

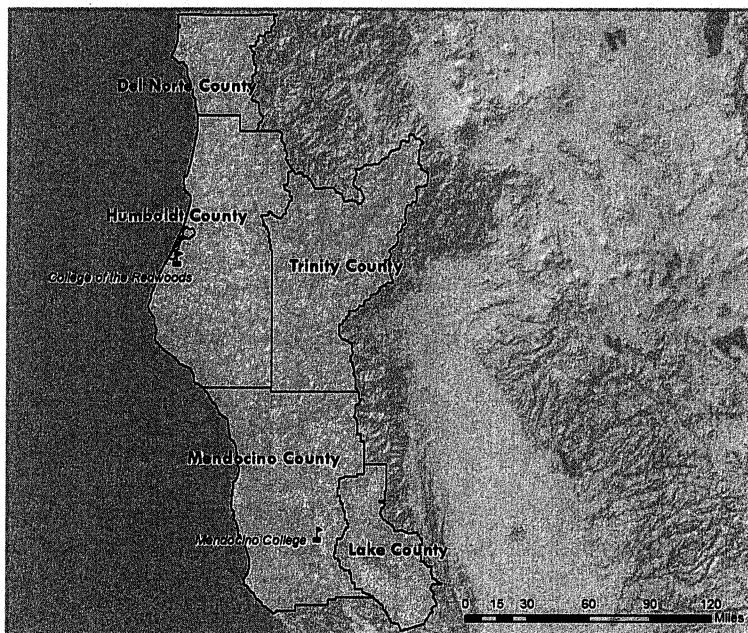


## Regional Labor Market Profile

### Northern Coastal Counties

In recent years, as local economies weathered the Great Recession, the quality and timeliness of labor market information has become increasingly important. This is especially true for California Community Colleges. Whether it is aligning career technical education programs with local employer demand, providing career guidance to students, meeting funding requirements or writing grants, colleges rely on labor market data to inform their decision-making process.

To assist colleges serving the northern coastal communities of California (Del Norte, Humboldt, Lake, Mendocino and Trinity counties), the Centers of Excellence, an initiative of the Economic and Workforce Development program through the California Community Colleges' Chancellor's Office, offer this regional labor market profile — an overview of the county's demographic make-up, current and projected employment, and related resources.



### Living in the Region

- The 2010 population of the northern coastal counties was about 326,000; by 2020, the population is projected to grow by 50,000.
- The labor force in the region totals about 146,000 workers; of these, about 19,000 are out of work (13% unemployment)
- In 2010, the median household income was ranged from \$38,000 (Lake) to about \$41,900 (Mendocino)
- The region is served by College of the Redwoods (Humboldt and Del Norte), Mendocino College (Lake and Mendocino), and Shasta College (Trinity)
- Eighty-seven percent (87%) of the region's adult population (18 or older) completed high school, with 58% moving on to take college courses or obtain degrees

### In the News

Across the state, regional economies are slowly improving. As new business or job gains are reported, they add not only to the economic wealth of a region but also signal an uptick in labor market momentum. In the northern coastal region, a few examples of recent signals include:

- The Brewers Association recently released its annual top 50 craft and overall brewing companies in the nation, based on beer sales volume. Of the top 50 craft brewing companies, three are located in the northern coastal region: Lost Coast (Eureka), North Coast (Fort Bragg), and Anderson Valley (Boonville). Mendocino Brewing (Ukiah) and Lost Coast also made the list as two of the top 50 overall brewing companies.
- In December, Walmart announced its plans to remodel and renovate a location in Eureka. When operational, the new Walmart store will provide opportunities for about 200 new jobs and additional tax revenue to support the area's local economy.

## The Region at Work

In March 2012, the combined unemployment rate for the northern coastal region held steady at 13%, just 0.6 percentage points lower than March of the previous year. In the same period, the labor force increased by only 620 participants, adding that many more job seekers to the already competitive market. Overall, these are positive indicators, showing that employment is on the rise even as more adults enter the workforce.

Looking forward to 2014, industry projections estimate gains of as much as 6% or about 8,100 jobs. The largest gains are projected for healthcare and social services (up as much as 1,700); other services (+1,500), and retail trade (+1,400). Several industry clusters that have proven uniquely successful to the region include diversified healthcare, management and innovation services, and building/systems construction and maintenance.

### Industry Spotlight: Healthcare Services

Employment in healthcare accounts for more than 18,000 jobs in the region, with the largest growth anticipated for hospitals, nursing care facilities, home health care services, and outpatient care centers.

#### Employers in Healthcare Services

Redwood Memorial Hospital	2,250 jobs
Ukiah Valley Medical Center	570 jobs
Mad River Community Hospital	500 jobs
Eureka Internal Medicine	120 jobs

Industry Sector	2011 Jobs	2014 Jobs	Change	% Change	# of Establishments
General Medical and Surgical Hospitals	3,949	4,259	310	8%	35
Nursing Care Facilities	1,185	1,354	169	14%	23
Home Health Care Services	840	980	140	17%	21
Outpatient Care Centers	808	935	127	16%	30

**Career Opportunities:** Within health services, the occupations listed below show potential for growth and usually require some college, an Associate degree or above.

**Largest growth:** registered nurses, nursing aides and attendants, home health aides, medical assistants, medical secretaries, dental assistants, and emergency medical technicians/paramedics

**Fastest growth:** emergency medical technicians/paramedics, mental health counselors, home health aides, personal and home care aides, registered nurses, licenced practical and licensed vocational nurses

### Industry Spotlight: Professional, Scientific and Technical Services

In this industry, businesses engage in processes where human capital is the major input. These businesses utilize the knowledge and skills of their employees, often on an assignment basis, to deliver services to the client.

Accounting for more than 8,600 jobs in 2011, by 2014, employment is expected to increase by the greatest amount within two types of services — management, scientific, and technical consulting services (+540 jobs) and other professional, scientific and technical services (+210 jobs). Other services includes a wide variety of consulting services, including agricultural, agronomy, biological, dairy, economic, and energy, among others.

#### Employers in Professional, Scientific and Technical Services

Professional Event Services	70 jobs
Mendocino Adult Social Service	50 jobs
Multipurpose Senior Service	35 jobs
Trinity County Resource	30 jobs

**Industry Spotlight: professional, scientific and technical services, cont.**

Industry Sector	2011 Jobs	2014 Jobs	Change	% Change	# of Establishments
Management, Scientific, and Technical Consulting Services	1,766	2,307	541	31%	144
Other Professional, Scientific, and Technical Services	2,305	2,514	209	9%	60
Architectural, Engineering, and Related Services	1080	1206	126	12%	83
Computer Systems Design and Related Services	724	841	117	0.16	49

**Career Opportunities:** Within professional, scientific and technical services, the occupations listed below show potential for growth and usually require some college or training, an Associate degree or above.

**Largest growth:** management analysts, bookkeeping, accounting and auditing clerks, office clerks, executive secretaries and administrative assistants, managers, receptionists and information clerks, accountants and auditors

**Fastest growth:** environmental scientists and specialists, business operation specialists, executive secretaries and administrative assistants, general and operational managers, veterinary technologists and technicians

**Industry Spotlight: Construction**

Often characterized by owner-operated or small firms, construction accounting for 9,830 jobs in 2011, by 2014, employment is expected to increase by the greatest amount within other specialty trade contractors (+250 jobs), building finishing contractors (+140 jobs) and building equipment contractors (+113 jobs).

Employers in Construction	
MetalFx	180 jobs
O&M Industries Inc.	100 jobs
Kernen Construction	50 jobs
Maple Plumbing & Heating	50 jobs

Industry Sector	2011 Jobs	2014 Jobs	Change	% Change	# of Establishments
Residential Building Construction	2,700	2,737	37	1%	346
Nonresidential Building Construction	376	432	56	15%	26
Utility System Construction	204	227	23	11%	20
Land Subdivision	76	82	6	8%	7

**Career Opportunities:** Within construction, the occupations listed below show potential for growth and may require some college or training, an Associate degree or above.

**Largest growth:** carpenters, construction laborers, construction managers, painters, supervisors/managers of construction trades and extraction workers, plumbers

**Fastest growth:** construction helpers (assist pipelayers, plumbers, pipefitters), tile and marble setters, carpet installers, cost estimators, HVAC mechanics and installers, plumbers, roofers

## Online Job Postings

Real-time labor market information (real-time LMI) aggregates postings from hundreds of online job search engines and matches job postings to occupational titles. This data is helpful in better understanding the job market in a region and assisting students/job seekers in making career decisions.

In the northern coastal counties, the top postings are for registered nurses and middle school teachers. Across all job postings, the top skills/knowledge areas include: sales, physical therapy, merchandising, repair, occupational therapy, patient care and inspection. Frequently cited certifications or other requirements include: first aid CPR, occupational therapist, registered nurse, certified nursing assistant, and basic cardiac life support.

Job Title	# of Postings
Registered Nurses	76
Middle School Teachers	58
Physical Therapists	53
Occupational Therapists	40
Tellers	36
First-Line Supervisors of Retail Sales Workers	35
Military Officer Special and Tactical Operations Leaders	33
Retail Salespersons	33
Public Relations Specialists	33
Merchandise Displayers and Window Trimmers	31

## Related Research and Publications

### Regional Studies

Recently completed research with information specific to counties in the northern coastal region:

- Energy Efficiency Occupations
- Careers in Allied Health

### Industry-specific Research

Newly published statewide reports on industry-specific topics include:

- Social Media in California; Mobile Media Occupations
- Solar Industry & Occupations: Distributed and Utility Scale Generation

## For More Information

Community colleges in the Greater Sacramento Region are members of the North/Far North Regional Community College Consortium (N/FNRC). The N/FNRC is comprised of 15 colleges and nine Economic and Workforce Development Initiatives. For more information on the efforts of the N/FNRC, go to [www.nfnrc.org](http://www.nfnrc.org) or contact:

**Linda Zorn, Co-Chair**  
ZornLi@butte.edu

**Ed Davis, Co-Chair**  
edavis@yccd.edu

**Tessa Miley, Program Administrator**  
MileyTe@butte.edu



C.O.E.

CENTERS OF EXCELLENCE  
Inform Connect Advance

This Regional Labor Market Profile was developed by the Centers of Excellence, a workforce research initiative of the California Community Colleges' Economic and Workforce Development program. For more information on this report or to learn more about the Economic and Workforce Development services available in this region, please contact:

**Elaine Gaertner, Statewide Director**  
Centers of Excellence  
elaine@elaineg.net

### Data notes and sources

Data and information included in the Regional Labor Market Profile were compiled from the following public and proprietary sources. *Living in the Region*: US Census Bureau, CA Department of Finance, CA Employment Development Department; *In the News*: North Coast Journal (December 14, 2011), Brewers Association (April 17, 2012); *The Region at Work*: North Coast Prosperity, CA Employment Development Department, Economic Modeling Specialists, Inc., InfoGroup; *Online Job Postings*: The Conference Board - Help Wanted Online