



COUNTY OF MENDOCINO

Executive Office

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Economic Development Division-Executive Office CEO Report April 2026

Introduction

In the month of March, staff participated in a government contracting workshop and continued to advance economic development projects, such as the Business Loan Program, Business Technical Assistance Program, and the Covelo Clean-Up Project.

Government Contracting Workshop



The County regularly contracts for services that support county operations and projects. On April 3, 2026, County staff participated in the West Business Development Center's How to Do Business with the State of CA Workshop in Fort Bragg. Staff discussed opportunities for businesses to work with the County through the competitive bidding process. Local businesses are encouraged to bid on County projects. Open RFPs/RFBs can be found [here](#) or scan the QR code below.



Supervisor Williams and Assemblymember Chris Rogers addressed event participants.



Community Development Block Grant (CDBG)

Staff submitted a \$380,000 Business Loan Program application to the Department of Housing and Community Development (HCD) for approval in early April. Staff anticipates that the program will be approved within the next few months. The County will issue press releases to announce when it can start accepting business loan applications.

The County has been approved by HCD to use \$407,000 of CDBG program income to provide Microenterprise Technical Assistance. A Request for Proposal (RFP) will be issued within the next month for a vendor to provide direct technical assistance to small businesses.

Staff continued to work on the CDBG Program Income applications for \$168,000 in funding for ADA improvements at Whale Gulch School and \$100,000 in funding for West Business Development Center “Centro de Negocios” program.

Covelo Clean Up Project

This Community Development Block Grant (CDBG) Program funded project aims to clean up illegal dump sites around the community of Covelo. The County issued two Request for Proposals for solid waste and abandoned vehicle removal. After a lengthy evaluation, staff is targeting submission of vendor contracts to the Board for approval around May 2026.

Mendocino County Workforce Update

The Workforce Alliance of the North Bay published their Spring 2026 CareerPoint Mendocino & Workforce Alliance of the North Bay Newsletter. The newsletter is attached to this report.



MENDOCINO COUNTY WORKFORCE UPDATE

MARCH 2026 HIGHLIGHTS

- JOB QUALITY FRAMEWORK
- EDUCATION TO EMPLOYMENT SUMMIT
- CAREERPOINT APP
- LABOR MARKET NEWS FLASH





JOB QUALITY FRAMEWORK



Five Elements of Job Quality

Job quality is a continuum with multiple avenues for improving the quality of a job.

LAKE COUNTY

	Average Living Wage For:
	1 adult with no children \$22.83
	2 adults-1 working & 1 child \$39.49
	2 adults-both working & 2 children \$27.68

MARIN COUNTY

	Average Living Wage For:
	1 adult with no children \$32.72
	2 adults-1 working & 1 child \$55.58
	2 adults-both working & 2 children \$45.60

MENDOCINO COUNTY

	Average Living Wage For:
	1 adult with no children \$24.00
	2 adults-1 working & 1 child \$41.26
	2 adults-both working & 2 children \$28.77

NAPA COUNTY

	Average Living Wage For:
	1 adult with no children \$30.83
	2 adults-1 working & 1 child \$52.50
	2 adults-both working & 2 children \$37.70

According to the
MIT LIVING WAGE CALCULATOR

1 SELF SUFFICIENCY WAGE

High quality jobs have wages sufficient to cover basic living expenses and provide a predictable and stable income with opportunities to build assets.

2 BENEFITS

High quality jobs have a package of benefits that facilitate a healthy and stable life. Typically, these include health insurance, paid time off, family/medical leave, a retirement savings plan, and disability and life insurance.

3 WORKING CONDITIONS

High quality jobs have working conditions that are safe with predictable hours and are free from discrimination and harassment

4 POSITIVE CULTURE

High quality jobs are for employers who foster a business culture where one's work is valued and where workers can provide input in their job design and can voice their concerns and ideas for improvement

5 CAREER ADVANCEMENT

High quality jobs have opportunities for on-the-job skills development and accessible options to learn and grow as part of a career pathway.



Why Businesses Should Care About Quality Jobs

In today's economy, creating high-quality jobs — not just any job — matters for more than just individual workers. It benefits employers, communities, and entire regions.

Benefits for Employers

- Reduced turnover and lower hiring costs. Research shows that quality jobs — jobs with fair pay, stability, training opportunities, and respectful working conditions — lead to substantially lower employee turnover than typical low-wage, precarious jobs.
- More stable, skilled workforce. When employers invest in training and career-advancement opportunities, the workforce becomes more experienced and capable over time, boosting productivity, service quality, and business performance.
- Long-term profitability and competitiveness. Because turnover is expensive — often equaling a significant fraction of an employee's annual wage in replacement costs — investing in job quality can yield savings that outweigh higher wage or benefit costs.

Benefits for Local Communities and the Economy

- Stronger middle class and local spending. Quality jobs help build a stable middle class whose incomes support local businesses through spending and whose taxes support public services. This creates a virtuous cycle: thriving local economies attract more businesses and investment.
- Social capital and community stability. Workers with stable jobs and fair wages are more likely to invest in their communities — homes, education, civic life — which strengthens social cohesion and contributes to community well-being.
- Economic growth through consumer demand. With greater income stability, workers spend more reliably on goods and services, supporting demand and helping sustain local businesses and jobs.

Benefits for Workers and Their Households

- Income stability and opportunity for wealth building. Instead of churning through unstable, low-wage jobs, quality employment gives workers predictable income and a chance to save, invest, or build toward long-term financial security.
- Dignity, satisfaction, and social belonging. Good jobs — jobs that respect workers, offer voice and autonomy, and allow growth — foster pride, improve well-being, and let workers feel they contribute meaningfully to their workplace and communities.
- Career mobility and advancement. Quality jobs with training, benefits, and clear pathways allow workers to build skills, advance, and avoid dead-end employment. Unfortunately, many jobs in caregiving, retail, or general labor still lag in these respects.

Focus on Job Quality

Why Quality Jobs Matter — Especially in Low-Wage Sectors
Many of the roles hardest to fill — caregiving, retail, general labor — remain low-wage and offer limited opportunities for advancement. At the same time, employers often struggle with high turnover and difficulty staffing those same roles. By elevating job quality in these sectors, businesses and communities potentially turn a lose-lose dynamic into a win-win: more stable staffing, greater retention, improved service, and more secure livelihoods.

Quality jobs should not be seen merely as a cost. They are an investment — in people, in business performance, and in the economic fabric of local communities.

Contact Us at info@workforcealliancencorthbay.org



The Workforce Innovation and Opportunity Act (WIOA) Programs are fully funded by grant awards from the California Employment Development Department (EDD) using Department of Labor funding, which provides 100% of the total program funding. In FY 2025-26 has budgeted the following amounts: WIOA Adult, \$1,289,355; WIOA Dislocated Worker, \$1,362,128; WIOA Youth, \$1,219,142; Rapid Response, \$471,861; Rapid Response Layoff Aversion, \$178,357. The WIOA Title I financially assisted program or activity referenced in this document is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. CareerPoint is a proud partner of the America's Job Center of California network.



Education to Employment Summit Connects Regional Partners to Strengthen Workforce Pathways

On Friday, February 27, 2026, educators, employers, workforce professionals, policymakers, students, and job seekers gathered at the Ukiah Valley Conference Center for the Education to Employment Regional Summit, a collaborative event designed to strengthen connections between education and the regional workforce.

Hosted by regional partners including Workforce Alliance of the North Bay, the Redwood Coast K-16 Education Collaborative, MLACE Mendocino-Lake Adult & Career Education, and the North Far North Regional Consortium, the summit focused on aligning training programs with employer needs and building stronger career pathways for residents across Lake and Mendocino Counties.

The day's program included a welcome and blessing, panel discussion, information-walk, networking lunch, and interactive table discussions, culminating in a share-out session where participants highlighted key insights and next steps.

Throughout the day, participants explored critical workforce topics such as:

- Closing the regional skills gap
- Expanding work-based learning and apprenticeships
- Aligning curriculum with real-world workforce demand
- Addressing barriers such as transportation, childcare, and access to services
- Strengthening digital literacy and future workforce skills

Small-group discussions allowed attendees to share perspectives and generate practical ideas to better connect education and employment systems. Notes collected during the summit reflected common themes including the need for stronger employer engagement, expanded work-based learning opportunities, improved transportation access, and increased funding to support training and wraparound services.





A key highlight of the summit was the opportunity for participants to connect face-to-face across sectors. Edith Atieno, an event attendee preparing to graduate with degrees in Business Management and Business Accounting, reflected on the value of being present for the conversations taking place.

“Last Friday I attended the Education to Employment Summit, and it reminded me how important it is to be in the room, especially during a transition season.”

Atieno shared that hearing directly from employers and workforce leaders helped clarify the skills and opportunities emerging in the regional labor market.

“Hearing directly from HR leaders and workforce professionals about what employers are looking for was valuable, but what stood out most was the face-to-face connection.”

Events like the Education to Employment Summit play a vital role in regional workforce development by bringing together the organizations that shape education, training, and hiring. When these groups collaborate, communities are better able to identify skills gaps, design relevant training programs, and create pathways that lead students and job seekers into meaningful employment.

As Atieno reflected after the event, the summit demonstrated the importance of simply showing up and engaging:

“When you step into spaces where real conversations are happening, you open the door to opportunity.”

By convening cross-sector partners and encouraging open dialogue, the Education to Employment Summit continues to build momentum toward a shared goal: strengthening communities — one job at a time.

[Click here for Edith's Full LinkedIn Post!](#)

[Link to E2E Summit Resources!](#)

Launching a CareerPoint North Bay Mobile App

Your next career move is just a tap away!

The new CareerPoint North Bay mobile app connects job seekers to local job opportunities, training programs, career counseling, and professional job search tools — all in one convenient place.

Through the app, users can access our free local job center, connect directly with hiring employers, explore career pathways, and take advantage of skill-building resources designed to support long-term success.

At the same time, the platform strengthens our regional workforce by helping employers recruit qualified local talent, access workforce solutions, and build stronger teams.

Download the CareerPoint North Bay app today and stay connected to opportunity — anytime, anywhere.

**YOUR NEXT CAREER MOVE
IS IN YOUR POCKET.**

This is **CareerPoint**, the official mobile app of the Workforce Alliance for the North Bay.

TOOLKIT

- INTERVIEW SIMULATION TRAINER
- COVER LETTER
- MOCK JOB

- Free Local Job Center
- Direct Job Connections
- Training Programs
- Career Counseling
- Professional Job Search Tools

Available on the App Store and Google Play.

DOWNLOAD NOW

WORKFORCE NEWS FLASH!

MENDOCINO COUNTY LARGEST EMPLOYERS

BUSINESS NAME	# OF JOBS
1. County of Mendocino:	1,015
2. Ukiah Unified School District:	1,000
3. Adventist Health Ukiah Valley:	627
4. Mendocino Redwood Company:	605
5. Mendocino Community Health Clinic, MCHC:	390
6. Consolidated Tribal Health:	378
7. Black Bart Casino Sherwood Valley:	350
8. Garcia River Casino:	350
9. Hidden Oaks Casino:	350
10. Fetzer Vineyards:	300
11. Laytonville High School:	249
12. North Coast Opportunities:	240
13. Adventist Health Howard Memorial Hospital:	235
14. Mendocino Art Center Library Visual Arts:	232
15. Mendo Mill & Lumber Company:	225
16. Coyote Valley Casino Resort:	220
17. Mendocino College:	500
18. Home Depot:	200
19. Maverick Enterprises, Inc:	200
20. Walmart:	200
21. Caito Fisheries:	200
22. Advanced Manufacturing & Development, Inc:	198
23. Mendocino Community Network:	182
24. Redwoods In The Meadow Farm:	162
25. Costco:	150

**Information extracted from Lightcast & Econovue Data Platforms*

WORKFORCE NEWS FLASH!

MENDOCINO COUNTY TOP POSTED JOB OCCUPATIONS

No High School Diploma to Associates Degree Required
Aug. 2025- Jan. 2026

Occupations: **Total Job Postings/Unique Job Postings**

1. **Radiologic Technologists & Technicians: 244/175**
2. **Respiratory Therapists: 363/152**
3. **Home Health and Personal Care Aides: 130/88**
4. **Retail Salespersons: 148/85**
5. **Heavy and Tractor-Trailer Truck Drivers: 109/55**
6. **First-Line Supervisors of Retail Sales Workers: 91/53**
7. **Health Technologists & Technicians: 103/49**
8. **Customer Service Representatives: 83/49**
9. **Surgical Technologists: 81/43**
10. **Fast Food & Counter Workers: 88/42**
11. **Teaching Assistants, Except Postsecondary: 47/36**
12. **Merchandise Displayers & Window Trimmers: 62/36**
13. **Postal Service Mail Sorters, Processors, & Processing Machine Operators: 42/35**
14. **Secretaries & Admin Assistants, Except Legal, Medical, and Executive: 62/33**
15. **Security Guards: 58/30**
16. **Janitors & Cleaners, Except Maids & Housekeeping Cleaners: 46/30: 46/30**
17. **Stockers & Order Fillers: 86/30**
18. **Postal Service Mail Carriers: 31/29**
19. **Postal Service Clerks: 31/26**
20. **Maintenance & Repair Workers, General: 37/26**

WORKFORCE NEWS FLASH!

MENDOCINO COUNTY TOP POSTED JOB OCCUPATIONS *Aug. 2025 - Jan. 2026*

Occupations: Total Job Postings/Unique Job Postings

1. **Registered Nurses: 1,373/582**
2. **Physical Therapists: 573/292**
3. **Radiologic Technologists & Technicians: 244-175**
4. **Respiratory Therapists: 363/152**
5. **Pharmacists: 135/105**
6. **Home Health and Personal Care Aides: 130/88**
7. **Retail Salespersons: 148/85**
8. **Medical & Health Services Managers: 146/78**
9. **Clinical Laboratory Technologists and Technicians: 92/60**
10. **Heavy and Tractor-Trailer Truck Drivers: 109/55**
11. **Child, Family, and School Social Workers: 76/53**
12. **First-Line Supervisors of Retail Sales Workers: 91/53**
13. **Family Medicine Physicians: 82/52**
14. **Health Technologists & Technicians: 103/49**
15. **Customer Service Representatives: 83/49**
16. **Speech-Language Pathologists: 58/45**
17. **Physicians, All Other: 91/44**
18. **Surgical Technologists: 81/43**
19. **Fast Food & Counter Workers: 88/42**
20. **Managers, All Other: 75/40**



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