

INTRODUCTION

The Redwood Coast's occupations of opportunity build upon the region's initial targets of opportunity report to identify key occupations and potential career pathways within and among the Redwood Coast's targets of opportunity. This report highlights high-demand occupations, cross-industry patterns, replacement jobs, gateway skills required, gateway abilities required, and occupations across wage levels with similar educational requirements (transferability potential).

BACKGROUND: REDWOOD COAST INDUSTRY TARGETS OF OPPORTUNITY

The Redwood Coast's targets of opportunity are the region's most promising areas for economic and workforce development. They include specific industry sectors drawn from both the region's export-oriented base clusters and support sectors—focusing on the highest growth sectors in terms of jobs, wages, and firms since 1990. Each target of opportunity includes elements that are export-oriented, population-driven, and offer career potential for local residents.

Six targets of opportunity were identified, demonstrating a combination of:

- expanding opportunity (i.e., job and/or firm growth)
- growing quality (i.e., wage increases)
- improving competitiveness (i.e., strong and/or growing specialization compared to California as a whole)
- career potential (e.g., distribution of job opportunities across the occupational spectrum).

The six are (in order of size):

- Diversified Health Care
- Building and Systems Construction and Maintenance
- Specialty Agriculture, Food, and Beverages
- Investment Support Services
- Management and Innovation Services
- Niche Manufacturing

The six targets of opportunity are growing faster than the rest of the region's economy—particularly the private sector economy. Over the last decade and a half, they have proven to be long-term sources of structural economic growth, expanding even through short-term economic cycles.

- Together these sectors comprise 39% of the region's private sector employment (2004)—up from 30% in 1990. They also comprise 53% of the region's private sector wages.
- Together, they grew 37% in employment during this period, while the private sector economy as a whole expanded by only about 4%. The government

sector grew 33% during this same period; however, the public sector accounts for only about one-quarter of regional employment.

- The number of firms in these sectors combined jumped 23%, while the total firms in the entire regional economy increased only 1.5% between 1990 and 2003 (the year with the latest comprehensive data available).

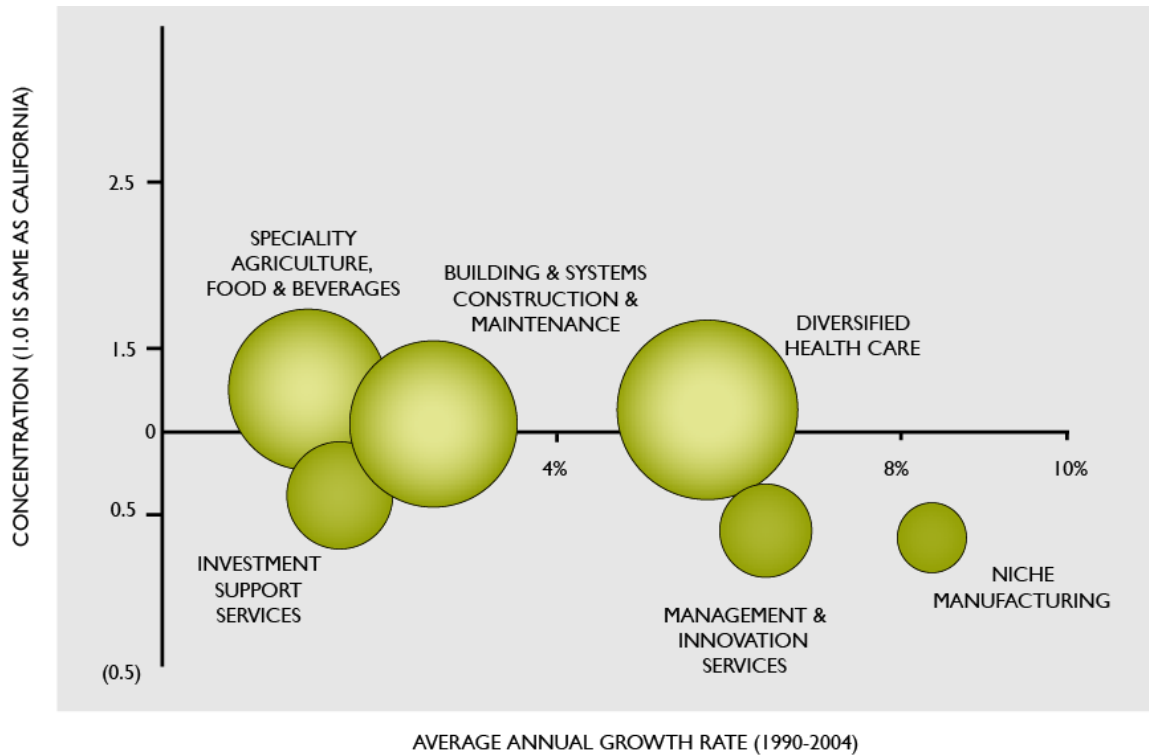
All or most targets of opportunity share key characteristics:

- All six have grown in employment, all of them faster than the region's total job growth of 8%. The targets of opportunity have experienced growth rates ranging from 14% to 125% during the 1990-2004 period.
- All six have experienced growth in real wages (i.e., wages adjusted for inflation) over the 1990-2004 period, all of them faster than the region's total wage growth of 6%. The targets of opportunity have experienced growth rates ranging from 10% to 26% over this period. Five of them pay an average wage higher than the regional average.
- All six have increased or essentially maintained their employment concentration—a measure of their competitiveness—relative to the state average over this period.
- Five of the six have far outpaced the regional growth rate in establishments. The growth rate in number of firms in Management and Innovation Services (80%), Diversified Health Care (34%), Investment Support Services (22%), Niche Manufacturing (19%), and Specialty Agriculture, Food, and Beverages (11%) are all much greater rate than the regional economy as a whole (1.5%).
- All of them offer employment opportunities at the lower, mid, and higher levels of the occupational spectrum. All of them have people working in occupations that are projected to be among the top 50 fastest-growing jobs in the region in the coming decade.
- All of these targets of opportunity have not only a track record of growth, but prospects for future expansion, especially if they can find the skilled talent they need. Employers involved in focus groups in each area identified specific opportunities for future growth, which are described in this report.

Together, these targets of opportunity are important to every county in the region. While the larger counties of Humboldt and Mendocino naturally have much more of the employment, these sectors are also major contributors to the economies of Del Norte, Siskiyou, and Trinity. In fact, targets of opportunity are responsible for 53% of all the private sector wages paid in the five-county region. Both larger and smaller counties alike rely on targets of opportunity for the majority of their private sector wages, as the chart below shows. *It is clear that all five counties have a stake in these targets of opportunity—and would likely benefit from working together to ensure the success of these industry sectors.*

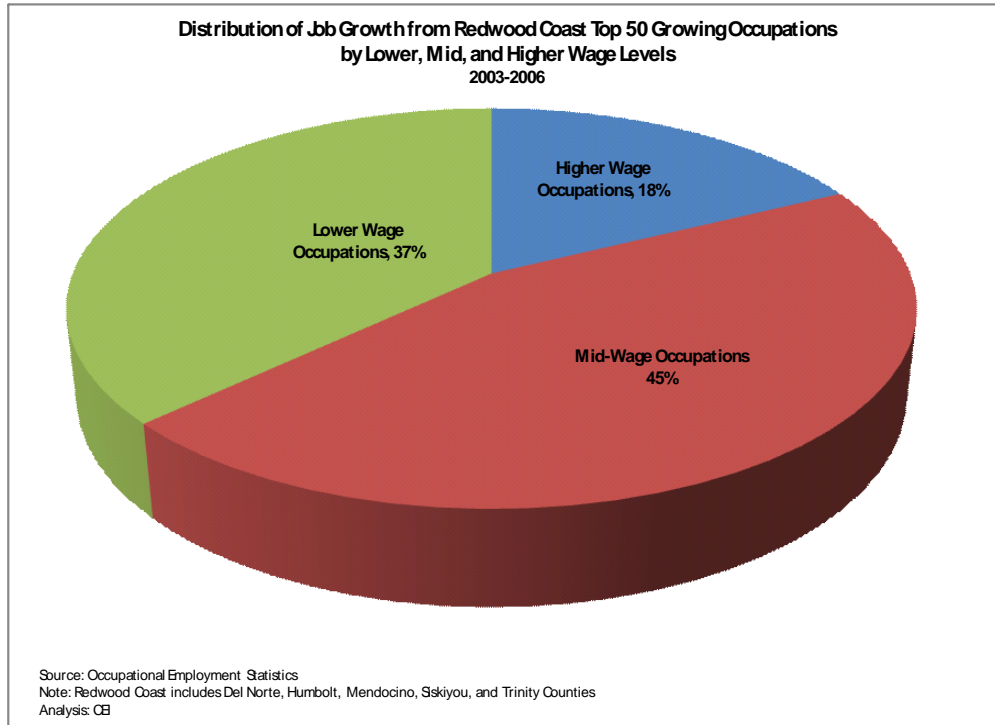
The Redwood Coast targets of opportunity include about 70 high-performing industry sectors, selected from among hundreds of sectors across the five-county economy. These sectors have demonstrated over a 15-year period that they have staying power: they have continued to move forward through the ebb and flow of several business cycles. They represent a sustained, structural shift in the Redwood Coast economy: targets of opportunity have emerged as other areas of the economy have receded. Together, they now directly account for more than one-third of the private sector employment and one-half of the private sector wages—and their impact is much greater as the employees and firms in these sectors buy other goods and services in the region.

The six targets of opportunity (green bubbles below) are growing faster than the rest of the region’s economy. Most are growing faster than most of the base clusters (purple bubbles below), as the chart below illustrates. Over the last decade and a half, they have proven to be long-term sources of structural economic growth, expanding even through short-term economic cycles.



REDWOOD COAST GROWTH OCCUPATIONS

The Redwood Coast has occupations across all industries that have shown strong growth between 2003 and 2006. The table below shows the top 50 occupations that have grown the most during this time period. The occupations are organized by lower, mid, and higher wage levels. Wage levels were determined by categorizing the region’s average annual wages into thirds.

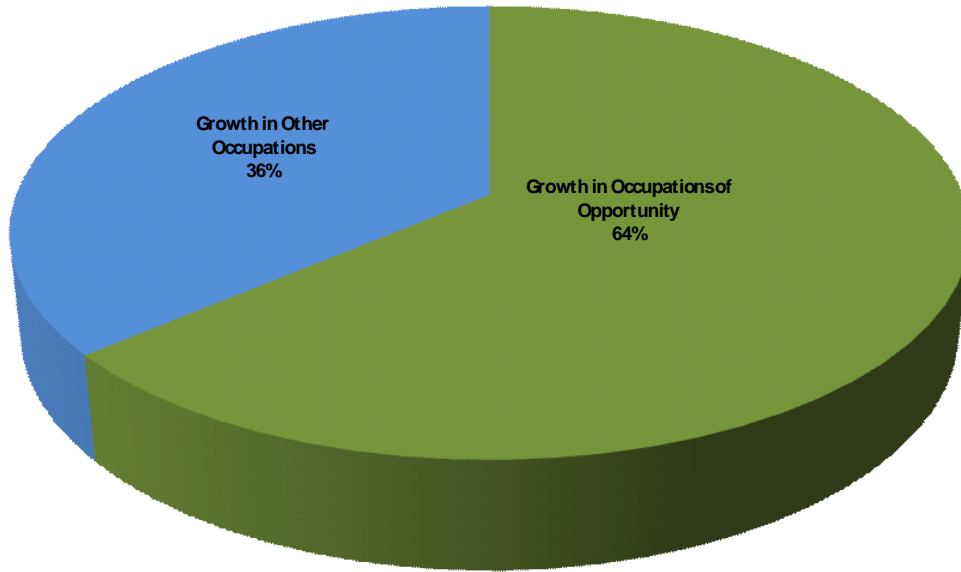


Wage Levels Based on 2007 Mean Annual Wages	
Higher Wage Level	>\$45,000
Mid- Wage Level	\$25,000- \$45,000
Lower Wage Level	<\$25,000

The highest concentration of top growing occupations is in the mid-wage level--paying annual wages between \$25,000 and \$45,000. Roughly half of the top growing occupations are in the mid-wage level, while the remaining half are almost equally distributed across the higher and lower wage levels. In terms of the job growth from the top 50 growing occupations, 45% of the job growth is in the mid-wage level, 37% in the lower wage level, and 18% in the higher wage level.

Many of the top growing occupations are foundational jobs, such as construction workers and health care professionals, and are in the six targets of opportunity. Of the region's top 50 growing jobs, 28 occupations are also in the Redwood Coast's industry targets of opportunity. These 28 jobs are occupations of opportunity—key occupations in the targets of opportunity that have also been the strongest growing occupations in the regional economy. Occupations of opportunity make up 64% of the job growth in the region's top 50 growing occupations.

**Distribution of Job Growth in the Redwood Coast's Top 50 Growing Occupations
2003-2006**



Source: Occupational Employment Statistics
 Note: Redwood Coast includes Del Norte, Humboldt, Mendocino, Siskiyou, and Trinity Counties
 Analysis: CE

56% of the top growing jobs are occupations that are also part of the Redwood Coast's industry targets of opportunity. These jobs are occupations of opportunity, and are highlighted in green on the table below. In addition, some of these occupations can be found in multiple targets as well as some of the region's other industries.

Wage Levels Based on 2007 Mean Annual Wages	
Higher Wage Level	>\$45,000
Mid- Wage Level	\$25,000- \$45,000
Lower Wage Level	<\$25,000

Redwood Coast Top 50 Growing Occupations by Wage Level, 2003-2006

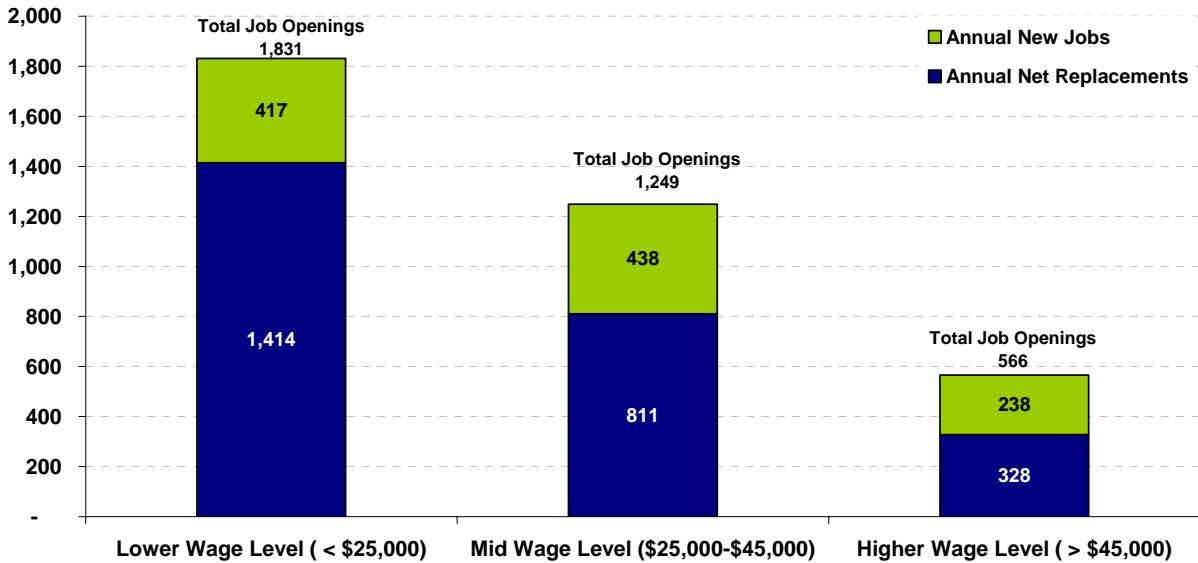
	Occupation	2003 Employment	2006 Employment	Absolute Growth 2003- 2006
Higher Wage Occupations	Carpenters	860	1380	+520
	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	40	220	+180
	Business Operations Specialists, All Other	1360	1520	+160
	Education Administrators, Postsecondary	70	220	+150
	Medical and Clinical Laboratory Technologists	50	190	+140
	Sales Representatives, Services, All Other	90	220	+130
	Operating Engineers and Other Construction Equipment Operators	420	520	+100
	Insurance Sales Agents	110	200	+90
	Middle School Teachers, Except Special and Vocational Education	1020	1100	+80
	Instructional Coordinators	70	140	+70
	First-Line Supervisors/Managers of Transportation & Material-Moving Machine & Vehicle	150	210	+60
Environmental Scientists and Specialists, Including Health	80	130	+50	
Mid-Wage Occupations	Landscaping and Groundskeeping Workers	1360	2010	+650
	Construction Laborers	580	1140	+560
	Forest and Conservation Technicians	270	780	+510
	Logging Workers, All Other	140	450	+310
	Teachers and Instructors, All Other	310	590	+280
	Maintenance and Repair Workers, General	1250	1480	+230
	First-Line Supervisors/Managers of Food Preparation and Serving	600	820	+220
	Medical Secretaries	450	650	+200
	First-Line Supervisors/Managers of Landscaping, Lawn Service, & Groundskeeping Workers	90	220	+130
	Woodworking Machine Setters, Operators, and Tenders, Except Sawing	170	300	+130
	Driver/Sales Workers	280	400	+120
	Food Service Managers	120	230	+110
	Biological Scientists, All Other	80	180	+100
	Computer Support Specialists	160	250	+90
	Medical and Clinical Laboratory Technicians	40	130	+90
	Pharmacy Technicians	150	240	+90
	Payroll and Timekeeping Clerks	170	260	+90
	Medical Assistants	400	490	+90
	Machine Feeders and Offbearers	210	300	+90
	Executive Secretaries and Administrative Assistants	1100	1180	+80
	Sawing Machine Setters, Operators, and Tenders, Wood	400	480	+80
	Interviewers, Except Eligibility and Loan	90	160	+70
	Reporters and Correspondents	40	100	+60
Motor Vehicle Operators, All Other	70	120	+50	
Lower Wage Occupations	Combined Food Preparation & Serving Workers, Including Fast Food	1430	2520	+1090
	Cooks, Fast Food	340	990	+650
	Waiters and Waitresses	1650	1990	+340
	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	280	600	+320
	Retail Salespersons	2970	3240	+270
	Home Health Aides	420	690	+270
	Counter and Rental Clerks	550	680	+130
	Fitness Trainers and Aerobics Instructors	270	380	+110
	Janitors and Cleaners, Except Maids & Housekeeping Cleaners	1540	1630	+90
	Food Preparation Workers	810	900	+90
	Sewing Machine Operators	70	140	+70
	Food Batchmakers	90	160	+70
	Floral Designers	30	90	+60
Taxi Drivers and Chauffeurs	50	100	+50	

Redwood Coast Growing Occupations by Target Area						
	Diversified Health Care	Buildings & Systems Construction & Maintenance	Specialty Agriculture, Food & Beverages	Investment Support Services	Management & Innovation Services	Niche Manufacturing
Top 50 Occupations with Most Job Openings 2003-2006	12	10	8	5	4	2
Top 50 Projected Occupations with the Most Job Openings (New & Replacement Jobs) (2004-2014)	14	17	12	10	8	10

TWO KINDS OF PROJECTED GROWTH: NEW AND REPLACEMENT JOBS

The Redwood Coast is projected to have 3,646 job openings every year from 2004-2014. Of the annual projected job openings, half are in the lower wage level, 34% are mid-wage jobs, and 16% are higher wage jobs. Across all wage levels, the majority (70%) of the total job openings are not new jobs, rather they are replacement jobs—job vacancies expected as employees leave an occupation. In addition to new jobs created, the changing workforce demographic shows that as baby boomers begin to retire, new employees will be needed as replacements. In the Redwood Coast, more than 2,500 net replacement jobs are projected annually, most likely occupations that have been vacated by retirees. Most replacement jobs are in the lower and mid-wage levels, with some additional opportunities in higher wage jobs as well.

Redwood Coast* Average Annual Job Opening Projections
New Jobs and Net Replacements**
Distribution by Lower, Mid, and Higher Wage Levels
2004-2014



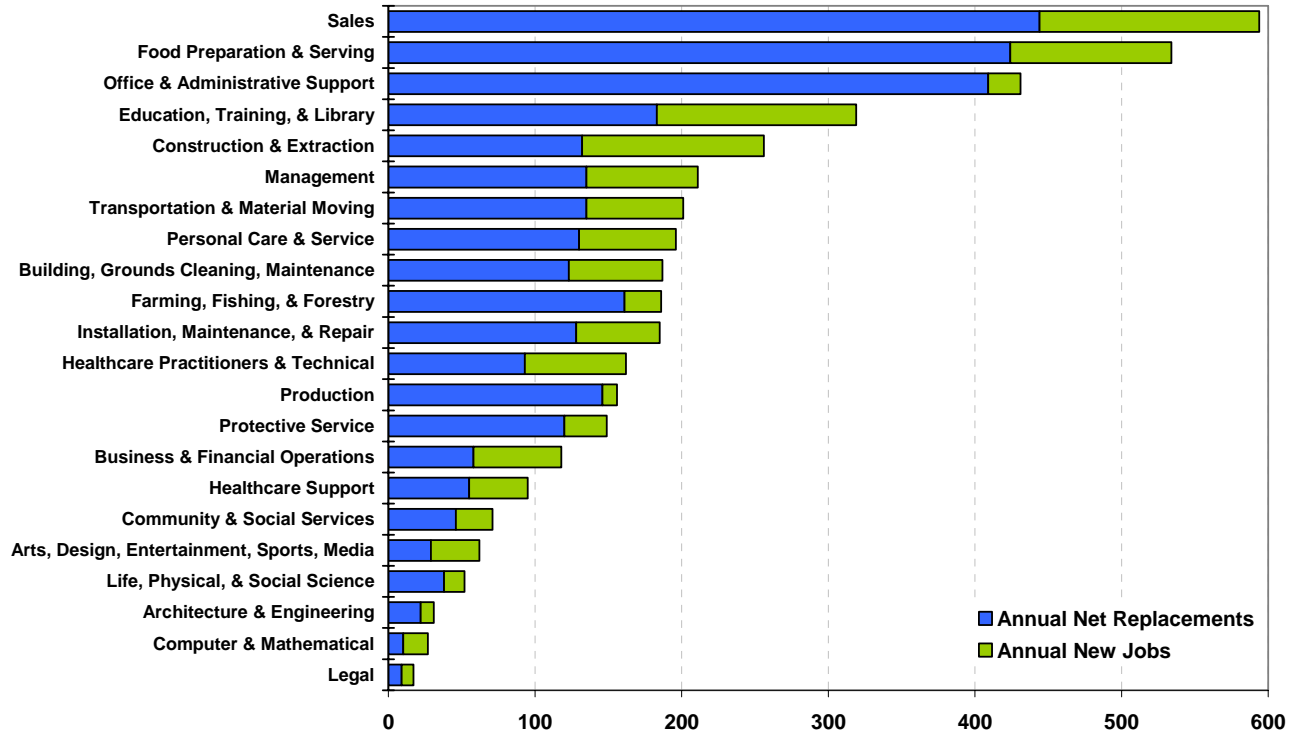
Source: Occupational Employment Statistics; Analysis: CEI

*Includes Del Norte, Humboldt, Lake, and Mendocino Counties

**Net Replacements openings are an estimate of the number of job openings expected because people have permanently left an occupation. It estimates the net movement of 1) experienced workers who leave an occupation & start working in another occupation, stop working altogether, or leave the geographic area minus 2) experienced workers who move into such an opening. It does not represent the total number of jobs to be filled due to the need to replace workers.

Replacement jobs are growing in such volume that in many occupational categories, replacement jobs far outpace new job openings. In Sales occupations (the occupational category with the most projected openings), for example, 75% of the approximate 600 job openings are projected to be from replacement jobs. Food Preparation & Serving Occupations show that almost 80% of job openings will be from net replacements, and 95% of Office & Administrative Support jobs will be from replacements.

Redwood Coast* Annual Job Opening Projections
New Jobs and Net Replacements, 2004-2014
 Distribution by Major Occupational Categories



Source: Occupational Employment Statistics; Analysis: CEI
 *Includes Del Norte, Humboldt, Lake, and Mendocino Counties

OCCUPATIONS OF OPPORTUNITY: GATEWAY SKILLS AND ABILITIES

Every occupation requires a core set of basic skills. While higher level occupations may additionally require more technical and/or advanced skills, a core group of foundational skills are needed for occupations across all wage levels. The table below

shows the most important basic skills for the Redwood Coast's 28 occupations of opportunity. These foundational skills provide a gateway for workers to move from lower to mid and higher wage level occupations.

Gateway Skills Required for Redwood Coast's Occupations of Opportunity	
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Reading Comprehension	Understanding written sentences and paragraphs in work related documents.
Speaking	Talking to others to convey information effectively.
Active Learning	Understanding the implications of new information for both current and future problem-solving and decision-making.
Critical Thinking	Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
Mathematics	Using mathematics to solve problems.
Writing	Communicating effectively in writing as appropriate for the needs of the audience.

Occupations also typically require workers to be equipped with a specific set of abilities. As defined by O*NET, "abilities are enduring attributes of an individual that influence performance." The three tables below show the gateway abilities required for the region's occupations of opportunity by lower, mid, and higher wage levels.

Lower Wage Level Occupations of Opportunity Gateway Abilities by Occupation							
	Combined Food Prep. & Serving Workers, Including Fast Food	Farmworkers & Laborers, Crop, Nursery, & Greenhouse	Food Batchmakers	Food Preparation Workers	Home Health Aides	Janitors & Cleaners, Except Maids & Housekeeping Cleaners	Retail Salespersons
Information Ordering							
Oral Expression							
Problem Sensitivity							
Manual Dexterity							
Near Vision							
Oral Comprehension							
Speech Recognition							
Speech Clarity							
Trunk Strength							
Arm-Hand Steadiness							
Static Strength							
Control Precision							
Auditory Attention							
Category Flexibility							
Deductive Reasoning							
Extent Flexibility							
Inductive Reasoning							
Multilimb Coordination							
Rate Control							
Written Comprehension							

**Mid-Wage Level Occupations of Opportunity
Gateway Abilities by Occupation**

	Computer Support Specialists	Construction Laborers	Driver/Sales Workers	Executive Secretaries & Administrative Assistants	First-Line Supervisors/Managers of Food Prep. & Serving Workers	First-Line Supervisors/Managers of Landscaping, Lawn Service, & Groundskeeping Workers	Interviewers, Except Eligibility & Loan	Landscaping & Groundskeeping Workers	Maintenance & Repair Workers, General	Medical & Clinical Laboratory Technicians	Medical Assistants	Medical Secretaries	Payroll & Timekeeping Clerks	Pharmacy Technicians
Near Vision														
Oral Comprehension														
Oral Expression														
Problem Sensitivity														
Information Ordering														
Speech Clarity														
Speech Recognition														
Deductive Reasoning														
Written Comprehension														
Arm-Hand Steadiness														
Inductive Reasoning														
Manual Dexterity														
Multilimb Coordination														
Written Expression														
Control Precision														
Category Flexibility														
Finger Dexterity														
Selective Attention														
Static Strength														
Depth Perception														
Extent Flexibility														
Mathematical Reasoning														
Number Facility														
Time Sharing														
Trunk Strength														
Visual Color Discrimination														
Visualization														

**Higher Wage Level Occupations of Opportunity
Gateway Abilities by Occupation**

	Carpenters	Heating, Air Conditioning, & Refrigeration Mechanics & Installers	Insurance Sales Agents	Medical & Clinical Laboratory Technologists	Operating Engineers & Other Construction Equipment Operators	* Business Operations Specialists, All Other	* Sales Representatives, Services, All Other
Problem Sensitivity							
Deductive Reasoning							
Information Ordering							
Manual Dexterity							
Near Vision							
Oral Comprehension							
Arm-Hand Steadiness							
Category Flexibility							
Control Precision							
Inductive Reasoning							
Multilimb Coordination							
Oral Expression							
Trunk Strength							
Written Comprehension							
Extent Flexibility							
Finger Dexterity							
Flexibility of Closure							
Speech Clarity							
Speech Recognition							
Visualization							
Written Expression							

* Note: Information about skills and abilities is not available because this is a composite occupation (e.g., "All Other").

Gateway Abilities & Definitions	
Arm-Hand Steadiness	The ability to keep your hand and arm steady while moving your arm or while holding your arm and
Auditory Attention	The ability to focus on a single source of sound in the presence of other distracting sounds.
Category Flexibility	The ability to generate or use different sets of rules for combining or grouping things in different ways.
Control Precision	The ability to quickly and repeatedly adjust the controls of a machine or a vehicle to exact positions.
Deductive Reasoning	The ability to apply general rules to specific problems to produce answers that make sense.
Depth Perception	The ability to judge which of several objects is closer or farther away from you, or to judge the distance
Extent Flexibility	The ability to bend, stretch, twist, or reach with your body, arms, and/or legs.
Finger Dexterity	The ability to make precisely coordinated movements of the fingers of one or both hands to grasp, manipulate, or assemble very small objects.
Flexibility of Closure	The ability to identify or detect a known pattern (a figure, object, word, or sound) that is hidden in
Inductive Reasoning	The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
Information Ordering	The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).
Manual Dexterity	The ability to quickly move your hand, your hand together with your arm, or your two hands to grasp,
Mathematical Reasoning	The ability to choose the right mathematical methods or formulas to solve a problem.
Multilimb Coordination	The ability to coordinate two or more limbs (for example, two arms, two legs, or one leg and one arm) while sitting, standing, or lying down. It does not involve performing the activities while the whole
Near Vision	The ability to see details at close range (within a few feet of the observer).
Number Facility	The ability to add, subtract, multiply, or divide quickly and correctly.
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Problem Sensitivity	The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
Rate Control	The ability to time your movements or the movement of a piece of equipment in anticipation of changes in the speed and/or direction of a moving object or scene.
Selective Attention	The ability to concentrate on a task over a period of time without being distracted.
Speech Clarity	The ability to speak clearly so others can understand you.
Speech Recognition	The ability to identify and understand the speech of another person.
Static Strength	The ability to exert maximum muscle force to lift, push, pull, or carry objects.
Time Sharing	The ability to shift back and forth between two or more activities or sources of information (such as speech, sounds, touch, or other sources).
Trunk Strength	The ability to use your abdominal and lower back muscles to support part of the body repeatedly or continuously over time without 'giving out' or fatiguing.
Visual Color Discrimination	The ability to match or detect differences between colors, including shades of color and brightness.
Visualization	The ability to imagine how something will look after it is moved around or when its parts are moved or
Written Comprehension	The ability to read and understand information and ideas presented in writing.
Written Expression	The ability to communicate information and ideas in writing so others will understand.

TOP GROWING OCCUPATIONS IN TARGETS OF OPPORTUNITY

Of the region's top 50 growing jobs, 28 occupations are also in the Redwood Coast's industry targets of opportunity. These 28 jobs are occupations of opportunity—key occupations in the targets of opportunity that have also been the strongest growing occupations in the regional economy.

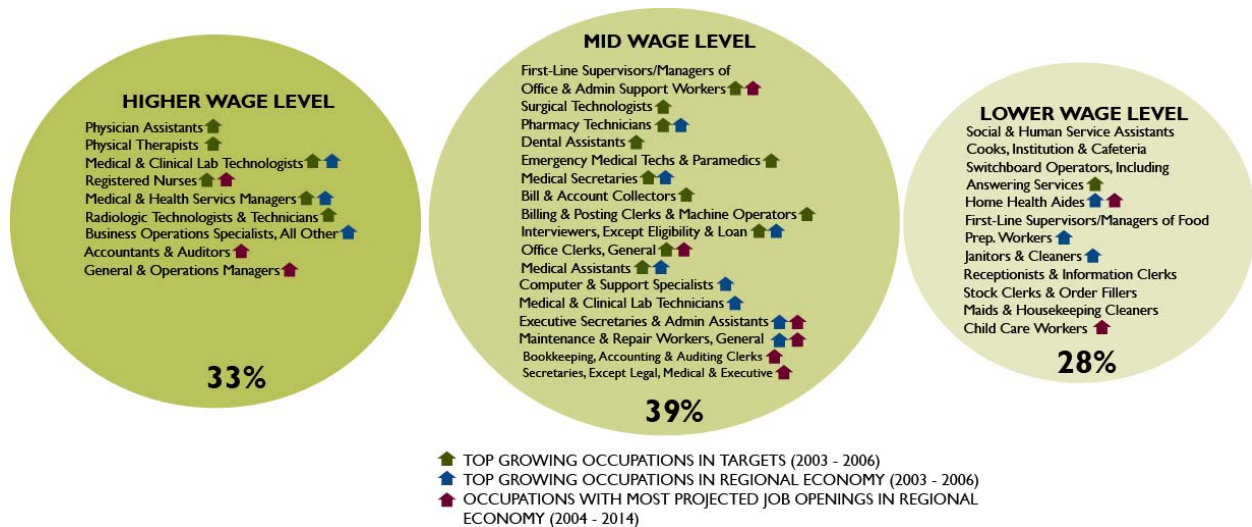
DIVERSIFIED HEALTH CARE

Diversified Health Care includes a wide range of health care options and support sectors. While traditional hospital-centered and physician office-based health care sectors have grown, they have been supplemented by an expanding diversity of options, such as outpatient care centers and home and residential health care services.

Distribution of Jobs by Wage Level

Diversified Health Care offers ample employment opportunities at the lower, mid, and higher wage levels. With large and growing occupations in all of the wage levels, many jobs in Diversified Health Care allow for strong career potential. As shown in the bubbles below, 28% of Diversified Health Occupations are in the lower wage level, 39% in the mid level, and 33% in the higher level.

Job Growth by Wage Level



Three of the top growing occupations in Diversified Health Care from 2003-2006 are in the lower wage level. During this time period, 40 new social & human service assistant jobs were created, and cooks and answering Service occupations each grew 10 jobs. Also notable, home health aides were among the top growing occupations in the Redwood Coast economy as well as one of the projected occupations with the most job openings in the region from 2004-2014. Other lower wage occupations projected to

have the most job openings in the Redwood Coast include receptionists & information clerks, stock clerks, maids & housekeeping cleaners, and child care workers.

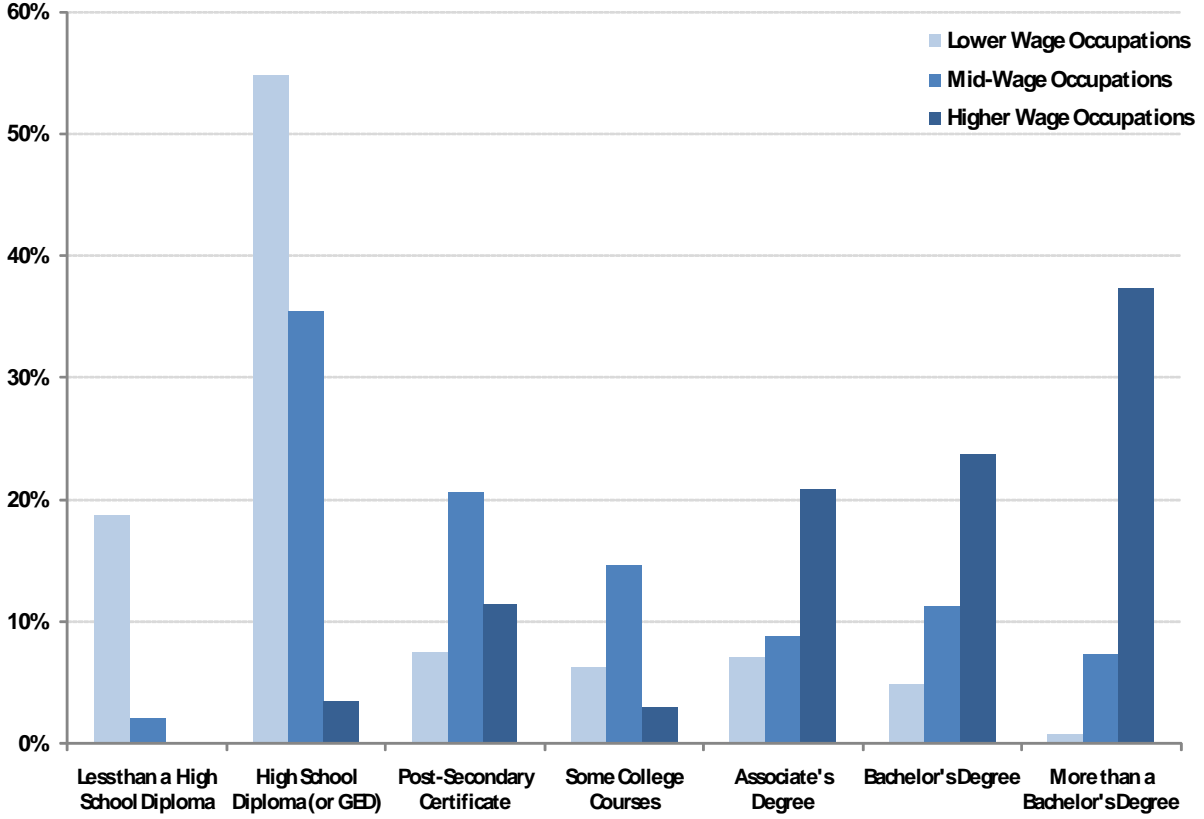
Mid-wage occupations in Diversified Health are in high demand; many of these occupations are either among the top growing occupations in the Diversified Health Care target or regional economy from 2003-2006, or are projected to have the most job openings in the Redwood Coast. The highest occupational growth in the Diversified Health Care target was in medical secretaries, growing from 200 employees in 2003 to 540 in 2006. Medical assistants doubled, with 400 jobs in 2006 compared to 200 in 2003. First-line supervisors/managers of office workers grew from 40 to 150 in 2006. In addition, regional employers in Diversified Health identified mid-level practitioners such as pharmacy technicians as one of if the biggest workforce requirements.

Occupations in the higher wage level have also shown strong growth in the Diversified Health Care target as well as the economy as a whole. Medical & clinical lab technologist jobs expanded from 40 to 180 from 2003-2006.

Occupational Opportunities by Level of Education

Opportunities for career mobility and growth abound in Diversified Health Care. With 35% of mid-wage jobs requiring a High School Diploma and 21% requiring a post-secondary certificate, employees in the lower wage level can advance to mid-wage jobs without leaving the workforce to pursue a four year degree. Redwood Coast employers in Diversified Health have identified the potential for career growth in lower-wage occupations such as medical assistants. With specialized training and work experience, mid-wage workers can make the jump to higher wage occupations, as 18% of higher wage jobs require some college courses or less.

DIVERSIFIED HEALTH CARE
Percentage of Jobs Available for Individuals with Varying Levels of Education



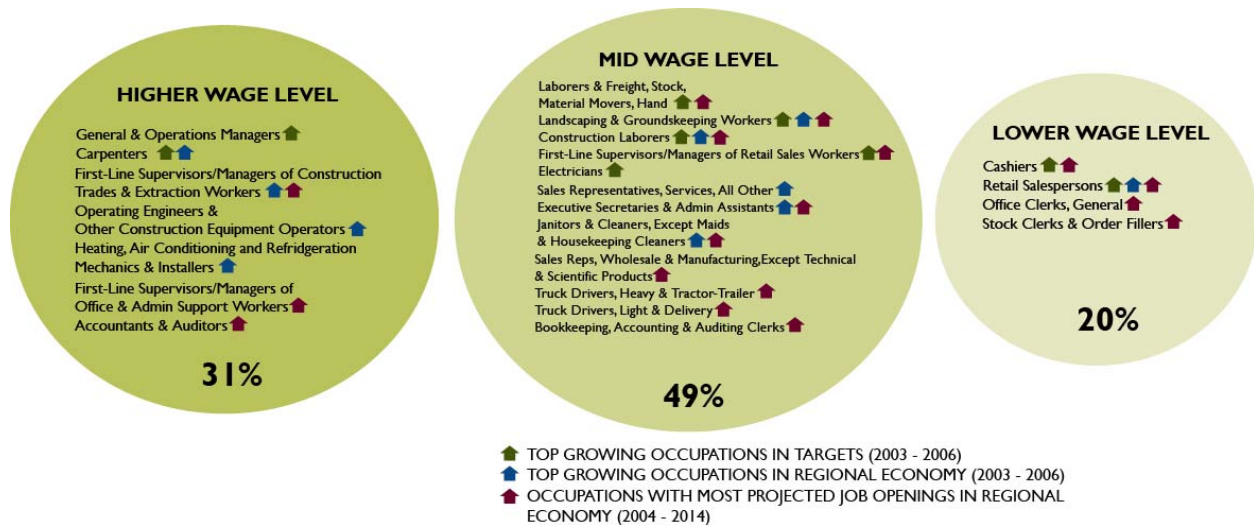
BUILDING & SYSTEMS CONSTRUCTION & MAINTENANCE

Building and System Construction and Maintenance includes a number of sectors that focus on the physical infrastructure of communities. As the North Coast region has grown, so too have needs for housing, commercial structures, and community systems, such as roadways and utilities. Needs have also grown for a variety of services to buildings and dwellings, such as janitorial, landscaping, and other maintenance services.

Distribution of Jobs by Wage Level

Buildings Systems & Construction & Maintenance is most heavily comprised of mid-wage level occupations (49%), followed by higher wage jobs (31%) and lower wage jobs (20%). Top growing occupations in Construction and in the regional economy are distributed across all wage levels.

Job Growth by Wage Level



Four of the Construction occupations in the lower wage level are among the occupations with the most projected job openings from 2004-2014. In addition, retail salespersons were a top growing occupation in Construction from 2003-2006, growing from 300 to 420 employees. Cashiers grew by 10% totaling 220 jobs in 2006.

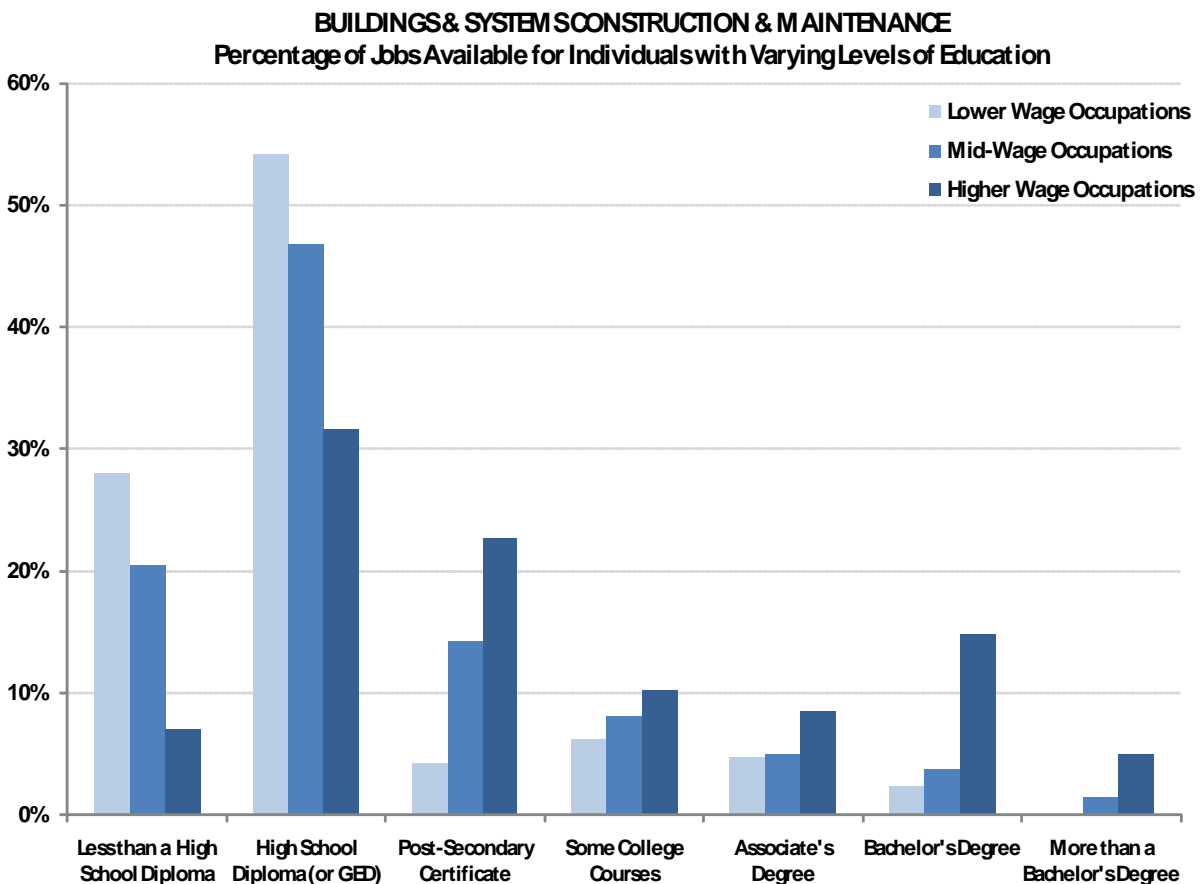
In the mid-wage level, four occupations were top growing occupations in Construction from 2003-2006, five were top growing occupations in the regional economy, and ten were occupations projected to have the most job openings in the Redwood Coast from 2004-2014. From 2003-2006, the most growth in mid-wage level Construction jobs was seen in landscaping and groundskeeping workers with 730 employees in 2006 compared to 600 in 2003. Construction laborers were also among the top growers, with 80 new jobs in 2006. The majority of the projected occupational growth is not in the

lower level wage occupations, but rather at the mid level, suggesting an opportunity to move workers to the mid-level, while back filling jobs at the lower level.

From 2003-2006, carpenters, a high wage level occupation grew from 720 to 1,050-- the highest growth out of any Construction occupation. Four higher wage level occupations are among the Redwood Coast's top growers from 2003-2006, and three are top projected growers.

Occupational Opportunities by Level of Education

In Construction, such high demand for mid-wage occupations creates opportunity for upward mobility. With 27% of mid-wage jobs in Construction requiring a post-secondary certificate, some college courses, or an associate's degree, many opportunities exist for workers without a bachelor's degree. Lower wage workers can move into mid-wage jobs by pursuing specialized training.



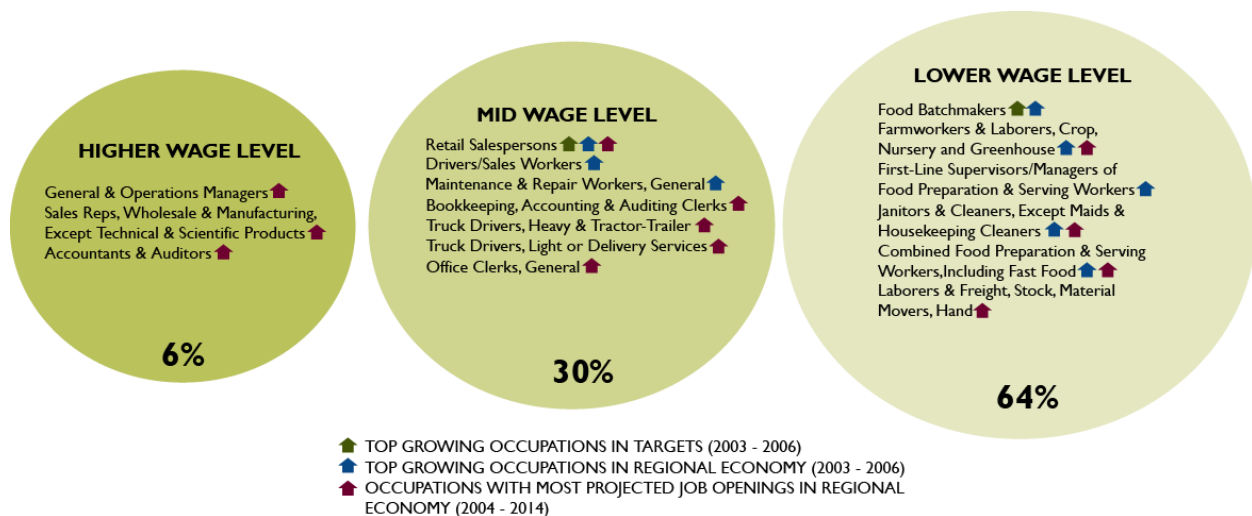
SPECIALTY AGRICULTURE, FOOD, & BEVERAGES

Specialty Agriculture, Food, and Beverages is driven by sectors focusing on distinctive North Coast products, rather than bulk commodities that could be grown or produced in many other regions. These products include specialty cheeses (dairy manufacturing), wine and beer (beverage manufacturing), and flowers (greenhouse, nursery, and floriculture production). There are also important front-end suppliers for these products (e.g., fruit and nut farming, support activities for crop production), and distribution channels (e.g., warehousing and storage; beer, wine, and distilled alcoholic beverage merchant wholesalers).

Distribution of Jobs by Wage Level

The occupational pattern in Specialty Agriculture, Food, and Beverages is weighted towards the lower wage level, which represents about two-thirds of the jobs. 30% of the workforce is in mid-wage level jobs and 6% hold higher wage level jobs.

Job Growth by Wage Level



Lower wage level jobs include five top growing occupations in the Redwood Coast from 2003-2006 and four of the region's occupations with the most job openings. Food batchmakers were among the top growers in Specialty Agriculture, Food & Beverages, growing from 30 to 80 in three years.

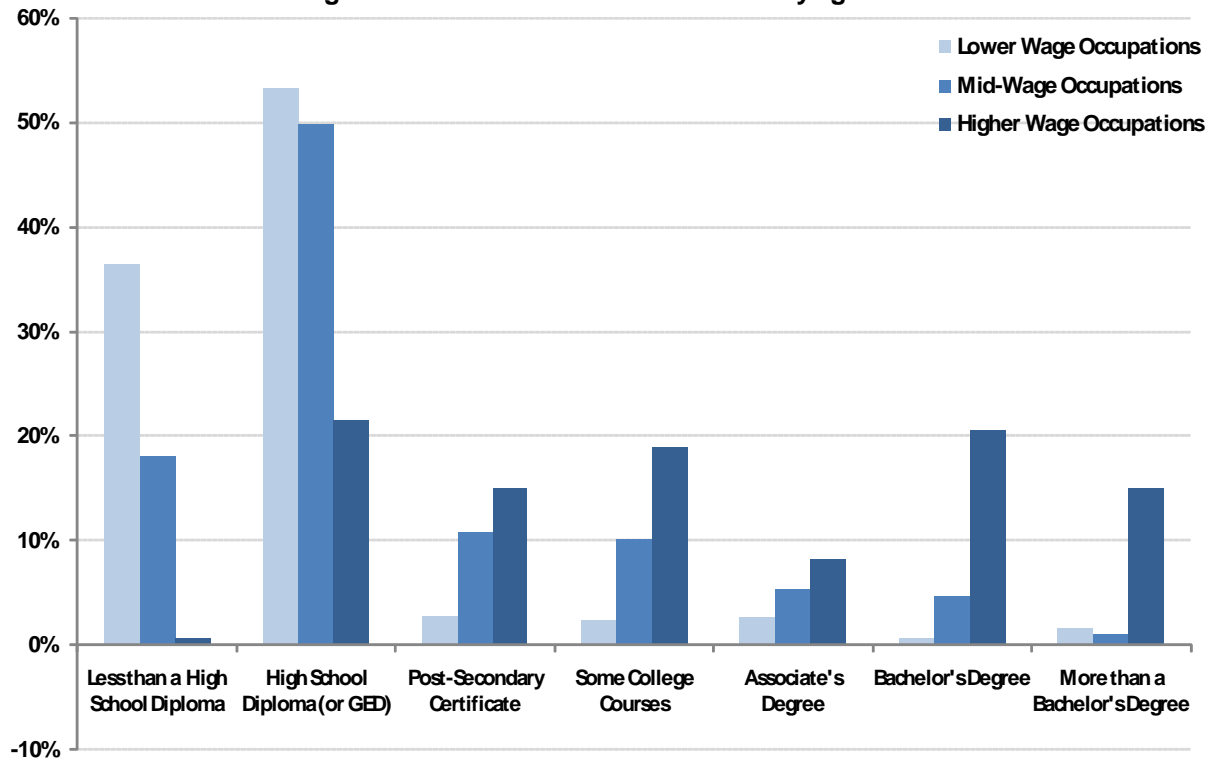
In the mid-wage level, three occupations were among the top growers in the region, and five occupations are projected to have the most job openings. Retail salespersons in Specialty Ag. grew jobs from 2003-2006, and have also shown strong growth in the regional economy. In addition, retail salespersons are projected to have 2,180 job openings from 2004-2014, more projected job openings than any other occupation in the region.

Although only 6% of the Specialty Ag. workforce hold higher wage level jobs, there are three occupations in the higher wage level that are projected to have the most job openings in the region from 2004-2014. Over the ten year period, General & operations managers are expected to have 440 job openings, accountants & auditors are projected to have 230, and 220 new sales representatives positions are expected.

Occupational Opportunities by Level of Education

Although some mid-wage level jobs in Specialty Agriculture, Food, & Beverages require a bachelor's degree, most do not. 26% of the mid-wage level jobs are open to workers with a post-secondary certificate, some college courses, or an associate's degree. With related work experience and/or training, lower wage employees can advance to the mid-wage level. Additionally, many occupations in Specialty Agriculture, Food & Beverages focus on career development, offering employees the opportunity to learn new skills and improve their wages.

SPECIALTY AGRICULTURE, FOOD, & BEVERAGES
Percentage of Jobs Available for Individuals with Varying Levels of Education



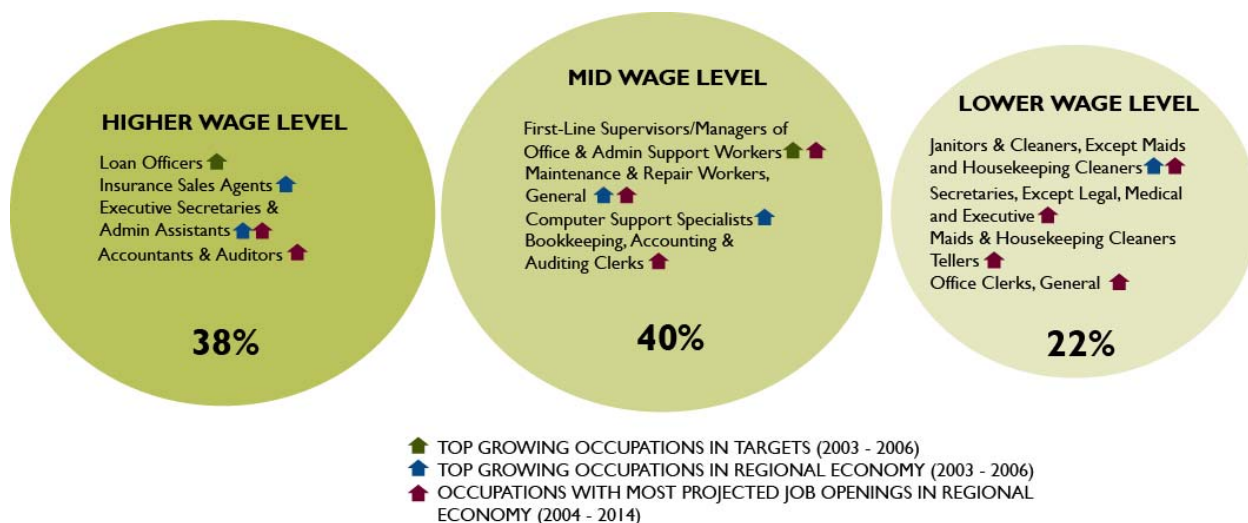
INVESTMENT SUPPORT SERVICES

Investment Support Services is a growing range of professional advisory services that help people and businesses evaluate and execute investment decisions. These services include packaging of credit for businesses or personal purchases such as a home. Specifically, this target of opportunity includes services such as making mortgage and real estate loans, and investing in high-grade securities; engaging in sales financing or sales financing in combination with leasing; extending credit through credit instruments (except credit cards and sales finance agreements); acting as agents (i.e., brokers) between buyers and sellers in buying or selling securities, real estate, or insurance products on a commission or transaction fee basis; estimating the fair market value of real estate.

Distribution of Jobs by Wage Level

Investment Support Services has a large distribution of mid-wage level jobs (40%) and higher wage jobs (38%). 22% of the workforce hold lower wage jobs.

Job Growth by Wage Level



In the lower wage level, five jobs are projected to have the most job openings in the Redwood Coast from 2004-2014, and one occupation was among the top growers in the region from 2003-2006. Office clerks are expected to have 690 openings, and 180 job openings are projected for secretaries (except legal, medical, and executive).

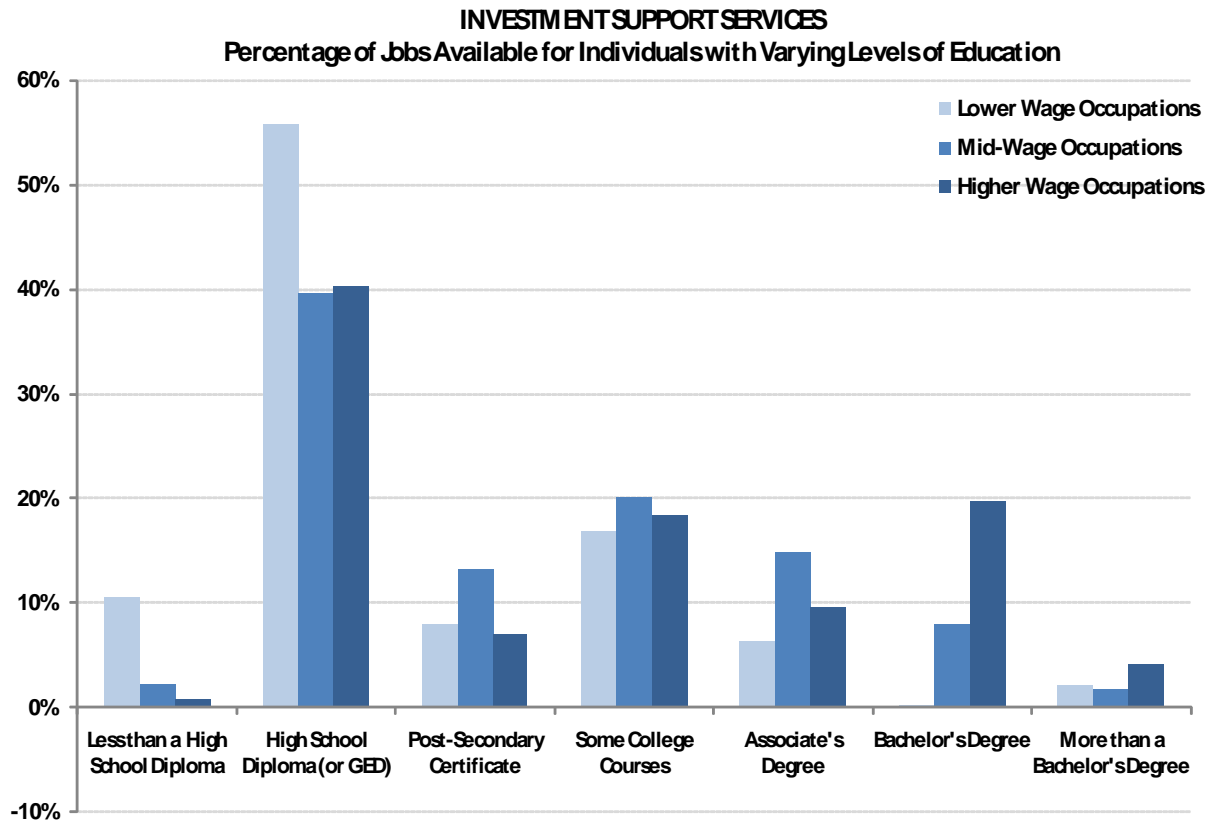
Three occupations in the mid-wage level are among the top projected occupations with the most job openings from 2004-2014. First-line supervisors/managers of office workers in Investment Support Services grew from 110 to 140 from 2003-2006, and are projected to have 310 job openings in the Redwood Coast from 2004-2014.

Maintenance & repair workers were among the top growers in the regional economy, and with 390 projected job openings, are also among the projected top growers in the region.

Occupations in the higher wage level are also growing in demand. Loan officers had the highest growth of any occupation in Investment Support Services, totaling 170 employees in 2006 up from 30 in 2003. Insurance sales agents and executive secretaries were among the Redwood Coast's top growing occupations from 2003-2006. In addition, executive secretaries are projected to have 260 job openings.

Occupational Opportunities by Level of Education

In the mid-wage level, close half of the occupations require a post-secondary certificate, some college courses, or an associate's degree. With such a high percentage of mid-wage jobs open to those without a bachelor's degree, lower wage employees have the opportunity to tap into the growing mid-wage occupations. Lower wage occupations have the potential to turn into mid-wage careers; regional employers in Investment Support Service have underscored the need for a trainable entry level workforce with a basic education.



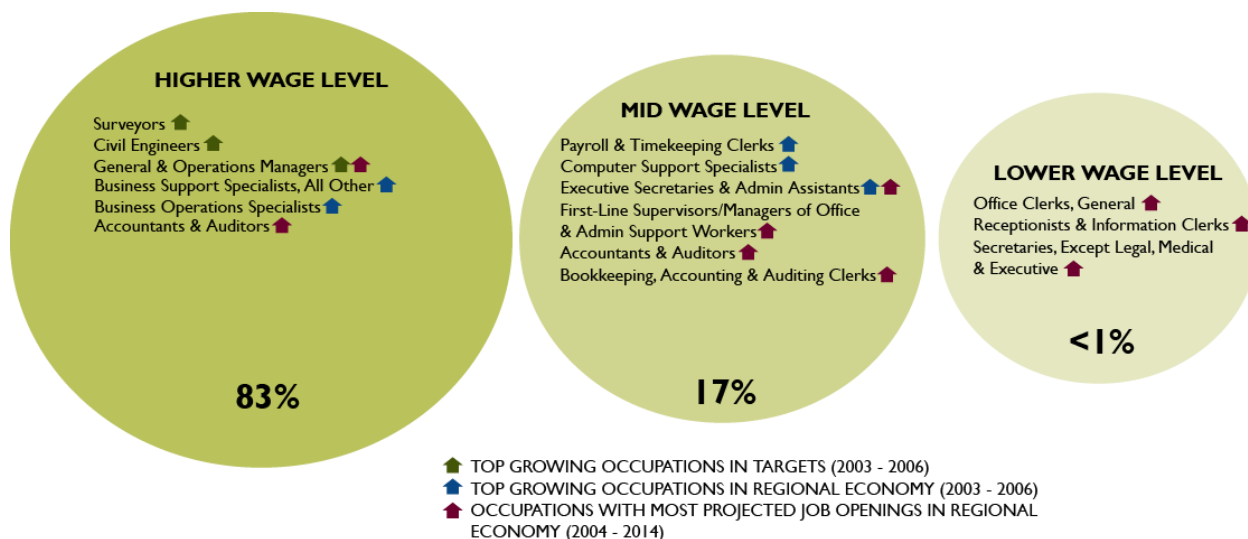
MANAGEMENT & INNOVATION SERVICES

Management and Innovation Services is a growing area of professional assistance focused helping other businesses develop and implement product and process innovations. The major sectors include the following: scientific/technical consulting services, management consulting services, engineer and design services, research and development in the physical, engineering, and life sciences, and computer systems design and related services.

Distribution of Jobs by Wage Level

The occupational pattern in Management & Innovation Services is heavily concentrated in higher-wage jobs (83%). As shown in the bubbles below, 17% of the workforce hold mid-wage jobs, and less than 1% are in the lower-wage level.

Job Growth by Wage Level



Three occupations in the lower wage level are among the projected occupations from 2004-2014. Over this ten year period, office clerks are expected to have 690 job openings in the Redwood Coast, receptionists & information clerks show 330 projected job openings, and 180 job openings are expected for secretaries (except legal, medical, & executive).

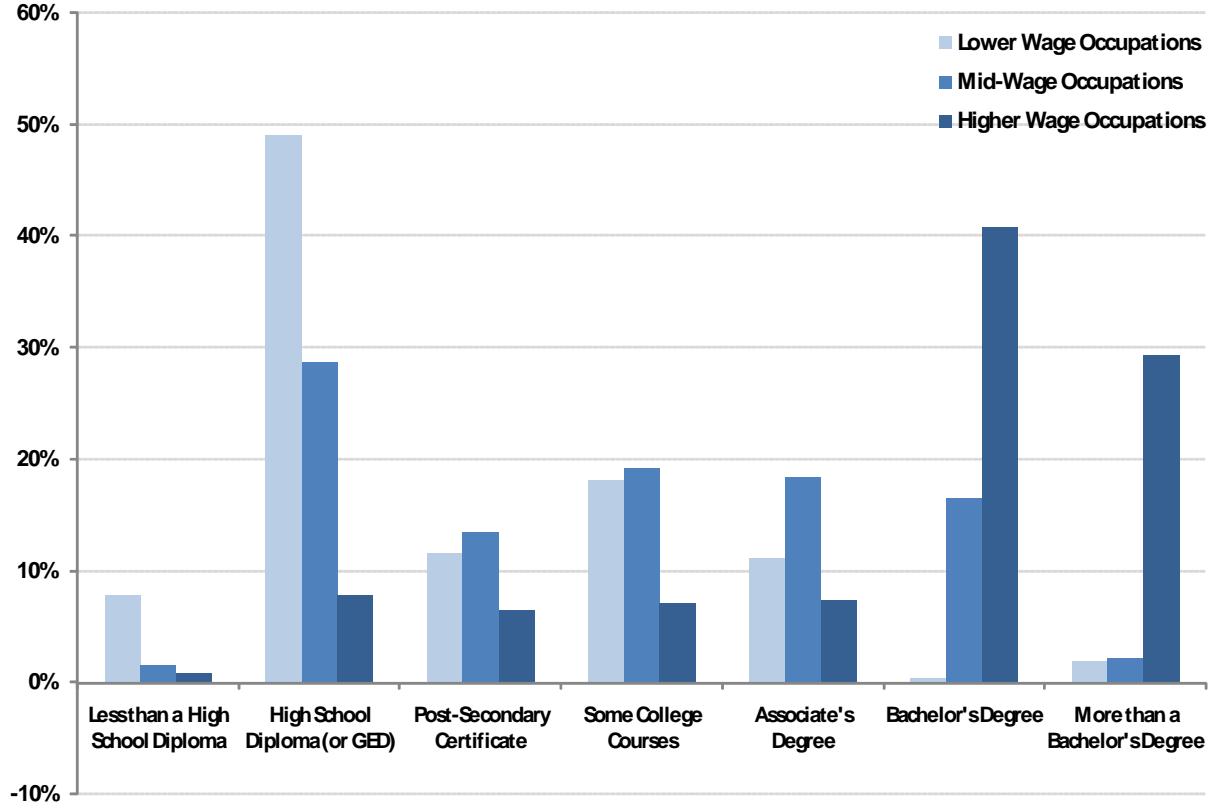
In the mid-wage level, three occupations were among the top growers in the regional economy from 2003-2006, and four are projected to have the most job openings in the region. Executive secretaries & administrative assistants were one of the top growing occupations in the Redwood Coast, and are projected to have 260 job openings by 2014.

Management & Innovation Services occupations in the higher-wage level showed the most growth from 2003-2006. General & operations manager occupations grew from 50 to 100.

Occupational Opportunities by Level of Education

With a post-secondary certificate, some college courses, or an associate's degree, there is potential for lower-wage workers in 50% of mid-wage occupations. Moving into higher-wage occupations from the mid-wage level generally requires a bachelor's degree, and 30% require more than a bachelor's degree. Regional employers in Management & Innovation Services have expressed the need for a mid-level workforce with specialized skills in networking and security, analysts, integrators, database administrators, as well as engineering and science graduates.

MANAGEMENT & INNOVATION SERVICES
Percentage of Jobs Available for Individuals with Varying Levels of Education



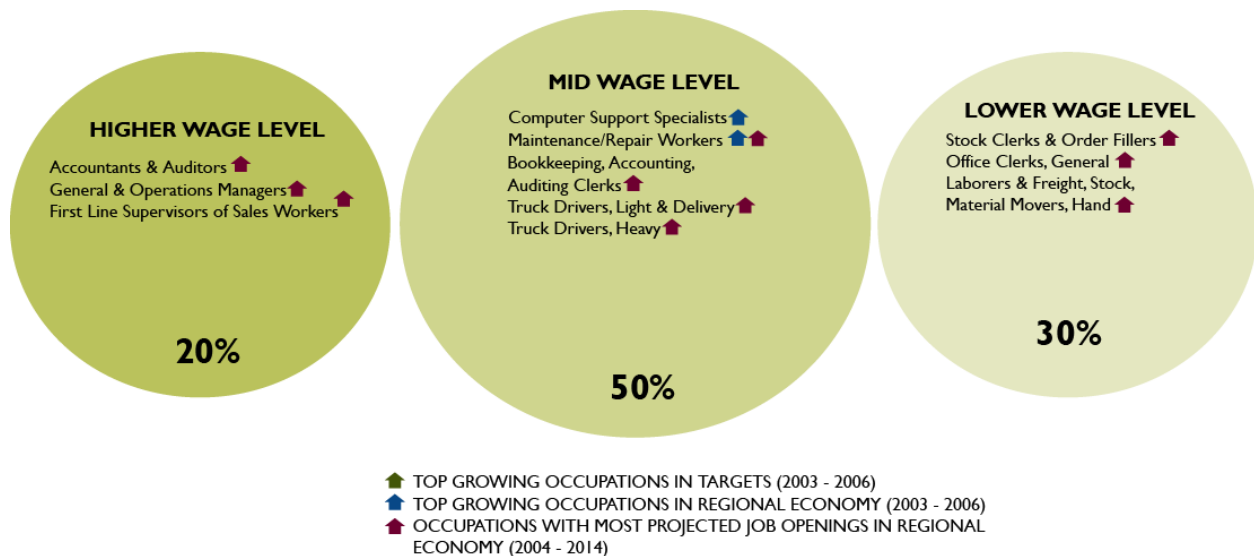
NICHE MANUFACTURING

Niche Manufacturing includes more than 500 small, specialized producers spread across more than 20 industry classifications. No individual sector employs more than a few hundred people. Firms in this sector are involved in metal components, coatings, glass products, machinery, medical devices, and other products. These firms are growing operations and, according to a focus group of CEOs, already experiencing labor shortages that could affect their ability to continue growing in the region.

Distribution of Jobs by Wage Level

Half of the Niche Manufacturing jobs are in the mid-wage level, with the remaining occupations distributed in the lower-wage level (30%) and 20% in the higher-wage level.

Job Growth by Wage Level



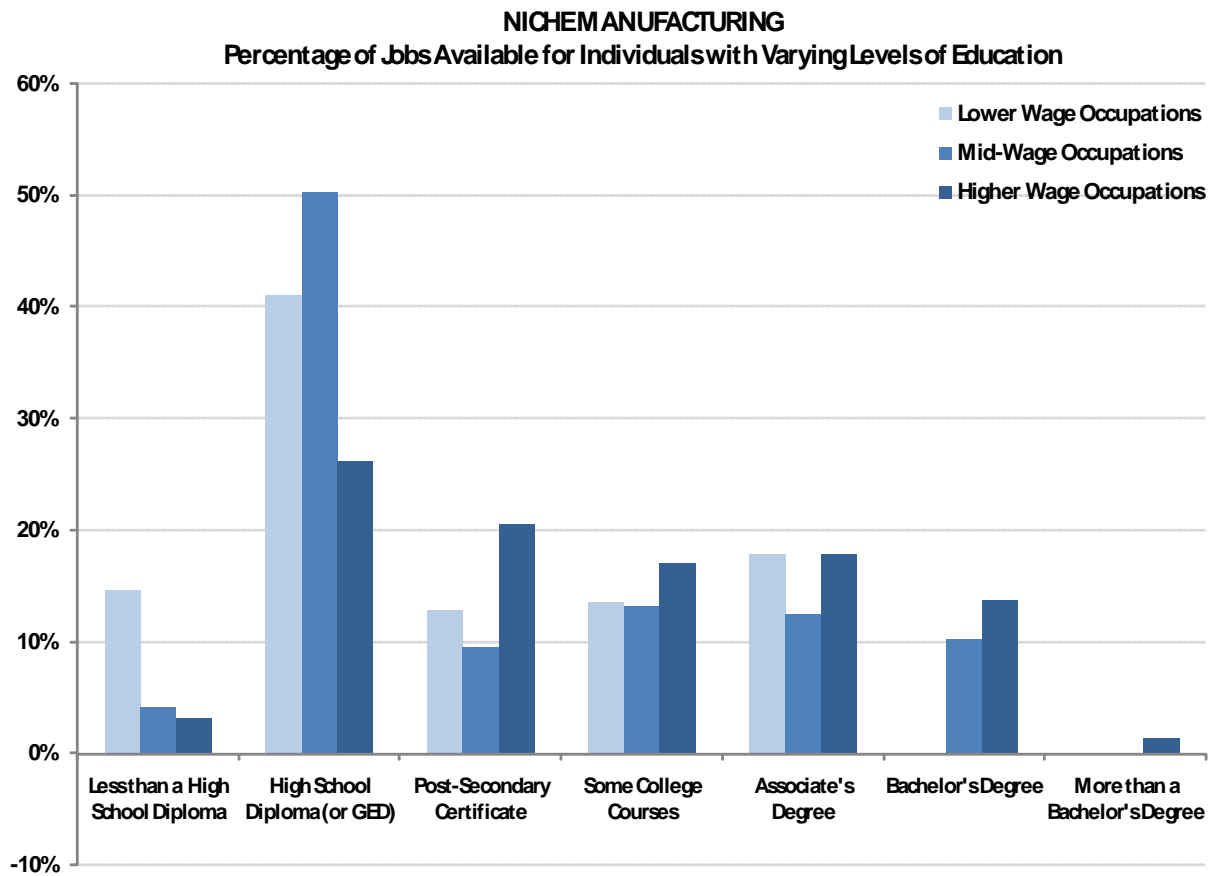
Three occupations in the lower-wage level are among the projected occupations with the most job openings in the region from 2004-2014. Office clerks are expected to have 690 job openings, stock clerks & order fillers are projected to have 400 job openings, and laborers & freight, stock, and material movers are projected to have 340 job openings.

In the mid-wage level, computer support specialists and maintenance/repair workers showed top growth in the Redwood Coast economy from 2003-2006. Four occupations are projected to have the most job openings in the region: maintenance/repair workers, bookkeeping, accounting, & auditing clerks, truck drivers (light & delivery service, and truck drivers (heavy).

Three of the Redwood Coast's occupations with the most projected job openings are in the Niche Manufacturing higher-wage level. First-line supervisors of sales workers have 560 projected job openings, general & operations managers should have 440 job openings, and 230 job openings are projected in accountants & auditor occupations.

Occupational Opportunities by Level of Education

More than a third of Niche Manufacturing occupations at the mid-wage level are open to employees that have a post-secondary certificate, some college courses, or an associate's degree. This, coupled with the high demand for mid-wage employees shows that there are opportunities for earnings mobility available to lower wage workers.



OCCUPATIONS OF OPPORTUNITY SEARCH TOOL

The Occupations of Opportunity Search Tool is a resource to identify growing occupations in targets of opportunity. This tool can be used as a resource for vocational counselors, human resource managers, and the public, to identify career progressions and transferability for cross-industry career progressions. The Occupations of Opportunity Search Tool can be especially useful for workers who are in declining occupations (see table below), looking to earn higher wages, or join a growing industry. Using the tool consists of the following steps:

Step 1: Gain an Understanding of Occupational Opportunities Based on Levels of Education

Step 2: Select Occupations of Interest

Step 3: Explore Profiles for Your Occupations of Interest Using O*NET

Redwood Coast Top 50 Declining Occupations by Wage Level, 2003-2006						
	SOC Code	Occupation	2007 Mean Annual Wage	2003 Employment	2006 Employment	Employment 2003-2006
Higher-wage Occupations	25-2021	Elementary School Teachers, Except Special Education	\$52,910	2390	1540	-850
	25-2031	Secondary School Teachers, Except Special and Vocational Education	\$52,042	1580	880	-700
	33-3012	Correctional Officers and Jailers	\$68,293	1190	860	-330
	33-2011	Fire Fighters	\$54,222	530	250	-280
	13-1111	Management Analysts	\$52,401	510	260	-250
	11-1021	General and Operations Managers	\$80,204	1530	1290	-240
	17-2051	Civil Engineers	\$67,205	260	130	-130
	11-9121	Natural Sciences Managers	\$79,475	170	40	-130
	51-1011	First-Line Supervisors/ Managers of Production & Operating Workers	\$50,727	410	300	-110
	25-4021	Librarians	\$57,895	210	100	-110
19-1032	Foresters	\$66,236	190	100	-90	
Mid-Wage Occupations	25-9041	Teacher Assistants	\$25,494	3480	2200	-1280
	43-6014	Secretaries, Except Legal, Medical, and Executive	\$29,264	1630	1000	-630
	43-4151	Order Clerks	\$28,334	480	140	-340
	43-3031	Bookkeeping, Accounting, and Auditing Clerks	\$32,077	2060	1800	-260
	53-3033	Truck Drivers, Light or Delivery Services	\$27,705	780	570	-210
	49-3023	Automotive Service Technicians and Mechanics	\$37,010	470	280	-190
	19-4099	Life, Physical, and Social Science Technicians, All Other	\$41,300	230	40	-190
	53-7051	Industrial Truck and Tractor Operators	\$38,092	720	560	-160
	47-4051	Highway Maintenance Workers	\$41,442	220	60	-160
	51-4041	Machinists	\$33,716	240	100	-140
	41-1011	First-Line Supervisors/ Managers of Retail Sales Workers	\$35,873	1170	1030	-140
	21-1093	Social and Human Service Assistants	\$27,335	460	330	-130
	45-4022	Logging Equipment Operators	\$35,239	390	260	-130
	43-1011	First-Line Supervisors/ Managers of Office and Administrative Support Workers	\$43,417	1140	1010	-130
	43-4061	Eligibility Interviewers, Government Programs	\$29,728	260	140	-120
	21-1021	Child, Family, and School Social Workers	\$39,415	330	210	-120
	11-9141	Property, Real Estate, and Community Association Managers	\$31,921	240	130	-110
	43-5071	Shipping, Receiving, and Traffic Clerks	\$27,179	540	440	-100
	21-1011	Substance Abuse and Behavioral Disorder Counselors	\$28,470	150	60	-90
	43-4121	Library Assistants, Clerical	\$29,428	140	50	-90
43-6012	Legal Secretaries	\$37,333	290	200	-90	
Lower Wage Occupations	41-2011	Cashiers	\$21,314	5060	3230	-1830
	43-9061	Office Clerks, General	\$24,746	3670	2660	-1010
	35-3011	Bartenders	\$18,444	1270	560	-710
	35-2015	Cooks, Short Order	\$22,361	880	170	-710
	37-2012	Maids and Housekeeping Cleaners	\$18,207	1930	1360	-570
	51-2092	Team Assemblers	\$21,800	720	410	-310
	35-2014	Cooks, Restaurant	\$20,420	1160	880	-280
	43-4171	Receptionists and Information Clerks	\$23,570	1020	740	-280
	33-9032	Security Guards	\$21,255	870	620	-250
	31-1012	Nursing Aides, Orderlies, and Attendants	\$23,248	660	450	-210
	51-9111	Packaging and Filling Machine Operators and Tenders	\$24,294	350	170	-180
	53-7064	Packers and Packers, Hand	\$19,140	650	480	-170
	45-4011	Forest and Conservation Workers	\$22,440	440	270	-170
	35-3022	Counter Attendants, Cafeteria, Food Concession, & Coffee Shop	\$18,050	1030	870	-160
	43-5081	Stock Clerks and Order Fillers	\$23,225	1080	940	-140
	51-9198	Helpers—Production Workers	\$24,563	370	250	-120
	53-6031	Service Station Attendants	\$17,288	180	70	-110
	53-7061	Cleaners of Vehicles and Equipment	\$19,858	300	210	-90

STEP 1: Gain an Understanding of Occupational Opportunities Based on Levels of Education

Every occupation requires a different level of education and training. The table below shows the average educational requirements for each of the six targets of opportunity.

Begin by using the table to gain an initial understanding of which targets offer the most opportunity based on your current and next level of education.

Occupation Educational Requirements by Targets of Opportunity						
	Buildings & Systems Construction & Maintenance	Diversified Health Care	Investment Support Services	Management & Innovation Services	Niche Manufacturing	Specialty Agriculture, Food & Beverages
Less than a High School Diploma	19%	6%	4%	2%	5%	20%
High School Diploma (or GED)	45%	30%	45%	22%	46%	46%
Post-Secondary Certificate	14%	14%	10%	10%	11%	9%
Some College Courses	8%	9%	19%	14%	14%	9%
Associate's Degree (or other 2-year degree)	6%	12%	11%	12%	14%	5%
Bachelor's Degree	5%	14%	9%	25%	9%	6%
More than a Bachelor's Degree	2%	15%	3%	15%	0%	4%

STEP 2: Select Occupations of Interest

Wages vary by occupation and industry. Occupations offer multiple paths for earnings mobility either through training or by switching from one industry to another. Some occupations have wider wage ranges than others, offering more potential for earnings mobility. The table below shows the Redwood Coast's top 50 growing occupations from 2003-2006. These occupations are in high demand in the region. The occupations highlighted in green are occupations of opportunity—key occupations in the targets of opportunity that have also been the strongest growing occupations in the regional economy. Consider the potential for upward mobility: First identify your occupations of interest. Then look at the variation in entry-level, mid, and higher-level salaries for the targeted occupations.

REDWOOD COAST TOP 50 GROWING OCCUPATIONS (2003-2006) BY WAGE RANGES							
	SOC Code	Occupation	25th Percentile Annual Wage	50th Percentile Annual Wage	75th Percentile Annual Wage	2006 Employment	
Higher Wage Occupations	47-2031	Carpenters	\$ 34,268	\$ 49,777	\$ 80,928	1380	
	49-9021	Heating, Air Conditioning, & Refrigeration Mechanics & Installers	\$ 40,148	\$ 45,357	\$ 53,659	220	
	13-1199	Business Operations Specialists, All Other	\$ 36,341	\$ 47,568	\$ 65,752	1520	
	11-9033	Education Administrators, Postsecondary	\$ 76,248	\$ 93,303	\$ 107,321	220	
	29-2011	Medical and Clinical Laboratory Technologists	\$ 55,788	\$ 67,634	\$ 76,844	190	
	41-3099	Sales Representatives, Services, All Other	\$ 21,245	\$ 29,675	\$ 53,611	220	
	47-2073	Operating Engineers and Other Construction Equipment Operators	\$ 32,848	\$ 45,662	\$ 56,070	520	
	41-3021	Insurance Sales Agents	\$ 37,883	\$ 46,163	\$ 57,278	200	
	25-2022	Middle School Teachers, Except Special and Vocational Education	\$ 49,467	\$ 57,297	\$ 66,014	1100	
	25-9031	Instructional Coordinators	\$ 49,511	\$ 70,757	\$ 85,970	140	
	53-1031	First-Line Supervisors/Managers of Transportation & Material-Moving Machine & Vehicle	\$ 40,744	\$ 46,687	\$ 54,419	210	
	19-2041	Environmental Scientists and Specialists, Including Health	\$ 49,387	\$ 66,979	\$ 78,906	130	
	Mid-Wage Occupations	37-3011	Landscaping and Groundskeeping Workers	\$ 22,638	\$ 32,421	\$ 39,745	2010
		47-2061	Construction Laborers	\$ 26,170	\$ 31,535	\$ 40,700	1140
19-4093		Forest and Conservation Technicians	\$ 27,977	\$ 32,471	\$ 43,609	780	
45-4029		Logging Workers, All Other	\$ 28,300	\$ 31,276	\$ 34,861	450	
25-3099		Teachers and Instructors, All Other	\$ 36,177	\$ 43,331	\$ 50,660	590	
49-9042		Maintenance and Repair Workers, General	\$ 24,079	\$ 29,152	\$ 37,254	1480	
35-1012		First-Line Supervisors/Managers of Food Prep. & Serving Workers	\$ 20,505	\$ 24,170	\$ 29,150	820	
43-6013		Medical Secretaries	\$ 23,631	\$ 27,182	\$ 30,177	650	
37-1012		First-Line Supervisors/Managers of Landscaping, Lawn Service, & Groundskeeping Workers	\$ 32,888	\$ 43,643	\$ 51,591	220	
51-7042		Woodworking Machine Setters, Operators, & Tenders, Except Sawing	\$ 21,384	\$ 32,187	\$ 37,048	300	
53-3031		Driver/Sales Workers	\$ 17,223	\$ 21,912	\$ 32,488	400	
11-9051		Food Service Managers	\$ 34,289	\$ 41,122	\$ 52,199	230	
19-1029		Biological Scientists, All Other	\$ 28,143	\$ 32,079	\$ 56,131	180	
15-1041		Computer Support Specialists	\$ 29,372	\$ 37,302	\$ 45,307	250	
29-2012		Medical and Clinical Laboratory Technicians	\$ 27,529	\$ 32,686	\$ 38,847	130	
29-2052		Pharmacy Technicians	\$ 31,324	\$ 34,692	\$ 37,813	240	
43-3051		Payroll and Timekeeping Clerks	\$ 27,657	\$ 32,664	\$ 38,931	260	
31-9092		Medical Assistants	\$ 23,558	\$ 26,627	\$ 29,787	490	
53-7063		Machine Feeders and Offbearers	\$ 19,736	\$ 22,490	\$ 30,982	300	
43-6011		Executive Secretaries and Administrative Assistants	\$ 30,860	\$ 36,906	\$ 45,320	1180	
51-7041	Sawing Machine Setters, Operators, and Tenders, Wood	\$ 23,644	\$ 31,464	\$ 39,105	480		
43-4111	Interviewers, Except Eligibility and Loan	\$ 23,608	\$ 27,296	\$ 31,888	160		
27-3022	Reporters and Correspondents	\$ 25,449	\$ 27,543	\$ 29,642	100		
53-3099	Motor Vehicle Operators, All Other	\$ 33,857	\$ 37,017	\$ 40,459	120		
Lower Wage Occupations	35-3021	Combined Food Prep. & Serving Workers, Including Fast Food	\$ 15,879	\$ 17,554	\$ 20,323	2520	
	35-2011	Cooks, Fast Food	\$ 15,600	\$ 16,692	\$ 18,414	990	
	35-3031	Waiters and Waitresses	\$ 15,616	\$ 16,740	\$ 18,232	1990	
	45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	\$ 17,100	\$ 19,152	\$ 22,497	600	
	41-2031	Retail Salespersons	\$ 16,939	\$ 20,172	\$ 24,143	3240	
	31-1011	Home Health Aides	\$ 16,886	\$ 18,330	\$ 21,193	690	
	41-2021	Counter and Rental Clerks	\$ 16,284	\$ 18,309	\$ 21,863	680	
	39-9031	Fitness Trainers and Aerobics Instructors	\$ 17,110	\$ 18,674	\$ 28,031	380	
	37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$ 18,223	\$ 22,828	\$ 28,811	1630	
	35-2021	Food Preparation Workers	\$ 16,234	\$ 17,784	\$ 19,895	900	
	51-6031	Sewing Machine Operators	\$ 19,441	\$ 21,923	\$ 25,028	140	
	51-3092	Food Batchmakers	\$ 16,774	\$ 18,370	\$ 21,559	160	
	27-1023	Floral Designers	\$ 17,616	\$ 20,387	\$ 27,139	90	
53-3041	Taxi Drivers and Chauffeurs	\$ 16,418	\$ 18,272	\$ 21,885	100		

STEP 3: Explore Profiles for Your Occupations of Interest Using O*NET.

Once you have identified careers of interest based on the region's most in demand occupations, use O*NET to find out the required skills, knowledge, and abilities. O*NET is a national database with information regarding key attributes and characteristics of workers and occupations.

First, visit the O*NET website:

<http://online.onetcenter.org/>

O*NET OnLine - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://online.onetcenter.org/

Getting Started Latest Headlines The New York Times - ... CNN.com - Breaking ... San Francisco Weath...

o-net Occupational Information Network

Related Sites • OnLine Help • Home

Occupation Quick Search: Go

Welcome to O*NET™ OnLine!

Making occupational information interactive and accessible for all...

What's New? Locate O*NET-SOC occupations using military codes, with the updated [MOC crosswalk](#).

<p>Find Occupations</p> <p>Find occupations using keywords or O*NET-SOC codes, or by browsing Job Families, High Growth industries, STEM disciplines, or O*NET Descriptors.</p>	<p>Crosswalk Search</p> <p>Enter a code or title from the DOT, MOC, RAIS, SOC, or CIP to find matching O*NET-SOC occupations.</p>
<p>Skills Search</p> <p>Use a list of your skills to find matching O*NET-SOC occupations.</p>	<p>Tools & Technology Search</p> <p>Use tools and technology to find In-Demand occupations. Learn about related skills important to employers and educators.</p>

The O*NET system serves as the nation's primary source of occupational information, providing comprehensive information on key attributes and characteristics of workers and occupations. The O*NET database houses this data and O*NET OnLine provides easy access to that information. [Learn more about O*NET.](#)

Get the most out of OnLine with [OnLine Help](#). Our help system covers all of OnLine's features, with step-by-step examples to guide you. At any time, click the "OnLine Help" link in the top left corner of the page to get context-specific help.

If your search identifies occupations that require skills or abilities that may be difficult to use because of a health problem or disability, please consider job accommodations.

Done

start O*NET OnLine - Mozill... Redwood Coast Occu... 11:36 AM

In the Occupation Quick Search box (see the red arrow in the image above), type in your occupation of interest (or you can also type in the SOC Code for the occupation of interest) and Click "Go." For this example, we have selected Construction Laborers as our occupation of interest.

Once you have clicked “Go,” a summary report for your occupation will appear. Next, click on the “Skills” link (see the red arrow on the image below) to see a Skills Profile with the top 10 most important skills for your occupation.

The screenshot shows a Mozilla Firefox browser window displaying the O*NET OnLine website. The page title is "Summary Report for: 47-2061.00 - Construction Laborers". The page content includes a description of the occupation, a sample of reported job titles, and a navigation menu. A red arrow points to the "Skills" link in the navigation menu. The "Tasks" section is visible below the navigation menu, listing various tasks related to the occupation.

Summary Report for:
47-2061.00 - Construction Laborers

Updated 2006
InDemand

Perform tasks involving physical labor at building, high way, and heavy construction projects, tunnel and shaft excavations, and demolition sites. May operate hand and power tools of all types: air hammers, earth tampers, cement mixers, small mechanical hoists, surveying and measuring equipment, and a variety of other equipment and instruments. May clean and prepare sites, dig trenches, set braces to support the sides of excavations, erect scaffolding, clean up rubble and debris, and remove asbestos, lead, and other hazardous waste materials. May assist other craft workers.

Sample of reported job titles: Laborer, Construction Laborer, Cement Finisher, Construction Worker, Helper, Post Framer, Curb and Gutter Laborer, Drain Layer, Drop Crew Laborer, Punch Out Crew Member

View report: **Summary** **Details** Custom

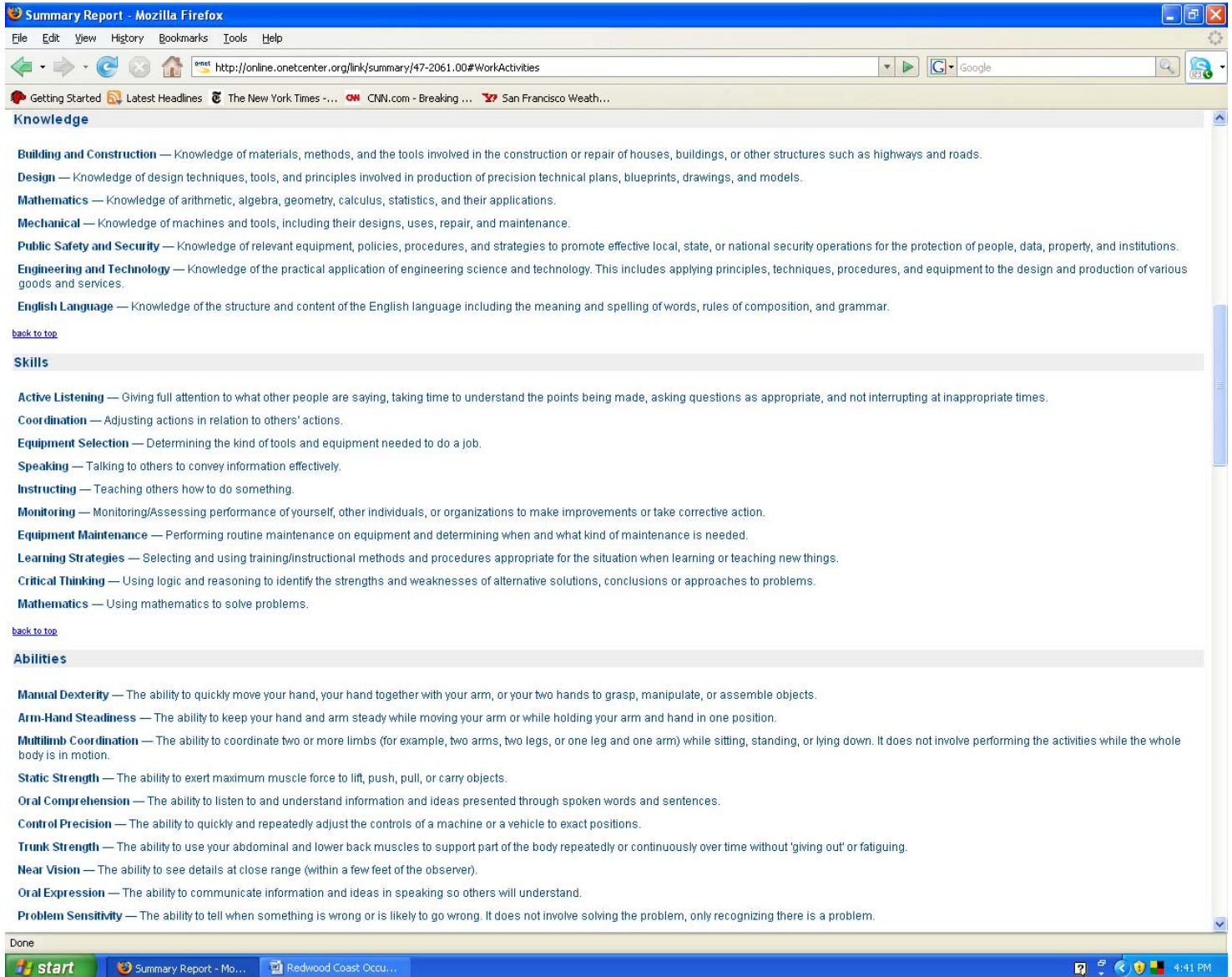
[Tasks](#) | [Tools & Technology](#) | [Knowledge](#) | [Skills](#) | [Abilities](#) | [Work Activities](#) | [Work Context](#) | [Job Zone](#) | [Interests](#) | [Work Styles](#) | [Work Values](#) | [Related Occupations](#) | [Wages & Employment](#) | [Additional Information](#)

Tasks

- Clean and prepare construction sites to eliminate possible hazards.
- Read and interpret plans, instructions, and specifications to determine work activities.
- Control traffic passing near, in, and around work zones.
- Signal equipment operators to facilitate alignment, movement, and adjustment of machinery, equipment, and materials.
- Dig ditches or trenches, backfill excavations, and compact and level earth to grade specifications, using picks, shovels, pneumatic tampers, and rakes.
- Position, join, align, and seal structural components, such as concrete wall sections and pipes.
- Measure, mark, and record openings and distances to lay out areas where construction work will be performed.
- Load, unload, and identify building materials, machinery, and tools, and distribute them to the appropriate locations, according to project plans and specifications.
- Erect and disassemble scaffolding, shoring, braces, traffic barricades, ramps, and other temporary structures.
- Build and position forms for pouring concrete, and dismantle forms after use, using saws, hammers, nails, or bolts.

[back to top](#)

To identify the most important abilities for your occupation, you can repeat the process and click on the “Abilities” link, found next to the “Skills” link. Once you have identified the most important skills and abilities for your occupation, you can explore other key characteristics of your occupation, by clicking on the other links on the same row as the “Skills” link (see red arrow above). For each occupation, O*NET allows users to explore the related tasks, tools & technology, skills, abilities, work activities, work context, job



zone, interests, work styles, work values, related occupations, wages and employment, and additional information.

For more detailed information regarding occupational requirements, the O*NET database is available for download by the National Crosswalk Service Center. First, visit <http://www.xwalkcenter.org/onet12/>. The database is available for download in Microsoft Access format. Under *Core Tables*, click on the *Access* link to download the database. The O*NET database includes several different layers of information with potential to explore various occupational requirements. For example (see table below), using the O*NET database, it is possible to identify the level of ability required for an occupation.

Ability	Ability Level
Number Facility	Add 2 and 7
	Balance a checkbook
	Compute the interest payment that should be generated from an investment

METHODOLOGY

HOW WERE THE REDWOOD COAST TARGETS OF OPPORTUNITY IDENTIFIED?

The Redwood Coast targets of opportunity were identified using employment data from the California Employment Development Department (Labor Market Information Division), combined with information about firms from a proprietary database (the National Establishments Time Series or NETS database). This database includes both firms with employees, and firms with no employees—entrepreneurs who are working on their own or with partners. These kinds of firms have long been undercounted, and are particularly important in more rural economies.

To identify the targets of opportunity, the Humboldt County Workforce Investment Board assembled a team of public, private, and civic leaders, who received coaching from Collaborative Economics using training materials from the California Regional Economies Project. The team examined employment and firm data covering the entire North Coast economy. They applied a set of criteria to this information, and created groupings from related sectors that met the criteria (see table below). Working with Collaborative Economics, the team revised its initial groupings into six targets of opportunity, and held focus groups with employers in each target area to identify key reasons for their industries’ growth, future opportunities for growth, and key workforce requirements to enable future growth.

CRITERIA	INTERPRETATION
Expanding Opportunity	<p>Job Growth Shows how various industries have weathered market forces and their subsequent employment generation</p> <p>Firm Growth Growth in firms can indicate a change in organizational of an industry, a surge in local entrepreneurship, or attraction of outside investment to the region</p>
Growing Quality	<p>Job Quality High average payroll per employee relative to the regional average indicates a sector with relatively high productivity per employee. Additionally, pay is a reflection of job quality and indicates the amount of training and skill required to perform the job.</p>
Improving Competitiveness	<p>Strong and/or Growing Regional Specialization A concentration of greater than 1 indicates that employment in the region is more specialized in the industry compared with U.S. or California. Specialization generally reflects competitiveness and outward orientation.</p>
Career Potential	<p>Occupational Distribution and Dynamics Occupational opportunities spread across higher, mid and lower-levels, suggesting possible pathways for upward mobility. Occupations that are highly-concentrated and/or fast-growing are of particular interest.</p>
Key Linkages	<p>Important Relationships and Common Needs Related to other sectors in important buyer-supplier or complementary partnering relationships. Share a common workforce, market or others.</p>

HOW WERE THE REDWOOD COAST OCCUPATIONS OF OPPORTUNITY IDENTIFIED?

For the occupational analysis, 2003 and 2006 employment and wage data from the California Employment Development Department (Labor Market Information Division) were used to identify top growing occupations. California Employment Development Department (Labor Market Information Division) provided customized datasets with employment and wage data by industry for the Redwood Coast region (Del Norte, Humboldt, Mendocino, Siskiyou, and Trinity).

Of the region's top 50 growing jobs, 28 occupations are also in the Redwood Coast's industry targets of opportunity. These 28 jobs are occupations of opportunity—key occupations in the targets of opportunity that have also been the strongest growing occupations in the regional economy.