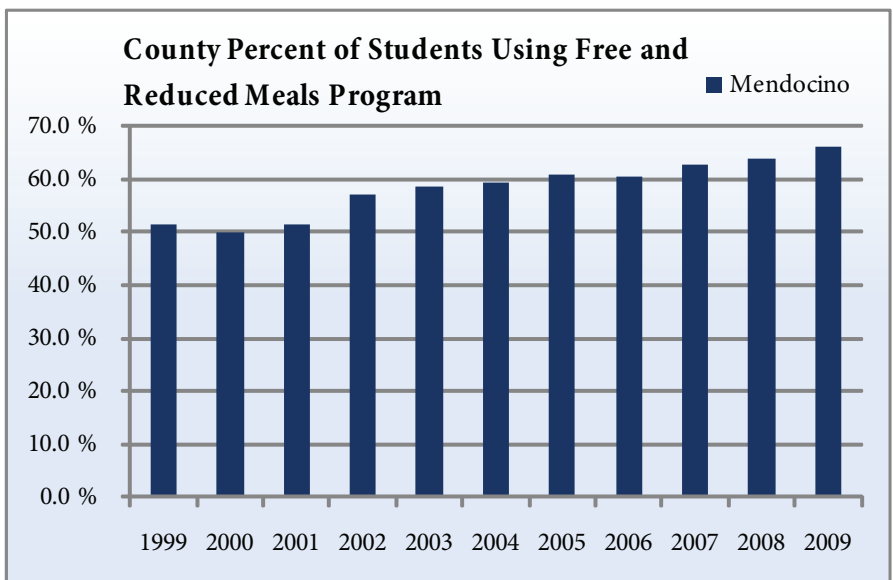
The percent of students enrolled in the free and reduced price meal program increased significantly since 2000, from 50 percent to 66 percent in 2009. Program enrollment went from a low of 7,599 in 2001 to a high of 8,526 in 2009. Increased program enrollment was coupled with reduced total school enrollment, from 15,172 in 2001 to 13,305 in 2009, producing the large percent increase.

School Free and Reduced Meals

Year	Total Free and Reduced Meals	Total Enrollment	Percent of Students
1999	7,920	15,371	51.5 %
2000	7,875	15,713	50.1 %
2001	7,599	14,756	51.5 %
2002	8,339	14,605	57.1 %
2003	8,611	14,704	58.6 %
2004	8,490	14,311	59.3 %
2005	8,449	13,869	60.9 %
2006	8,131	13,454	60.4 %
2007	8,395	13,407	62.6 %
2008	8,262	12,928	63.9 %
2009	8,526	12,922	66.0 %

Source: California Department of Education

Created by: Center for Economic Development, California State University, Chico



10. Education

The quality of an area's educational institutions can be a critical factor in a person's decision on where to live, raise a family, and locate his or her business. Education is considered one of the most fundamental socio-economic indicators of a successful life, and a county with substantial, respectable schools is very attractive to parents.

The indicators in this section cover enrollment volume and student performance, each indicating different aspects of the local community. Enrollment data can be used to refine the estimate of population by age (section one) and school performance can influence employment and income potential. Good performance in schools can help residents avoid the need for public assistance health and welfare programs in the future. Often, the amount of education a person achieves has a strong influence on occupations, earnings, poverty, and health care.

In this section:

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10.1 School Enrollment

Overview

Total enrollment as reported by the California Department of Education is shown for the 2001-2002 school year through the 2008-2009 school year. The data was compiled from the California Basic Education Data System (CBEDS). On October 4th of each year, the number of students enrolled in public schools that day is reported to CBEDS. California Youth Authority schools (CYA) are also included in enrollment figures. CYA schools provide institutional training and parole supervision for juvenile and young adult offenders.

School enrollment is the most useful indicator of change in the child population after the 2000 Census. As discussed in the age distribution indicator in section one, the decennial census is the only time when population by age is counted, and any data for later years is typically a projection of 2000 Census data. The child population is the most difficult to project because of changing family migration and fertility patterns. School enrollment provides the best data with which to estimate the population of children in the community.

Enrollment trends provide insight into a school's financial stability. Funding is based primarily on enrollment and average daily attendance. Since school districts often face funding challenges, understanding trends in enrollment will help them produce more accurate financial plans.

Mendocino County

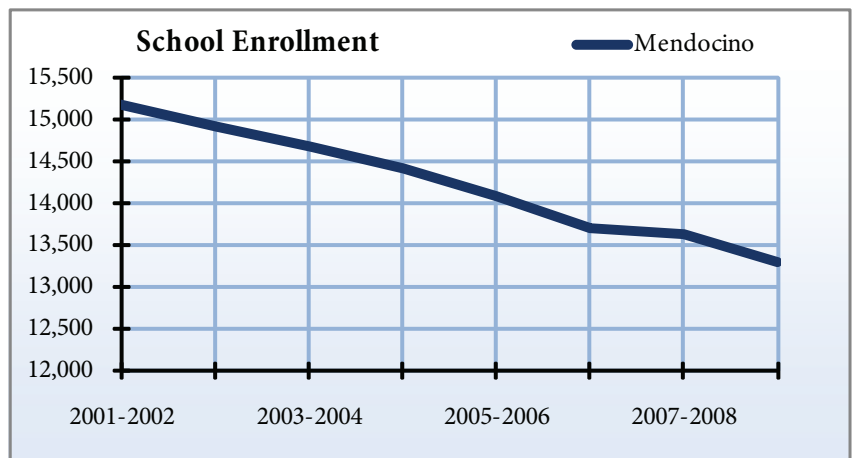
In the 2008-2009 school year, 13,305 students were enrolled in Mendocino County schools. This number represents a 2 percent decrease from the 2007-2008 year. Total enrollment in the county has

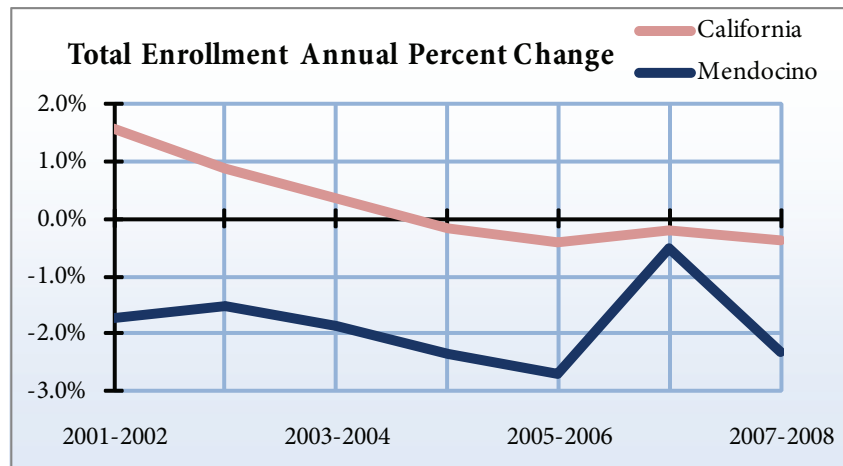
decreased by 1,867 students since the 2001-2002 school year.

Total School Enrollment

School Year	Total Enrollment	Annual Percent Change
2001-2002	15,172	n/a
2002-2003	14,908	- 1.7 %
2003-2004	14,679	- 1.5 %
2004-2005	14,407	- 1.9 %
2005-2006	14,068	- 2.4 %
2006-2007	13,688	- 2.7 %
2007-2008	13,620	- 0.5 %
2008-2009	13,305	- 2.3 %

Source: California Department of Education
 Created by: Center for Economic Development, California State University, Chico





10.2 High School Dropout Rates

Overview

High school dropout rates measure how many students fail to complete state-mandated curriculum requirements. In order for a student to be officially designated as a dropout, he or she must have been previously enrolled in any grade level, 9-12, and left school without re-enrolling in another public or private educational institution or school program for forty-five consecutive days. The one-year dropout rate is the number of dropouts in grades 9-12 divided by the total enrollment in those grades.

The completion of high school is a requirement for most jobs. Even many lower skilled jobs require a high school diploma. According to the U.S. Census Bureau, people with a high school diploma who did not attend college earn 23 percent more per year on average than those without a diploma. The employment rate for high school dropouts is 11 percent less than rate for high school graduates.

High dropout rates may indicate social issues with families in the community. It may also indicate a workforce that is not skilled enough to attract higher wage jobs to the area, which is important for economic development.

NOTE: Due to Department of Education data discrepancies 2006 - 2008 drop out numbers are not historically comparable.

Mendocino County

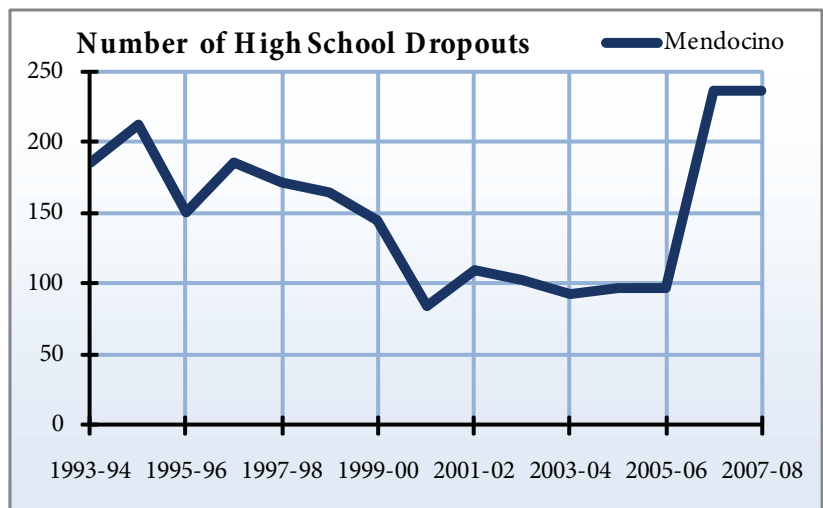
There were 236 students designated as high school dropouts in Mendocino County in 2008, meaning a 5 percent dropout rate. This number is the same as the 5 percent one-year dropout rate in California. The average dropout rate in the county was 2.8 over the last decade.

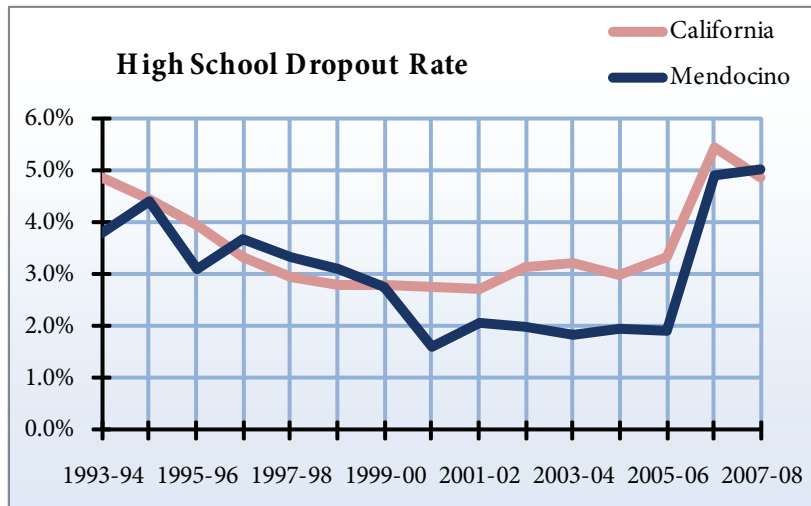
High School Dropouts, County (Percent of Total Enrollment)

Year	Number of dropouts	1-year dropout rate	CA 1-year dropout rate
1993-1994	186	3.8 %	4.9 %
1994-1995	212	4.4 %	4.4 %
1995-1996	150	3.1 %	3.9 %
1996-1997	185	3.7 %	3.3 %
1997-1998	171	3.3 %	2.9 %
1998-1999	164	3.1 %	2.8 %
1999-2000	145	2.8 %	2.8 %
2000-2001	84	1.6 %	2.8 %
2001-2002	109	2.1 %	2.7 %
2002-2003	102	2.0 %	3.1 %
2003-2004	93	1.8 %	3.2 %
2004-2005	97	1.9 %	3.0 %
2005-2006	96	1.9 %	3.3 %
2006-2007	236	4.9 %	5.5 %
2007-2008	236	5.0 %	4.9 %

Source: California Department of Education

Compiled by: Center for Economic Development, California State University, Chico





10.3 Graduates Eligible for UC or CSU System

Overview

This indicator is the count of high school graduates who have completed coursework required by either the California State University or University of California postsecondary education systems. The data is reported by schools to the California Department of Education in their annual California Basic Educational Data System (CBEDS) reports. Further eligibility based on SAT or other college entrance exams are not included here.

A college education is critical for most students looking for higher-wage employment. Also, this is an indicator of the support provided to K-12 students from a combination of the local school system, parents, and the community.

Mendocino County

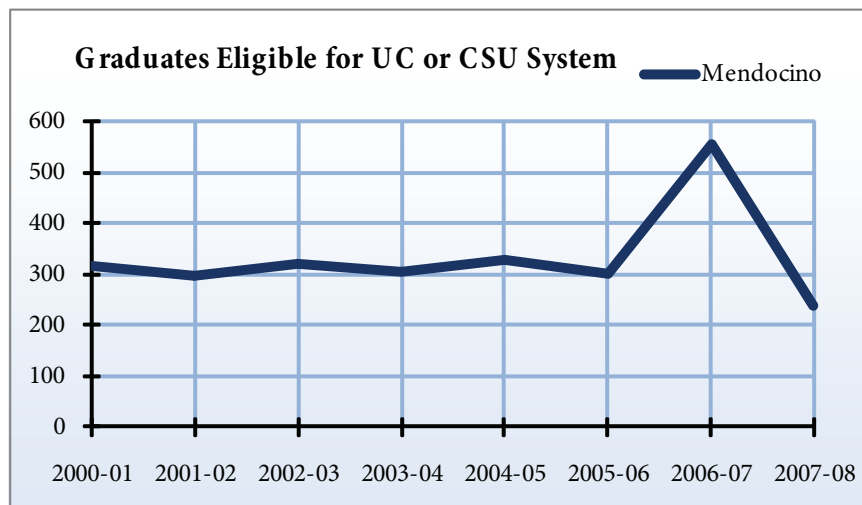
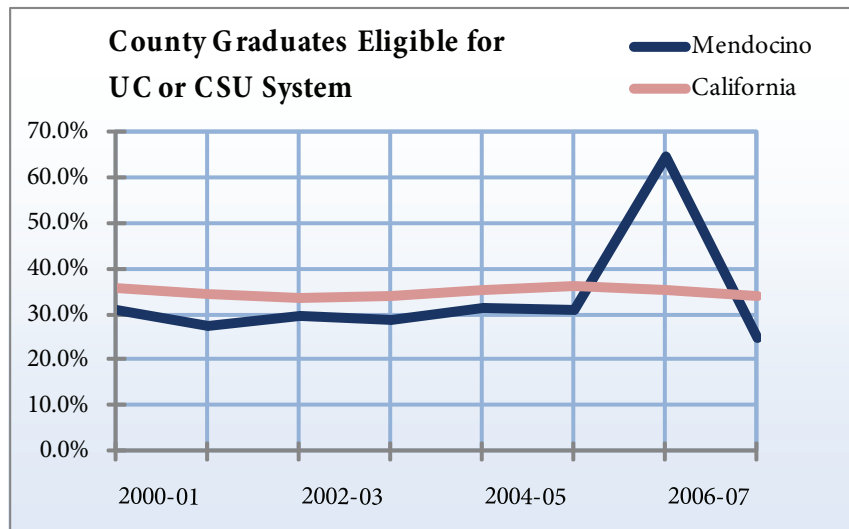
Between 2000 and 2006, the county had a similar percentage of its graduates complete coursework for CSU/UC eligibility as California did on average. However, that percentage increased significantly in 2006-07 and decreased significantly in 2007-08. This fluctuation may be temporary or due to incomplete reporting, which can happen; forthcoming data for 2008-09 will help clarify the picture.

Graduates Eligible for UC or CSU System

Year	County Graduates eligible for UC or CSU System	County Percent of Graduates eligible for UC or CSU System	CA Percent of Graduates eligible for UC or CSU System
2000-01	317	30.7 %	35.6 %
2001-02	296	27.4 %	34.6 %
2002-03	320	29.5 %	33.6 %
2003-04	304	28.9 %	33.8 %
2004-05	328	31.4 %	35.2 %
2005-06	301	30.8 %	36.1 %
2006-07	556	64.4 %	35.5 %
2007-08	239	24.8 %	33.9 %

Source: California Department of Education

Compiled by: Center for Economic Development, California State University, Chico



10.4 English Language Learners

Overview

This is the count of K-12 students enrolled in English language learning (ELL) programs. These programs were once referred to as “English as a second language” (ESL).

ELL programs require additional school resources per student, although enrollment in the program does not increase school funding, so this can be a measure of hardship for local school districts. It is also a measure of community culture – children and families who continue to primarily use a non-English language can indicate adherence to native culture and may have less access to high paying employment opportunities.

Mendocino County

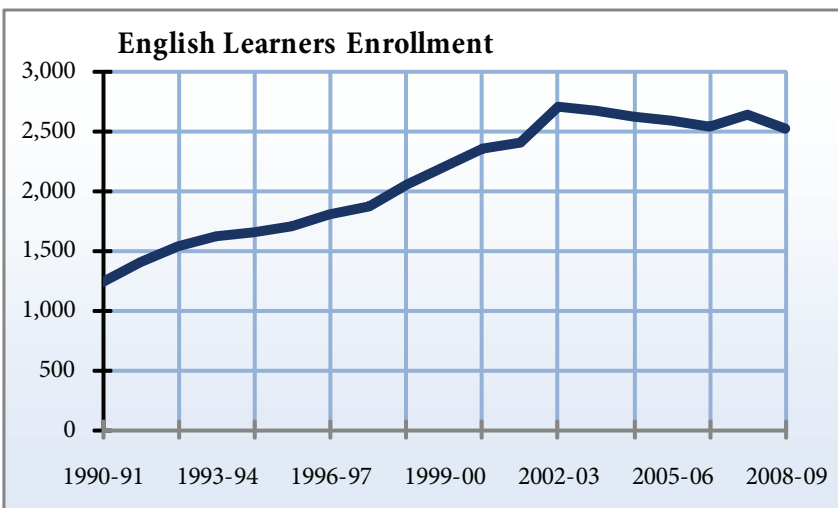
The total English learner enrollment has increased steadily over the past two decades. From 1990 to 2009 the total increase in English learners was 104 percent compared to a 53 percent increase in California. The sharp increase seems to have flattened out, as there was a 4 percent decrease from the 2007-2008 school year to the 2008-2009 school year.

English Learners

Enrollment

Year	Enrollment
1990-1991	1,238
1991-1992	1,396
1992-1993	1,533
1993-1994	1,615
1994-1995	1,652
1995-1996	1,710
1996-1997	1,808
1997-1998	1,863
1998-1999	2,049
1999-2000	2,206
2000-2001	2,351
2001-2002	2,401
2002-2003	2,711
2003-2004	2,674
2004-2005	2,619
2005-2006	2,579
2006-2007	2,543
2007-2008	2,632
2008-2009	2,527

Source: California Department of Education
 Compiled by: Center for Economic Development, California State University, Chico



10.5 Average SAT Scores

Overview

The SAT is designed to measure verbal and mathematical reasoning abilities that are related to successful performance in college, according to the California Department of Education. Academic, demographic, and socioeconomic factors can affect the results of the test scores. The largest factor affecting average SAT scores is the number of students taking the test; as the number of test takers increases, scores tend to fall.

Students are required to take the test only if they plan on attending a college that requires it for admission. This is the primary reason the SAT is not an accurate measure of the effectiveness of school curriculum or teaching. If a small percentage of students from a school take the test, then the average score could reflect selective testing; a school may encourage only those students who are identified as high achievers to participate. For this reason, the percentage of students who took the exam is provided. The highest possible score a student can receive is 2400.

NOTE: Average SAT scores are only reported for graduating seniors. The scores from students who take the SAT as juniors are included with their graduating class.

Mendocino County

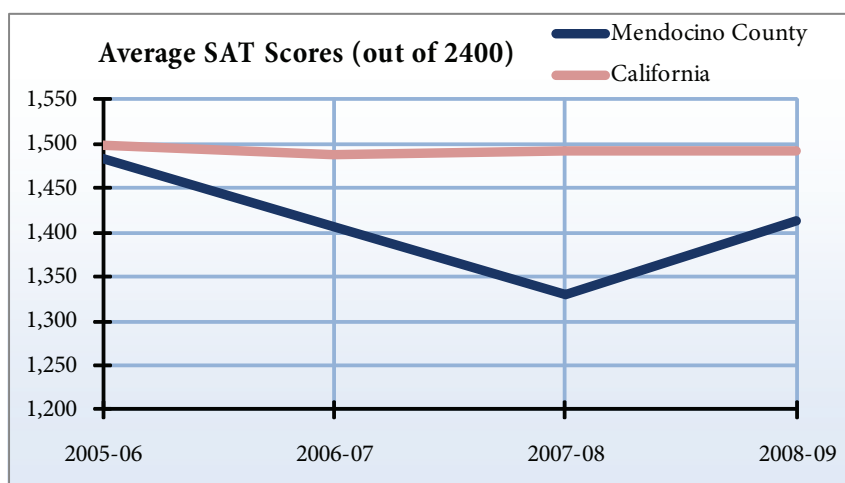
Average SAT scores in the county are slightly lower than those in California. During the 2008-2009 school year, the average score was 1414 compared to 1492 in the state as a whole. However, a significantly lower percentage of county students take the test, 26.1 percent in the county compared to 34.7 percent in the state during 2008-09

Average SAT Scores (out of 2400)

School Year	County % of Students who took SAT	County Average SAT Scores	CA % of Students who took SAT	CA Average SAT Scores
2005-06	28.8%	1484	36.7%	1498
2006-07	31.4%	1408	36.9%	1489
2007-08	28.4%	1330	35.9%	1493
2008-09	26.1%	1414	34.7%	1492

Source: California Department of Education

Compiled by: Center for Economic Development, California State University, Chico



10.6 Academic Performance Index (API)

Overview

The purpose of the Academic Performance Index is to measure the academic performance and progress of schools. It is a reliable measure of academic performance and progress because it uses a test that every student is required to take yearly beginning in second grade and continuing through eleventh grade. The base year for a school's API result is 2006. These results will be used to monitor academic growth.

The 2006 base API incorporates the results of school performance in California's Standardized Testing and Reporting (STAR) program, the California High School Exit Examination (CAHSEE), and the California Alternate Performance Assessment (CAPA). The API is calculated on a scale from 200-1000, using individual student performance on four different tests.

The State Board of Education adopted a performance target of 800 for the 1999 API. This target will serve as an interim statewide target until state performance standards are adopted. The annual growth rate target for schools is equal to 5 percent of the distance between a school's API and the interim state performance target of 800. Schools that receive an API less than 800 have a minimum target of a one-point increase. Schools that meet or exceed the interim target must maintain an API of 800.

The California Department of Education did not calculate API scores for schools with less than 100 students with valid Stanford 9 test scores, or county administered, alternative, continuation, independent, or community day schools.

Combined with SAT scores, API scores can indicate either the learning ability of children in the community, or measure the effect of broader social or economic maladies in the community on children.

It is also important to keep track of a school's API scores because federal No Child Left Behind includes provisions allowing the state to assume more financial and administrative control over local schools that do not make the required improvements in test scores toward a national benchmark.

Mendocino County

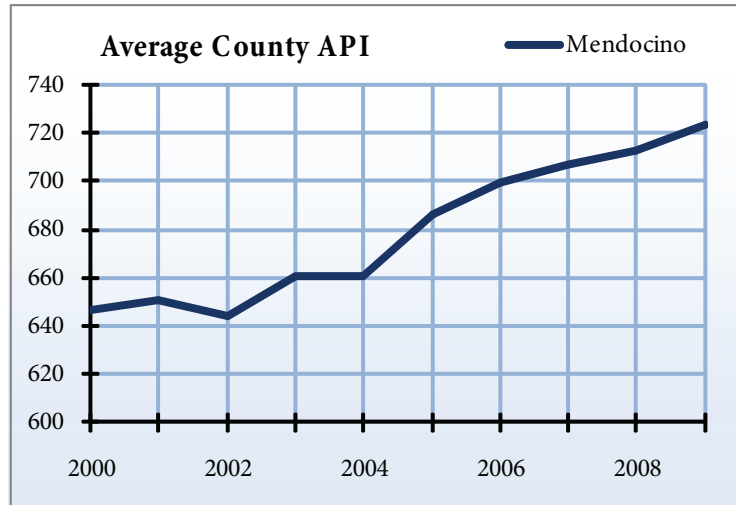
Mendocino County's average API has been steadily increasing since 2002. As stated, the goal for county schools is to make an annual minimum increase that is equal to 5 percent of the difference between the school or county's API and 800. Since 2005, Mendocino County has met the target growth rate set by the state each year.

Average County API

Year	Average API	1 Year Change
2000	647	n/a
2001	651	0.6 %
2002	644	- 1.0 %
2003	661	2.5 %
2004	661	0.0 %
2005	686	3.9 %
2006	699	1.9 %
2007	707	1.1 %
2008	713	0.8 %
2009	723	1.5 %

Source: California Department of Education

Compiled by: Center for Economic Development, California State University, Chico



11. Crime

Crime rate statistics include information on crimes reported, staffing of the criminal justice system, and the probation caseload. Interpretation of crime statistics is difficult because they may be indicative of any number of local conditions and attitudes, both negative and positive. An above average rate of reported crime in an area can be a direct reflection of social problems in a community. It can also indicate a greater willingness within the community to report crime, perhaps due to a more cooperative relationship between local law enforcement and the citizens. The adequacy of local law enforcement cannot be determined by the information presented in this section.

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11.1 Reported Crimes and Crime Rates

Overview

Crime counts are a summation of crimes reported to local law enforcement agencies. They include misdemeanor and felony reports, but not infractions such as traffic violations. Reported crimes are counted whether or not the criminal is apprehended.

The crime rate is the number of crimes committed per 100,000 people, and includes both violent and property crimes.

Crime rate data can be used to determine whether the amount of crime in a given area is increasing or decreasing, and also to show how crime rates from various areas compare to each other. Crime is an important factor in terms of an area's quality of life. An area with a high crime rate is usually a much less attractive place to

live than one with a low crime rate. While it is impossible to predict when or where a crime will occur, individuals and communities can help with prevention by taking note of patterns and trends collected by legitimate agencies.

Crime rates can rise and fall with increasing or decreasing incidence of crime, but rates could also change if more or fewer crimes are reported to local law enforcement agencies. Therefore, careful analysis is needed when evaluating change in crime rates.

NOTE: CCI stands for the California Crime Index.

Mendocino County

There were 986 property crimes and 560 violent

Property Crimes

Year	Motor		Larceny	Total
	Burglary	vehicle theft	over \$400	
1999	717	139	284	1,140
2000	674	125	248	1,047
2001	594	139	291	1,024
2002	705	173	401	1,279
2003	754	166	405	1,325
2004	688	145	289	1,122
2005	608	188	302	1,098
2006	575	165	318	1,058
2007	604	157	248	1,009
2008	597	122	267	986

Source: California Department of Justice, Criminal Justice Statistics Center

Created by: Center for Economic Development, California State University, Chico

Violent Crimes

Year	Forcible		Aggravated		Total
	Homicide	rape	Robbery	assault	
1999	7	40	47	305	399
2000	5	29	27	257	318
2001	4	38	39	387	468
2002	4	49	39	430	522
2003	9	38	33	406	486
2004	6	28	32	406	472
2005	4	29	46	388	467
2006	6	41	44	388	479
2007	6	37	64	437	544
2008	7	42	57	454	560

Source: California Department of Justice, Criminal Justice Statistics Center

Created by: Center for Economic Development, California State University, Chico

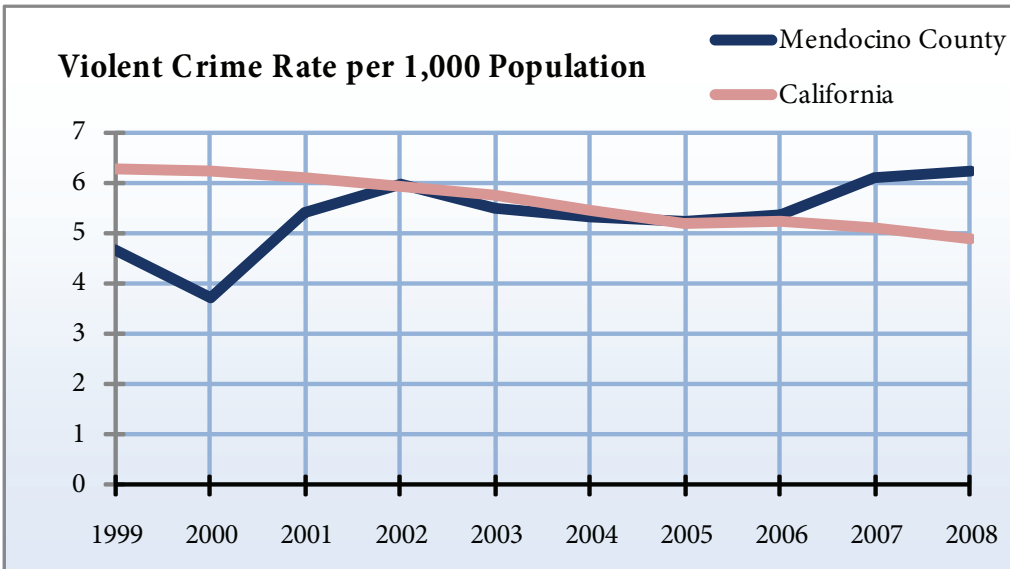
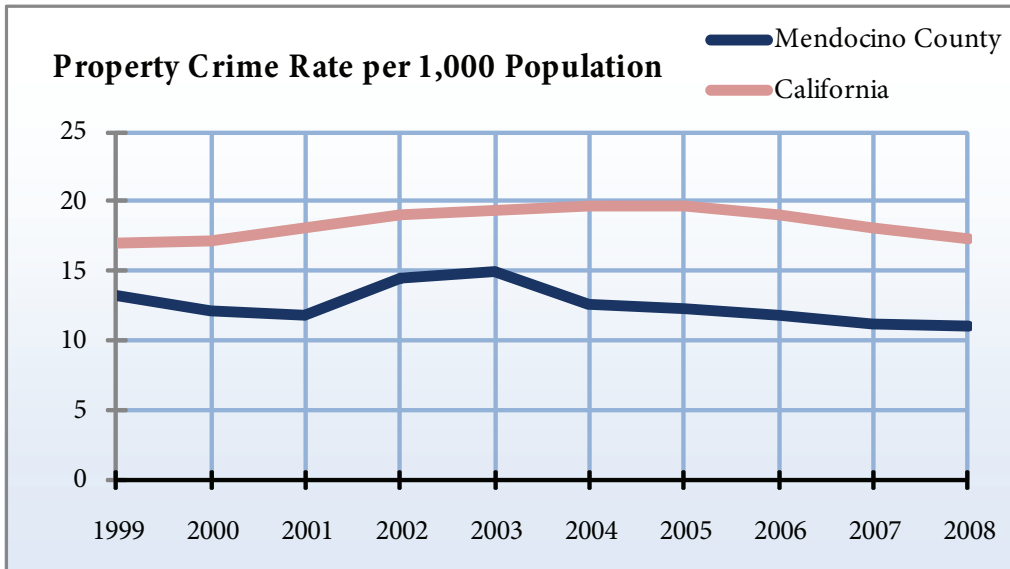
crimes in Mendocino County in 2008. The crime rate in the county in 2008 was 17 crimes per 1,000 people which is unchanged from the previous year. Between 2002 and 2008, the total crime rate had been decreasing in Mendocino County.

County and California Crime Rate per 1,000 Population

Year	County property crime rate	County violent crime rate	County total	State property crime rate	State violent crime rate	State total
1999	13	5	18	17	6	23
2000	12	4	16	17	6	23
2001	12	5	17	18	6	24
2002	15	6	21	19	6	25
2003	15	5	20	19	6	25
2004	13	5	18	20	5	25
2005	12	5	18	20	5	25
2006	12	5	17	19	5	24
2007	11	6	17	18	5	23
2008	11	6	17	17	5	22

Source: California Department of Justice, Criminal Justice Statistics Center

Created by: Center for Economic Development, California State University, Chico



11.2 Criminal Justice Personnel

Overview

Criminal justice personnel includes the law enforcement employees working in the different agencies as reported by the California Department of Justice.

NOTE: The California Department of Justice relies on local agencies to report the number of criminal justice personnel in their area every year.

Criminal justice personnel information helps identify the types of criminal justice employment within a county. Counties with higher incidence of crime need greater numbers of criminal justice personnel to handle the caseload. If crime is rising and the number of criminal justice personnel is not keeping pace, then local personnel are likely handling greater workloads.

The following types of criminal justice personnel are shown:

Law enforcement or sworn officers and civilian employees in local law enforcement agencies, including city police and county sheriff's departments

Prosecution or personnel involved in the prosecution of the accused

Public defense or personnel primarily responsible for representing those unable to hire a private lawyer

Trial courts or primary and auxiliary judges employed during trials

Criminal Justice Personnel

Year	Police depts.	Sheriff's dept.	Other law enforcement	Total law enforcement	Prosecution staff	Public defense staff	Court staff
1999	76	88	34	198	88	18	9
2000	77	159	38	274	92	20	9
2001	77	168	11	256	54	21	8
2002	81	165	14	260	55	21	8
2003	75	173	12	260	51	21	8
2004	73	165	11	249	52	21	8
2005	74	155	11	240	52	19	8
2006	77	171	9	257	52	21	8
2007	79	163	11	253	52	27	8
2008	80	172	11	263	51	27	8

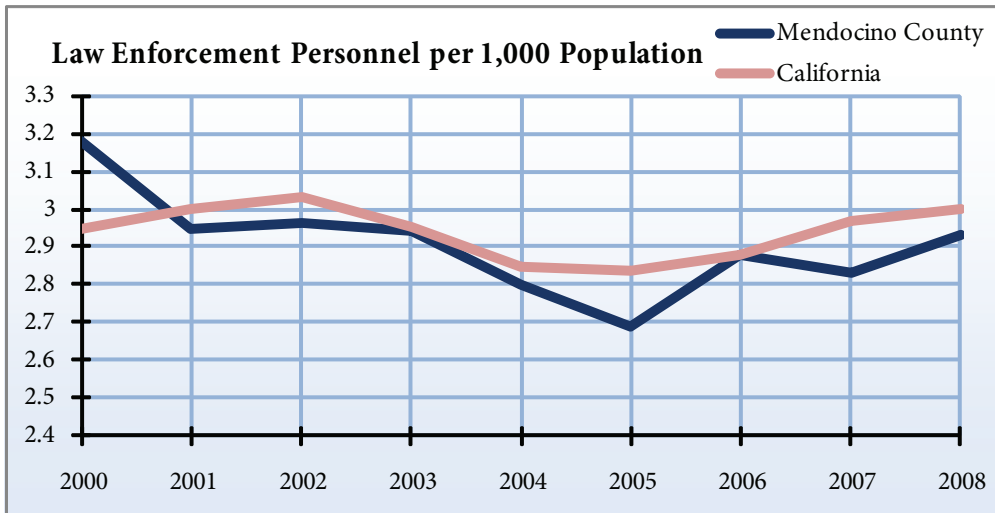
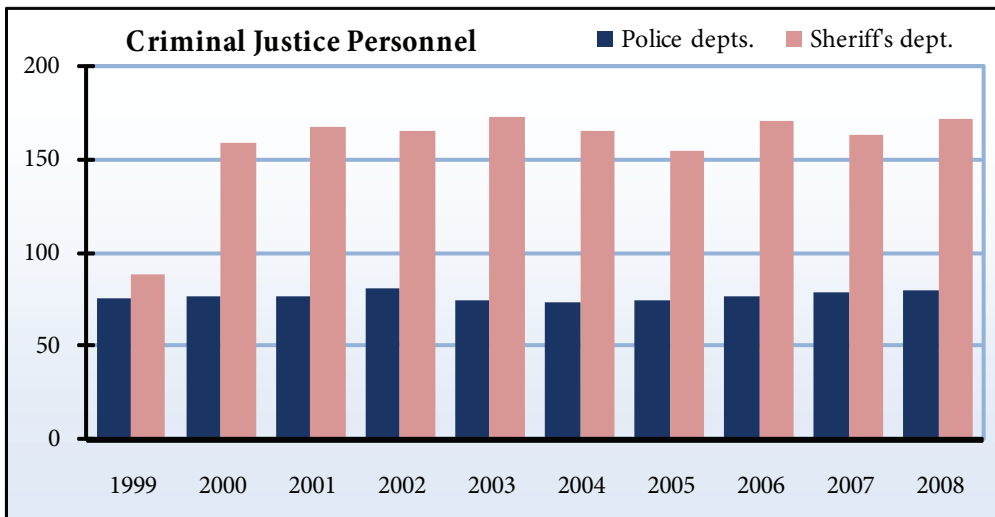
Source: California Department of Justice, Criminal Justice Statistics Center

n/a: Data not reported by source

Created by: Center for Economic Development, California State University, Chico

Mendocino County

The total number of criminal justice personnel in Mendocino County has increased slightly from 2007 to 2008 at 349. There was an increase of ten law enforcement personnel in the same year. In the state of California, the total number of law enforcement personnel increased from 111,213 in 2007 to 113,629 in 2008, according to the California Department of Justice.



11.3 Crime Expenditures

Overview

Expenditures for criminal justice programs in a county measure the amount of money allocated to local law enforcement each year. Criminal justice expenditures include the amount of money spent by a county in a fiscal year, according to the California Department of Justice. These expenses include employee salaries and benefits, as well as services and supplies. Capital expenditures (expenditures made to acquire, add to, or improve property, plant, and equipment) and construction and maintenance of structures are not included in the data.

NOTE: The California Department of Justice relies on local agencies to report criminal justice expenditures in their area. Local government expenditure reports may show different spending patterns on criminal justice line-items, which usually include capital expenditures. The data reported to the department should include some expenditures entered in administrative line items, as well.

The criminal justice expenditures statistic is somewhat ambiguous because higher expenditures may imply a local problem with crime or a budgetary priority for prevention or prosecution of crimes. Evaluation must be included with trends in crimes and personnel.

NOTE: Criminal Justice Expenditures are not inflation adjusted.

Mendocino County

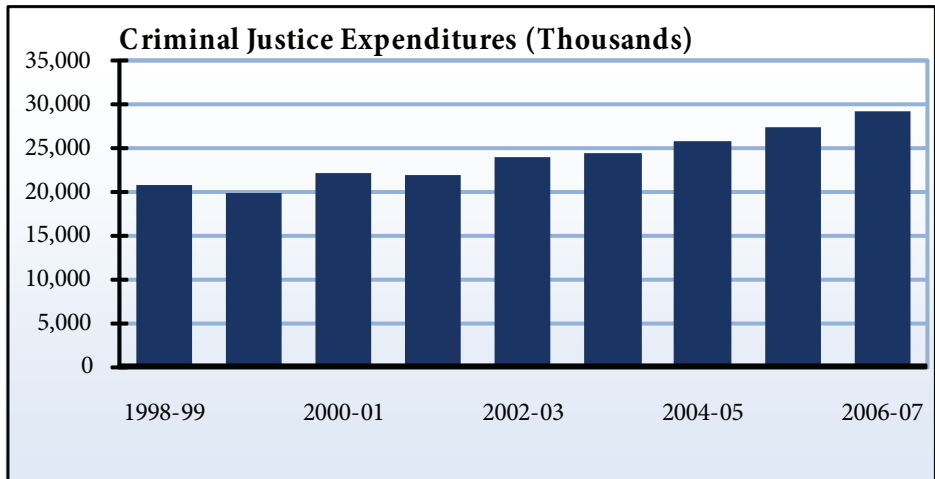
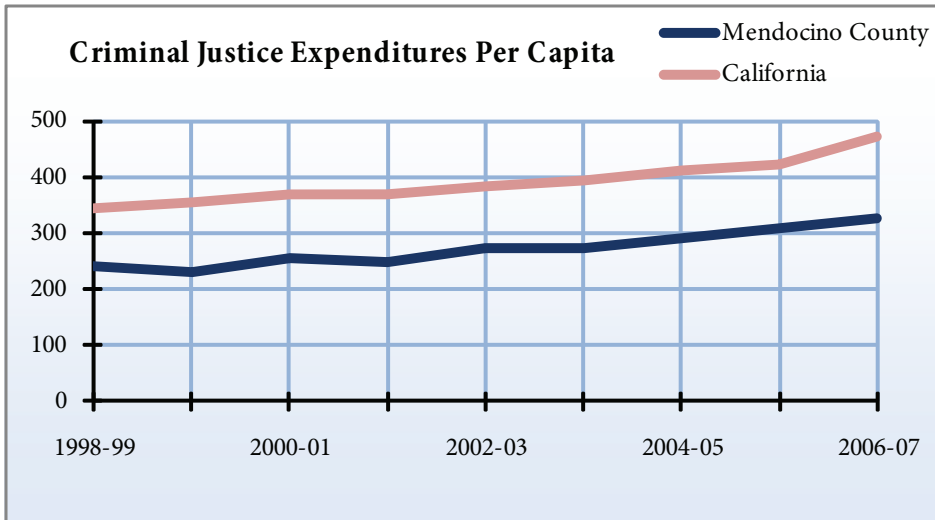
In FY06, over \$29.1 million was spent in criminal justice expenditures in Mendocino County, which represented a 6 percent increase from the previous year. Crime expenditures have increased over 40 percent since FY98.

Criminal Justice Expenditures (Thousands)

Year	Law			Public defense	Total
	enforcement	Judicial	Prosecution		
1998-99	\$ 11,763	\$ 3,001	\$ 4,150	\$ 1,826	\$ 20,740
1999-00	\$ 11,538	\$ 2,097	\$ 4,371	\$ 1,983	\$ 19,989
2000-01	\$ 13,004	\$ 2,220	\$ 4,687	\$ 2,280	\$ 22,191
2001-02	\$ 14,068	\$ 2,591	\$ 2,662	\$ 2,551	\$ 21,872
2002-03	\$ 15,417	\$ 2,772	\$ 3,013	\$ 2,873	\$ 24,075
2003-04	\$ 15,331	\$ 3,027	\$ 3,318	\$ 2,696	\$ 24,372
2004-05	\$ 16,814	\$ 3,236	\$ 3,402	\$ 2,383	\$ 25,835
2005-06	\$ 18,581	\$ 2,713	\$ 3,643	\$ 2,504	\$ 27,441
2006-07	\$ 19,793	\$ 3,110	\$ 3,539	\$ 2,703	\$ 29,145

Source: California Department of Justice, Criminal Justice Statistics Center

Created by: Center for Economic Development, California State University, Chico



11.4 Probation Caseload

Overview

Probation allows people who have been convicted of a minor crime to serve time outside criminal justice facilities, performing various duties such as trash collection, park cleanup, and landscape maintenance of the surrounding community. Data is representative of December 31 of a given year.

Significant probation caseloads in a county can be indicative of minor criminal activity within the community, a criminal justice system that relies on community-based rehabilitation programs, or any number of additional factors.

Mendocino County

There were a total of 1,834 probation cases in Mendocino County in 2008, with 1,695 cases related to felony offenses (an increase of 229 from the previous year) and 139 related to misdemeanors (a decrease of 13 from the previous year).

County Probation Caseload

Year	Felony Offense	Misdemeanor Offense	Total
1999	536	188	724
2000	647	208	855
2001	743	181	924
2002	787	169	956
2003	858	167	1,025
2004	952	150	1,102
2005	1,085	159	1,244
2006	1,186	152	1,338
2007	1,466	152	1,618
2008	1,695	139	1,834

Source: California Department of Justice, Criminal Justice Statistics Center
 Created by: Center for Economic Development, California State University, Chico

