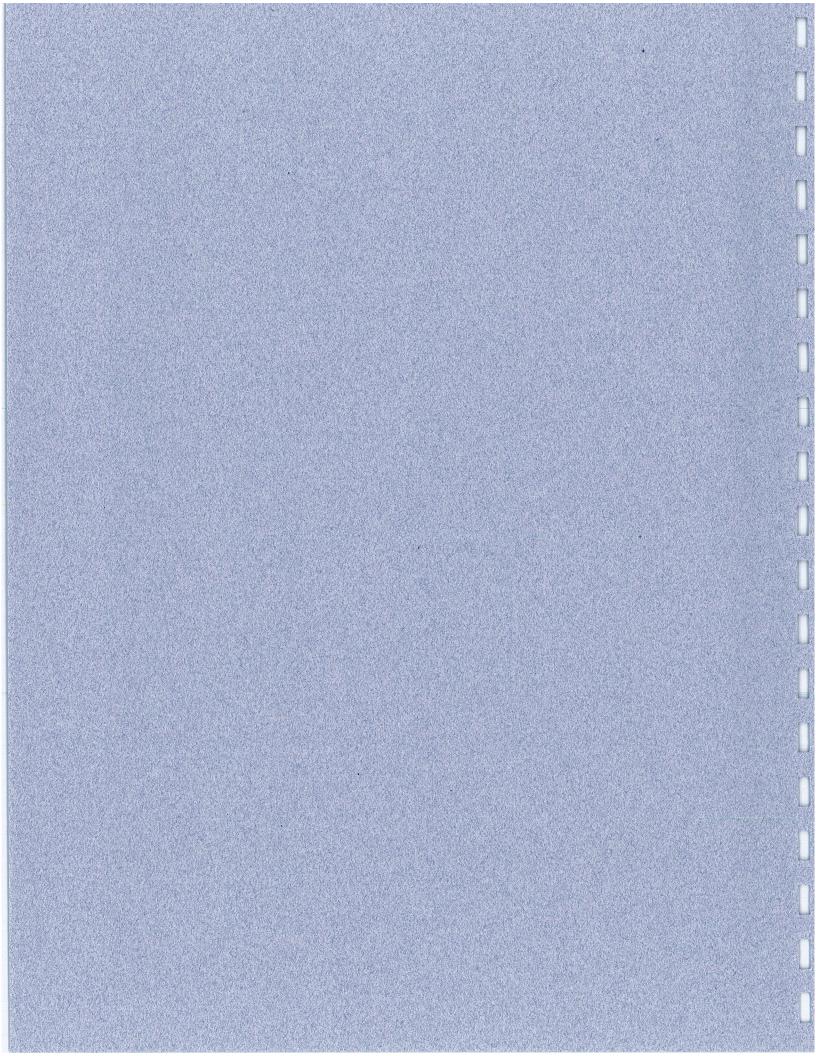
4.11 POPULATION/HOUSING/EMPLOYMENT



This section analyzes the socioeconomic conditions within Mendocino County, including population characteristics, housing, and employment opportunities. Population data relies on several resources including 1980, 1990, and 2000 U.S. Census data and the U.S. Census Bureau 2005 Community Survey, Mendocino Council of Governments projection data, California Department of Finance estimates, and California Employment Development Department data. Multiple data sources from different years were used for this analysis in order to present existing population trends and to develop reasonable housing and employment projections. Since most demographic information is only available for the entire county, discussion in this section will encompass all of Mendocino County. Discussion particular to the unincorporated county will be provided where available.

4.11.1 EXISTING SETTING

DEMOGRAPHICS

Population Trends

According to the California Department of Finance, the estimated total population in Mendocino County as of January 1, 2008, was 90,163. Of the total county population, 61,990 lived in the unincorporated area (DOF, 2008a). Between 1990 and 2000, the years of the U.S. Census, the population of Mendocino County increased from 80,345 to 86,265 (see **Table 4.11-1**). The population increase in this period was 7 percent, compared to a 20 percent increase from 1980 to 1990. Similar growth rates were experienced by the unincorporated county area (7.3 percent) and the incorporated cities (7.5 percent). During the 1990s, the unincorporated county area absorbed 67 percent of the total county growth, while the incorporated cities absorbed 33 percent.

TABLE 4.11-1
MENDOCINO COUNTY POPULATION, 1970–2008

Jurisdiction		U.S. Census	Estimated	Percentage of		
	1970	1980	1990	2000	Population, 2008	County Population, 2000
Fort Bragg	4,455	5,019	6,078	7,026	6,890	8.1%
Point Arena	424	425	407	474	493	0.5%
Ukiah	10,195	12,035	14,599	15,497	15,758	18.0%
Willits	3,091	4,008	5,027	5,073	5,032	5.9%
Total Cities	18,065	21,487	26,111	28,070	28,173	32.5%
Unincorporated	33,036	45,251	54,234	58,195	61,990	67.5%
Total County	51,101	66,738	80,345	86,265	90,163	100.0%

Sources: U.S. Census (1970-2000); DOF, 2008

Population Distribution

The county's population is centered in the Ukiah Valley, where Ukiah, the county seat and largest city in the county, is located. Nearly 18 percent of the county's population lives in Ukiah; including population in the unincorporated area around Ukiah, about 31 percent of the county's population is in the Ukiah area. The county's other major population centers are the

incorporated cities of Fort Bragg and Willits, with approximately 8 percent and 6 percent of the county's population, respectively. About 15 percent is located in Willits and vicinity, while 22 percent is located along the central coast, from south of Elk to north of Fort Bragg together with adjacent inland areas. The northern one-third of the county contains only 7 percent of the population (MCOG, 2004).

Household Trends and Demographics

Household is the basic unit of analysis in most microeconomic and government reports. According to the U.S. Census, a household includes all the persons who occupy a housing unit. A housing unit is a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied (or if vacant, is intended for occupancy) as separate living quarters. Separate living quarters are those in which the occupants live and eat separately from any other persons in the building and which have direct access from the outside of the building or through a common hall. The occupants may be 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. (People not living in households are classified as living in group quarters.) Between 2000 and 2008, the average number of persons per household decreased by 6.7 percent in the unincorporated areas of the county.

Households

The terms household and family are not always synonymous. Family households are households in which the majority of household residents are related. Family households in the county comprise approximately 66 percent of all households. Non-family households, such as people living alone or non-related persons living together, make up the remaining 34 percent. The unincorporated area had a higher percentage (68 percent) of family households than the county as a whole. Significant changes occurred between the 1990 and the 2000 censuses, the most dramatic of which has been the 50 percent increase in the number of other family households, such as single-parent families. The number of married households with children declined 11 percent. Non-family households have also increased over the past 10 years. Single persons living alone increased by 19 percent, while other non-family households, including unrelated persons living together, increased by 43 percent (MCOG, 2004).

Household Size

Household size refers to the number of persons in a household. The average household size for the unincorporated area is 2.5 persons per household, which is close to the 2.46 average for the county as a whole (see **Table 4.11-2**). Between 2000 and 2008, the average number of persons per household decreased by 6.7 percent in the unincorporated areas of the county.

TABLE 4.11-2
MENDOCINO COUNTY HOUSEHOLD SIZE, 2000–2008

Household Size	2000	2008	Change
Incorporated	2.454	2.504	+2.0%
Unincorporated	2.566	2.394	-6.7%
Total County	2.529	2.469	-2.3%
State of California	2.873	2.938	+2.2%

Source: DOF, 2008

Household Income

According to the 2000 Census, the median household income for Mendocino County was \$35,996. When compared with California as a whole, the county's 2000 median household income is significantly less than the state's (\$47,493). **Table 4.11-3** shows household income in unincorporated Mendocino County. As of 2007, the median income in the county was approximately \$42,941 (factfinder.census.gov, 2008).

TABLE 4.11-3
HOUSEHOLD INCOME MENDOCINO COUNTY

Annual Income	20	2000			
Annual Income	Number	Percentage	Change		
Less than \$10,000	3,533	10.5%	-25.9%		
\$10,000 - \$14,999	2,448	7.3%	-29.7%		
\$15,000 - \$24,999	5,536	16.6%	-10.5%		
\$25,000 - \$34,999	4,697	14.0%	-1.0%		
\$35,000 - \$49,999	5,612	16.8%	+0.08%		
\$50,000 - \$74,999	5,952	17.8%	+ 56.8%		
\$75,000 - \$99,999	2,715	8.1%	+159.0%		
\$100,000 or more	2,836	8.5%	+245.0%		
Median Income*	\$35	+36.1%			

Source: U.S. Census Bureau

Household Tenure

Tenure describes the proportion of renters to owners. In 2006, the majority of occupied housing units (65 percent) in Mendocino County were ownership units. Rental units comprised 35 percent of total occupied housing units. Between 2000 and 2006, the number of owner-occupied units increased while renter-occupied units decreased (see **Table 4.11-4**).

TABLE 4.11-4
2000–2006 HOUSING UNIT TENURE
MENDOCINO COUNTY

Tenure Housing	2000 Units	2006 Units	Change
Occupied housing units	33,266	33,169	- 0.2%
Owner-occupied	20,383	21,429	5.0%
Renter-occupied	12,883	11,740	- 8.0%

Source: U.S. Census Bureau, 2000 Census; 2006 American Community Survey

^{*} For county overall, including incorporated areas

Housing Units

Mendocino County (incorporated and unincorporated) had 39,563 housing units in 2008, an increase of only 0.73 percent over 38,278 housing units in 2007. **Table 4.11-5** shows the number of housing units from 2002 to 2008 in Mendocino County. The number of housing units has increased an average of 0.95 percent annually.

Table 4.11-5
Housing Units in Mendocino County
2002–2008

	2002	2003	2004	2005	2006	2007	2008
Fort Bragg	3,076	3,091	3,097	3,130	3,140	3,148	3,161
Point Arena	220	221	223	229	232	232	233
Ukiah	6,195	6,312	6,325	6,351	6,369	6,394	6,399
Willits	2,017	2,001	2,002	2,019	2,028	2,035	2,045
Incorporated Areas	11,508	11,625	11,647	11,729	11,769	11,809	11,838
Unincorporated Areas	25,941	26,266	26,627	26,930	27,222	27,469	27,725
County Total	37,449	37,891	38,274	38,659	38,991	39,278	39,563

Source: DOF, 2008

Housing type includes single-family and multi-family units and mobile homes. **Table 4.11-6** identifies the types of housing units in the Mendocino County in 2008. Detached single-family homes comprised 70 percent of the county housing stock in 2008, and most were located in the unincorporated areas of the county. Single-family attached units represented 2.9 percent of the housing stock. Multi-family housing, including apartments and condominiums, represented approximately 12.6 percent of the housing stock, was located primarily in incorporated cities, and consisted mostly of complexes with five or more units. Multi-family units increased by approximately 4.3 percent since the year 2000. Mobile homes constituted 16.9 percent of the housing stock in the unincorporated area, a 2.7 percent decline from 2000.

TABLE 4.11-6
2008 HOUSING UNITS BY TYPE
MENDOCINO COUNTY AND CITIES

	Single-Family		Multi	Mobile	
	Detached	Attached	2 to 4	5 Plus	Homes
Fort Bragg	2,053	156	328	459	163
Point Arena	149	7	45	13	19
Ukiah	3,548	379	769	1,241	462
Willits	1,196	84	323	291	151
Incorporated Areas	6,946	628	1,465	2,004	795
Unincorporated Areas	21,012	535	737	778	4,663
County Total	27,958	1,163	2,202	2,782	5,458
State of California	7,712,449	965,671	1,064,854	3,106,519	594,962

Source: DOF, 2008

The Housing Element, adopted in 2004, identified the following policies to assist lower- and moderate-income households with their housing needs as well as expand and preserve the county's affordable housing stock.

- Continue to pursue and administer programs that provide low- and moderate-income households with homeownership assistance.
- Continue to pursue and administer programs that provide rental assistance to lowerincome households.
- Support land use entitlements that expand or preserve a wide variety of housing opportunities affordable to the county's households, consistent with other policies.
- Encourage and support the development of affordable housing and supporting
 infrastructure and services by local agencies, non-profit and for-profit developers, Indian
 tribes, and Indian housing agencies through financial assistance, local cooperation
 agreements, partnerships, and regulatory incentives (e.g., density bonus, fee waivers,
 and flexible development standards).
- Identify and pursue available federal, state, regional, local, and private sources of financial assistance for the provision of affordable housing and make the information available to potential developers.

Housing Occupancy, Vacancy Rates, and Tenure

According to the 2006 American Community Survey conducted by the U.S. Census, there were 33,169 occupied housing units in Mendocino County. By comparison, the 2000 U.S. Census counted 33,266 occupied units. The 2005 American Community Survey indicated approximately 65 percent of occupied housing units in Mendocino County were owner-occupied. The remaining units were renter-occupied. Between 2000 and 2006, the number of owner-occupied units increased while renter-occupied units decreased (U.S. Census, 2000, 2006).

Vacancy trends in housing are analyzed using a "vacancy rate," which establishes the relationship between housing supply and demand. For example, if the demand for housing is greater than the supply, then the vacancy rate is low and the price of housing will most likely increase. According to "Raising the Roof, California Housing Development Projections and Constraints, 1997-2020," written by the State Department of Housing and Community Development, the desirable vacancy rate in a community is considered to be 5 percent. Generally, when the vacancy rate drops below 5 percent, the demand for housing exceeds the supply of housing. Subsequently, prospective buyers and renters may experience an increase in housing costs.

In 2006, 14.2 percent of housing units in Mendocino County were vacant, up from 9.9 percent in 2000. The rental unit vacancy rate decreased significantly between 2000 and 2006. On the other hand, the vacancy rate for ownership units increased significantly, most likely due to the shift to vacation homes (see **Table 4.11-7**).

TABLE 4.11-7 VACANCY RATES MENDOCINO COUNTY

Housing Tenure	2000	2006
Homeowner Vacancy Rate	1.4%	4.1%
Rental Vacancy Rate	3.3%	1.5%

Source: U.S. Census Bureau, 2000 Census, 2006 American Community Survey

Housing Costs and Trends

Housing costs have continued to rise in Mendocino County over the past 10 years. While not as dramatic as the increase between 1980 and 1990, home values rose by 37 percent while rental rates increased by 36 percent between 1990 and 2000 (see **Table 4.11-8**). Although the median income in the county had increased by 30 percent during the same decade, housing values increased by 37 percent and rent increased 27 percent.

The county again experienced a large rise in house values between 2000 and 2005 when the median home value increased by 126 percent to \$385,000. During that time, the median income in the county increased by only 15.9 percent. The median gross rent increased by 26 percent from 2000 to 2005.

TABLE 4.11-8
MEDIAN HOME VALUES AND RENT
MENDOCINO COUNTY
1980-2005

Values ¹	Year				Percentage Change		
Values	1980	1990	2000	2005	1980-2000	1990-2000	2000-2005
Median Home Value	\$74,396	\$123,900	\$170,200	\$385,000	129%	37%	126%
Median Gross Rent	\$198	\$471	\$600	\$757	203%	27%	26%

1 According to the Census, value is the respondent's estimate of how much the property (house and lot, mobile home and lot, or condominium unit) would sell for if it were for sale. On the other hand, price refers to the actual sales price of the home. Source: U.S. Census, Census 1980, 1990, and 2000, 2005 American Community Survey

The increase in the number of households, the growth in employment, and the attractiveness of the county as a good location to raise a family have all contributed to rising housing prices. The lack of both infrastructure and housing construction in the unincorporated areas and the conversion of homes along the coast in particular to vacation home rentals have also been major factors affecting home prices. Between 1991 and 2002, the Mendocino County Department of Planning and Building Services issued 260 business licenses for vacation home rentals in the unincorporated county. Of the total, 33 units were in the unincorporated communities with the remainder on resource lands (13 units) or on rural or remote residential lands (214 units). Of the total vacation home rentals licensed, 152 were located along the coast north of the Navarro River, 23 additional units were located in the town of Mendocino, and 79 units were located south of the Navarro River. The remaining six units were located in other areas of the county.

Rental Prices

Similar to housing sales prices, rents also increased between 1990 and 2000. According to the 2000 Census, rents increased by 27 percent in Mendocino County during the 10-year period. The median rent increased by 26 percent between 2000 and 2005, from \$600 per month to \$757 per month. The Fiscal Year Fair Market Rents (FMR) for 2000 through 2007 for Mendocino County as determined by HUD based on typical local rent levels are shown in **Table 4.11-9**. The proposed 2008 FMR for Mendocino County is \$740 for one-bedroom, \$899 for two-bedroom, and \$1,227 for three-bedroom apartments.

TABLE 4.11-9

MENDOCINO COUNTY FISCAL YEAR 2000–2008
HUD FAIR MARKET RENTS

The second second second	Efficiency	One Bedroom	Two Bedrooms	Three Bedrooms	Four Bedrooms
2000	\$424	\$511	\$627	\$873	\$879
2001	\$429	\$517	\$634	\$883	\$889
2002	\$442	\$533	\$653	\$910	\$916
2003	\$459	\$553	\$679	\$945	\$952
2004	\$472	\$568	\$698	\$971	\$979
2005	\$486	\$600	\$729	\$995	\$1,279
2006	502	\$620	\$753	\$1,028	\$1,321
2007	\$520	\$641	\$779	\$1,063	\$1,366
2008 (proposed)	\$600	\$740	\$899	\$1,227	\$1,577

Source: HUD Data Sets, September 2007

Housing Allocations in the County

California Government Code Section 65584 requires all counties and cities to meet their respective "fair share" of housing needs of the region. The Mendocino Council of Governments (MCOG) prepared the Mendocino County Housing Needs Plan (MCHP) for the period January 1, 2001, to July 1, 2008. The purpose of the plan is to examine housing needs across jurisdictional boundaries and to allocate to each local government responsibility for planning to meet these needs. The allocation provides a basis for the County to develop housing policies and programs that remove impediments to the provision of a mix of housing types to meet the needs of all economic segments of the community.

The Housing Needs Plan determined the housing needs allocation based on population, household, employment growth, and vacant land projections, taking into account constraints described by each jurisdiction. The allocation is distributed among the four income categories based on current and future household projections for the years 2001-2008. MCOG is in the initial stages of developing a new Regional Housing Needs Plan (Barrett, 2007).

Table 4.11-10 shows the regional housing needs allocation for the county by income group.

TABLE 4.11-10
REGIONAL HOUSING NEEDS ALLOCATION, 2001-2008
MENDOCINO COUNTY

Jurisdiction		Incom				
	Very Low	Low	Moderate	Above Moderate	Total Units	Percentage
Point Arena	8	7	6	15	36	0.75%
Fort Bragg	85	74	66	163	388	8.00%
Willits	96	83	74	183	436	9.00%
Ukiah	131	113	101	249	594	12.25%
Unincorporated Area	746	644	577	1,424	3,391	70.00%
County Total	1066	921	824	2,034	4,845	100%

Source: Mendocino Council of Governments, Regional Housing Needs Plan, 2002

According to the information in **Table 4.11-10**, 4,845 new housing units were needed in Mendocino County between 2001 and 2008, with 3,391 units of need allocated to the unincorporated county by the California Department of Housing and Community Development. The 4,845 housing units figure consists of 4,367 new units needed, plus 545 replacement units, less a tribal share of 67 units. Some 1,390 units, or 41 percent of the total, should be affordable to very low- and low-income households.

In order to gain a better understanding of the different income levels throughout the county that comprise the income sectors, the California Department of Housing and Community Development (HCD) prepares the State Income Limits annually (i.e., the definition of low income, moderate income, etc.), based on the area median household income in the county. The 2008 moderate, low, and very low income limits for Mendocino County are as follows:

Moderate: \$45,200 Low: \$30,150 Very Low: \$18,850

EMPLOYMENT CHARACTERISTICS

Mendocino County's job base has become increasingly diversified over the last several years as timber and fisheries employment declines. The retail trade, service, government, and manufacturing sectors continue to gain as the major sources of employment in Mendocino County. **Table 4.11-11** summarizes the occupations of county residents in 2000. Managerial/professional occupations accounted for approximately 30 percent of all jobs in the county, followed by sales/office jobs at 23 percent and service jobs at 19 percent. While Mendocino County's population rose approximately 7 percent between 1990 and 2000, the number of jobs increased approximately 10 percent (MCOG, 2004).

TABLE 4.11-11
OCCUPATIONS OF MENDOCINO COUNTY RESIDENTS

Occupation	Number	Percentage
Managerial/Professional	11,430	29.6%
Sales and Office	8,876	23.0%
Services	7,512	19.5%
Production/Transportation	4,986	12.9%
Construction/Maintenance	4,221	10.9%
Farming, Forestry and Fishing	1,550	4.0%
Total	38,575	100.0%

Percentages may not total 100.0% due to rounding.

Source: U.S. Census, 2000

From 1990 to 2000, the county's labor force increased from 36,275 to 41,655 persons. Concurrently, the unemployment rate in Mendocino County decreased from 9.6 percent in 1990 to 6.6 percent in 2000 (MCOG, 2004). This is indicative of increasing employment opportunities in the county during that time. Nevertheless, the county's annual average unemployment rate remains higher than the statewide rate. According to data from the California Employment Development Department, the annual unemployment rate for 2006 was 5.2 percent, compared to 4.9 percent for California. The county's natural resource and tourism industry clusters are affected by their seasonal nature, which compounds unemployment. Agriculture, tourism, and forestry experience seasonal fluctuations in employment, with employment levels lowest in winter and highest in fall.

According to the Employment Development Department, the county's total employment is expected to grow at an average annual rate of about 1.2 percent between 2000 and 2020, resulting in 9,140 new wage and salary jobs. The highest growth is forecast in the services sector, followed by the agricultural sector, while mining and manufacturing are expected to decline over the period (Background Report, 2007). According to projections prepared for MCOG, approximately 90 percent of the job growth is expected to occur in and around existing urban areas, with the exception of jobs produced in the agricultural, mining, and other resource extraction industries.

Worker Commute Times

According to the 2000 U.S. Census, of the total number of workers in Mendocino County 16 years of age or older (37,663 workers), approximately 93 percent worked outside the home (35,075 workers). Approximately half of those working outside the home commuted less than 15 minutes to their place of employment (17,882 workers). Another one-fourth commuted from 15 to 24 minutes from home (8,720 workers). Approximately 7 percent (2,847 workers) had commute times of 60 minutes or more. The 2005 American Community Survey, conducted by the Census Bureau, indicated a slight increase in the percentage of workers with commute times of less than 15 minutes (approximately 55 percent) and a decrease in the percentage of workers with commute times of 15–24 minutes (approximately 20 percent) and greater than 60 minutes (approximately 6 percent).

4.11.2 REGULATORY FRAMEWORK

LOCAL

Regional Housing Needs Plan

The Mendocino Council of Governments (MCOG) allocates housing need figures for Mendocino County municipalities. The purpose of the plan is to examine housing needs across jurisdictional boundaries and to allocate to each local government responsibility for planning to meet these needs. The allocation provides a basis for the County to develop housing policies and programs that remove impediments to the provision of a mix of housing types to meet the needs of all economic segments of the community. MCOG is in the initial stages of developing a new Regional Housing Needs Plan (Barrett, 2007).

Mendocino County General Plan Housing Element

The purpose of this Housing Element is to adopt a comprehensive, long-term plan to address the housing needs in the unincorporated areas of Mendocino County. The Housing Element is Mendocino County's primary policy document regarding the development, rehabilitation, and preservation of housing for all economic segments of the population within its jurisdiction. Accordingly, this Housing Element identifies and analyzes the existing and projected housing needs of Mendocino County and states goals, policies, and actions for the preservation, improvement, and development of housing. This Housing Element also identifies sites for housing development that are adequate to accommodate the county's allocation of the regional housing need. The goals, policies, and actions are classified into nine different categories as follows:

- Housing Production
- Special Needs Housing
- Housing Affordability
- Adequate Residential Sites
- Housing Conservation
- Removal of Governmental Constraints
- Equal Opportunity
- Energy Conservation
- Healthy Residential Environments

4.11.3 IMPACTS AND MITIGATION MEASURES

STANDARDS OF SIGNIFICANCE

The impact analysis provided below is based on the following State CEQA Guidelines Appendix G thresholds of significance. A population and housing impact is considered significant if implementation of the project would:

- 1) Induce substantial population growth in an area, either directly (e.g., by proposing new homes and businesses) or indirectly (e.g., through extension of roads or other infrastructure);
- 2) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere;
- 3) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere.

METHODOLOGY

This section was prepared primarily by compiling and evaluating existing information supplied by the U.S. Census Bureau, the Mendocino Council of Governments, state and local governmental agencies, and local organizations. This information was evaluated in light of proposed General Plan land uses and policies in order to determine impacts resulting from implementation of the proposed General Plan Update.

IMPACTS AND MITIGATION MEASURES

Substantial Increase in Population and Housing

Subsequent land use activities associated with implementation of the proposed General Plan Update may result in an increase in population and housing in the county. This is considered a **less than significant** impact.

In order to anticipate the number of housing units and population in the unincorporated county in the year 2030, a growth rate calculation was completed. This calculation used a 1.0 percent annual growth rate using the existing 2008 housing unit and population by census tract as the baseline. **Table 4.11-12** shows the projected 2030 population and housing unit count using this 1.0 percent annual growth rate. This table also shows the existing population and housing units.

There were 27,725 housing units in the unincorporated county in early 2008 and a population of 61,990. As depicted in **Table 4.11-12**, using the expected increasing proportional growth scenario discussed in Section 4.0, implementation of the Mendocino County General Plan is realistically expected to result in the construction of 6,785 new residential dwelling during the 2030 planning horizon to arrive at a total of 34,510 housing units and a population of 77,160.

TABLE 4.11-12
GENERAL PLAN 2030 PROJECTED GROWTH

	2008	2030 Projected	Change	Percentage Change
Residential Units	27,725	34,510	6,785	24.4%
Population	61,990	77,160	15,170	24.4%

Implementation of the Mendocino County General Plan and the associated land use designations would not contribute to the significant generation of growth that would exceed any established growth projections. Therefore, this is considered a **less than significant** impact.

Mitigation Measures

None required.

Displacement of a Substantial Number of Persons or Housing

Impact 4.11.2 Subsequent land use activities associated with implementation of the proposed General Plan Update would not result in the displacement of housing and/or persons. This is considered a less than significant impact.

While implementation of the General Plan does not directly result in the construction of any new development, the proposed General Plan Update would change land use designations in areas not currently designated for growth, thereby allowing for additional new future growth. This future growth would require additional, and/or enlargement of existing, infrastructure such as roadways and utilities. Throughout Mendocino County, there are also residential uses in areas ultimately planned for business use. In the past, some of these dwellings have been converted for office and some retail use. When these activities occur, the occupants of the dwelling must find other housing. Usually the relocation is a function of market forces and there are adequate opportunities for housing elsewhere in the county. However, the change of land use designation and/or zone district does not necessarily mean that the existing housing unit or residential use must be discontinued. This type of conversion from residential use to non-residential use is actually infrequent.

Implementation of the proposed General Plan Update will not displace substantial numbers of housing units or people. No demolition or substantial change in land use designation that would result in the displacement of residents is proposed in the General Plan Update. Therefore, this impact would be **less than significant** impact.

Mitigation Measures

None required.

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