



## California Center for Rural Policy McLean Community Study Final Report



Authors:

Sheila Lakshmi Steinberg, Ph.D.  
Director, Community Research

Dimitra Zalaris Chase, CCRP Research Analyst  
Marian Strong, CCRP Research Analyst  
Nanette Yandell, CCRP Research Analyst



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by The California Center for Rural Policy

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Nanette Yandell, CCRP Research Analyst



Humboldt State University  
California Center for Rural Policy  
1 Harpst Street  
Arcata, CA 95521  
(707) 826-3400  
[www.humboldt.edu/~ccrp](http://www.humboldt.edu/~ccrp)  
[ccrp@humboldt.edu](mailto:ccrp@humboldt.edu)

The California Center for Rural Policy at Humboldt State University is a research center committed to informing policy, building community, and promoting the health and well-being of people and environments.



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*Starvation Flat, Hydesville*

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# Table of Contents

- Executive Summary ..... 6
- Research Team ..... 9
- Project Purpose ..... 10
- Objectives ..... 10
  
- Research Methods ..... 11
  - Review of Archival Data ..... 11
  - Content Analysis ..... 11
  - Spatial Mapping of Primary and Secondary Data ..... 12
  - Key-Informant Interviews ..... 13
  
- Results ..... 16
  - Demographic Statistics for McLean Study Area ..... 16
    - Spatial Portray of Demographic Data ..... 17
  - McLean Community Project Area History ..... 28
    - Fortuna Community History ..... 28
    - Loleta Community History ..... 29
    - Rio Dell Community History ..... 31
    - Hydesville Community History ..... 33
    - Carlotta Community History ..... 34
  - Content Analysis of Media Themes ..... 36
    - News Article Media Themes ..... 37
    - Letters to the Editor Media Themes ..... 40
  - Key-Informant Interviews ..... 44
    - Sample Description ..... 44
    - Community Background/General ..... 49
    - Change and Community ..... 57
    - McLean Study Area Special Populations ..... 65
    - Future for McLean Study Area ..... 72
  
- Discussion and Conclusions ..... 84
  
- Study Limitations ..... 86
  
- Policy Suggestions ..... 87
  
- Final Thoughts ..... 89
  
- References ..... 90
  
- Appendix A: Data Tables of Individual Communities ..... 93

## Executive Summary

### Introduction:

Rural residents of the McLean Community Study Area (Rio Dell, Fortuna, Loleta, Hydesville and Carlotta) have faced increasing challenges and opportunities, given the changing nature of local economies. Residents in this region are committed to their rural communities despite changing economic factors. Communities once sustained by the timber industry have had to look for new industries and opportunities.

This project examines people's perceptions of the rural places in which they live and work. It also focuses on challenges faced by people in the McLean Study Area and provides suggestions for future planning efforts and general strengthening of these communities.

### Methods:

This project employed a multi-method approach and analysis of both primary and secondary data. The methods employed in this study include:

- a. Review of Archival Data
- b. Content Analysis of News Media
- c. Spatial Mapping of Demographic Data
- d. Key-Informant Interviews

#### Review of Archival Data:

Various historic documents and texts were examined to develop a detailed history of each of the communities in this study. This involved accessing special collections of historic information in the Humboldt State University Library-Humboldt Room as well as reviewing various other historic works focused on the region.

#### Content Analysis of Newspaper Articles:

To analyze media coverage of the McLean Study Area, newsprint was divided into two categories: 1) Letters to the Editor (N=264), and 2) News Articles (N= 570). Content analyses of Newspaper Articles and Letters to the Editor were conducted to establish a social context for people living in the region.

#### Spatial Mapping of Demographic Data:

This study involved spatial mapping with GIS software ArcMap Version 9.2 to map both primary and secondary data related to the McLean Study Area. The spatial portrayal of the data indicates geographic areas where changes have occurred. The unit of analysis is at the U.S. Census block. The demographic age change categories were taken from Census totals. Data on population density for residents in the region was collected from U.S. Census Bureau Summary File 1 (2000) and from pre-packaged ERSI versions of this data. This data was used to create a geographic layer of population density for the McLean Community Study Area

### Key-Informant Interviews:

Interviews were conducted from February through June 2008 with 37 adults over the age of 18 in five Humboldt County communities: Rio Dell (N = 6), Loleta (N = 5), Fortuna (N = 20), Carlotta and Hydesville (N=6). Carlotta and Hydesville were treated as one area for the purposes of the analysis in this study as they are interdependent, smaller-sized towns located next to one another.

The study consisted of 14 face-to-face and 24 phone interviews for a total of 37 interviews. Each interview took approximately 50 minutes to complete. A key informant consisted of a resident who was identified as being knowledgeable about the region and a particular community, and the key informants' occupational backgrounds were diverse. The project employed a modified snowball sampling approach, a method of non-probability sampling. In a snowball sample, the researcher begins with a list of people and branches out to include other names that are mentioned throughout the course of the interviews.

### Results:

#### Review of Archival Data:

A community history was developed for each of the communities: Rio Dell, Loleta, Fortuna, Carlotta and Hydesville. Archival materials suggest that many of these communities were created around the timber and agricultural industries. Historically, many of these communities were also connected to the region and to one-another through the railroads.

#### Newspaper Content Analysis

In total, 834 newsprint pieces (N=570 news articles) and (N=264 letters to the editor) were reviewed. The three topics covered most frequently in news articles were Growth and Development, Government, and Community. A content analysis of letters to the editor found that Government and Community were the two most common themes present in letters.

#### Spatial Demographic Analysis

An assessment of the socio-demographic data from the U.S. Census indicates that the populations experiencing the greatest growth are Latinos and the elderly (over age 64). Latinos experienced an astronomical percentage change (359%) from 1990-2000 in the McLean Study Area (see Table 2). Elderly populations over age 64 experienced a strong percentage change (108%) from 1990-2000 (see Table 2). Areas around Fortuna and Rio Dell are the places experiencing the greatest increases in total population density. Youth (age 5-17) is the population group that has experienced the least percentage change of all populations in the McLean Study area.

#### Key-Informant Interviews

Issues related to local economies emerged as the main issue for people in the McLean Study Area. People felt that one thing they would like to change about their communities is the economy, jobs and industry. Despite recognizing the current economic hardships faced by the region, people are positive about the future. People are born and raised in the area, develop deep roots and want to raise their own families here. Key informants report that family is one of the main reasons people choose to live in the area. They value the friendly people, social connections, opportunities for involvement and safety of their communities.

Residents are concerned about being able to provide opportunities for youth. Youth need activities, jobs and places to gather. Over one-half of the key informants interviewed indicated that there are no job opportunities for youth. Challenges currently facing the elderly are as transportation, access to services and place for social recreation and interaction.

When asked what direction people would like to see planning efforts take, the top answer was Business/Industry reported by over one-half of the informants. This includes focusing on light industry and providing daily goods and services. People feel that local leadership could be improved through more outreach to the community and greater community/government coordination.

### **Conclusions:**

This project employed a variety of research methods and examined diverse sources of information related to community issues for residents in the McLean Study Area. The following conclusions emerged:

- Economy is the number one issue for people in McLean Study Area
- Latinos are the fastest growing population in McLean Study Area
- People over age 64 are increasing in McLean Study Area
- People value small town features
- People maintain strong family ties
- Retaining youth is a priority
- People are positive about the future
- Planning efforts in the future should focus on business/industry
- Leadership improved by greater community connection
- Small businesses promote communities
- People possess diverse skill sets

### **Policy Suggestions:**

This project provides baseline data on demographic shifts, local perceptions and attitudes of people in the McLean Study Area. Addressing residents' needs using a spatial perspective can facilitate a clearer understanding of how and where providers, policy officials, and community groups can focus their future efforts to better serve the needs of Fortuna, Rio Dell, Loleta, Carlotta and Hydesville communities.

The following policy suggestions are provided to aid with implementing findings from this report:

- Focus on developing industry that fits with the region
- Actively engage Latinos in local planning efforts
- Develop a strong economic base to retain youth
- Create a community/senior center for youth and elderly
- Tap into existing community networks (churches, nonprofits, clubs, schools)
- Diversify participation in local leadership



- Provide greater local access to goods and services
- Focus on improving regional transportation
- New businesses should draw on existing local skill sets

Policy suggestions were derived from an interview question that asked, “What direction would you like to see local planning efforts take?” along with an assessment of key-informant opinions, content analysis and assessment of demographic shifts for the region.

## **Research Team**

### Principal Investigator

Dr. Sheila Lakshmi Steinberg, Director of Community Research, California Center for Rural Policy (CCRP) and Associate Professor of Sociology at Humboldt State University conducts community based research related to people, place and community. A fluent Spanish-speaker, she spent approximately three years in Guatemala as a U.S. Peace Corps volunteer and professor at the University of San Carlos in Guatemala. Dr. Steinberg worked as a professor in rural New Mexico at Western New Mexico University. In 2000, she joined Humboldt State University where she currently teaches classes on human interactions with the physical environment at the local, national and global levels. Dr. Steinberg is co-author of the book, *GIS for the Social Sciences: Investigating Space and Place*, 2006, Sage Publications.

### Project Staff

Dimitra Zalarvis-Chase, Research Analyst, CCRP. Conducted qualitative analysis for the project, collected key-informant data, conducted content analysis of newspaper articles and letters to the editor and participated in field research.

Marian Strong, Research Analyst, CCRP. Conducted qualitative analysis for the project, collected key-informant data, and participated in field research.

Nanette Yandell, Research Analyst, CCRP. Collected key-informant data, and participated in field research.

Nicolas Ramirez, Geospatial Analyst, Institute for Spatial Analysis. Analyzed spatial data and created GIS maps.

Wendy Calderon, CCRP Research Assistant. Assisted in collecting key-informant interviews.

Erika Govea, CCRP Research Assistant. Assisted in collecting key-informant interviews.

## Project Purpose

This project investigates issues important to five Humboldt County rural communities: Fortuna, Rio Dell, Loleta, Hydesville and Carlotta, which comprise the McLean Community Study Area. These sampled communities contain a spectrum of natural resource dependence, rural economic stability and social diversity.

This is an exploratory study to assess topics that are of importance to people in the Eel River Valley region. The goal is to assess the socioeconomic situation for people in the region with a focus on better meeting local needs.

## Objectives

The objectives of this project are to:

- Understand the historic, social and economic context facing residents in the McLean Community Project Study Area.
- Produce information useful to McLean Foundation to better understand strengths and challenges facing the area.
- Conduct a content analysis of news media topics and community opinions from letters to the editor for the McLean Community Study Area.



*It won't be long 'til there is a boom here. Great location, friendly city, climate, land availability.*

*-Fortuna*

*Photo: Fortuna welcome sign*

## Methods

The McLean Community Study employed a multi-method approach and analysis of primary and secondary data. Applying different methodological approaches and reviewing data from multiple sources provides a “better more substantive picture of reality” (Berg 2001). The methods employed in this study include:

- a. Review of archival data
- b. Content analysis of news media
- c. Spatial mapping of primary and secondary demographic data
- d. Key-informant interviews

### Review of Archival Data

This method involved reviewing historic records and documents about the original settling of the McLean Study Area. Historic books, newspapers and theses were reviewed in an effort to develop a background understanding of Fortuna, Loleta, Rio Dell, Carlotta and Hydesville. Various materials were reviewed from the Historic Humboldt Room located in the Humboldt State University Library.

### Content Analysis of News Media

Analyzing newspaper content helps to develop an understanding of important regional issues for residents of the McLean Study Area. Content analysis was conducted on 834 newsprint pieces (articles and letters to the editor) pertaining to the region from main newsprint sources published between June 1, 2006 and June 30 2008. To analyze media coverage of the McLean Study Area, newsprint was divided into two categories: 1) Letters to the Editor (N=264) and 2) News Articles (N= 570). Content analysis of newspaper articles and letters to the editor were conducted to establish a social context for people living in the region.

The time period of the content analysis overlapped the time period of the key-informant interviews plus 1 ½ years prior to the beginning of this study. The timeline was extended to provide a longitudinal view of media coverage.

The main regional publications examined were the *Times-Standard (TS)*, the *Eureka Reporter (ER)*, and the *Northcoast Journal of Politics, People, and Art (NCJ)*. On-line archive searches were conducted for each publication using keywords. The keywords were the following town names: Carlotta, Hydesville, Loleta, Fortuna, and Rio Dell. We searched for keywords of Carlotta, Hydesville and Loleta before Fortuna and Rio Dell since these three towns are smaller and we expected to find fewer articles pertaining to them due to their small size. Articles mentioning a particular town name were coded as representing that town. Articles that mentioned two or more towns were coded according to the smaller town mentioned. For example, if an article mentioned Loleta and Rio Dell, the article was coded as the smaller town, Loleta. We did this to ensure that we had enough articles representing the smaller places. Due to the close proximity and small size of Carlotta and Hydesville, these two towns were coded together as one unit. This approach mirrors how we combined Loleta and Hydesville in the key-informant interviews.

As the news articles were examined from the three media sources, themes were generated based on article contents. Each theme contained mutually exclusive key words (meaning the article could not fall under more than one category), so each article was coded into only one of the eleven themes based on article content.

## **Spatial Mapping of Demographic Data**

Creating an understanding of context for the McLean Study Area also necessitates examining the demographic shifts and populations within the region. This study involved spatial mapping with GIS software ArcMap Version 9.2 to map both primary and secondary data. The spatial portrayal of the data indicates geographic areas where changes have occurred. The unit of analysis is at the U.S. Census block. The demographic age change categories were taken from Census totals. Data on population density for residents in the region was collected from U.S. Census Bureau Summary File 1 (2000) and from pre-packaged ERSI versions of this data. This data was used to create a geographic layer of population density for the McLean Community Study Area.

Summary statistics 1990 and 2000 for the Total Population were calculated by ArcMap using the attributes' table data provided by the U.S. Census. ArcMap also calculated the summary statistics for the total square miles for the McLean Study area. The total square mileage was 323.33 for the entire McLean Study Area.

Population Density per Square Mile was the proportion of Population/Square miles, rounded to the second decimal. Total Latino/Hispanic population was given for 2000, but only a percentage was given for 1990. The total number was derived by multiplying the total population by the percent/100. This number was then rounded to the nearest whole number.

The demographic age change categories were taken directly from Census totals for the year 2000 and summary statistics were calculated by ArcMap. The 1990 demographic age change categories were slightly different than the 2000 categories. The 1990 data classified ages 5-19 into one group, whereas the 2000 census data classified ages 5-17 into one group. As a result there was an unavoidable overlap for ages 18 and 19. Also age categories 50-64 and 65+ were given as a percent of total population in the 1990 data set. The total number was derived by multiplying the total population by the percent/100. This number was then rounded to the nearest whole number.

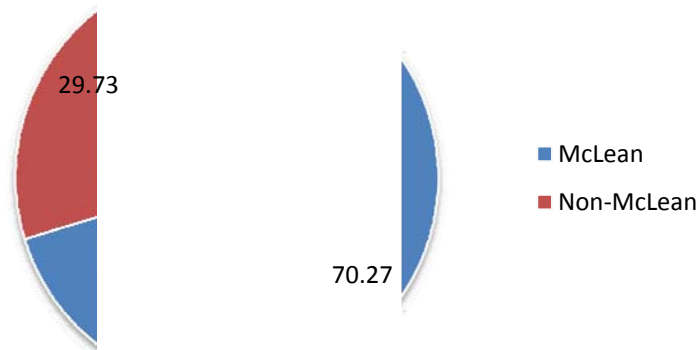
It is important to note that maps such as these are meant to represent generalized information and should never be taken to show absolute truths. Despite the overlap and rounding of numbers, these maps are still able show accurate trends in population demographics for the McLean Study Area.

## Key-Informant Interviews

Qualitative, key-informant interviews were conducted from February through June 2008 with 37 adults over the age of 18 in five Humboldt County communities: Rio Dell (N = 6), Loleta (N = 5), Fortuna (N = 20), Carlotta and Hydesville (N=6). Interviews were conducted with people over the age of 18 years old who were knowledgeable about these communities. Carlotta and Hydesville were treated as one area for the purposes of the analysis in this study as they are interdependent, smaller size towns located next to one another

The study consisted of 14 face-to-face and 24 phone interviews for a total of 37 interviews. Each interview took approximately 50 minutes to complete. Key informants consisted of people who were identified as being knowledgeable about the region and a particular community, from a variety of occupational backgrounds. A standard process was used in all interviews conducted. Initial contact was made with potential informants using both telephone and email. At the time of contact, informants were asked if they would be willing to participate in a 50 minute interview related to local community issues. If the individual agreed, the researcher scheduled a mutually agreed upon time to conduct the full interview.

The McLean Study utilized a modified snowball sample: 70% of our interviews came from the initial sampling frame provided by the McLean Foundation and 30% came from names generated from names generated using the snowball sample methodology. At the end of their interviews, participants were asked to provide names of two or three people that had knowledge of the subject matter and might be contacted for a possible future interview. (see below section, “*Snowball Sampling*” for a complete explanation of this method).



**Figure 1: Sampling of Key-Informant Interviews: McLean Recommended vs. Non-McLean Recommended**

Throughout the interviews, project researchers tracked the number of times that names were recommended by informants to interview. Names mentioned by key informants to interview were the same names provided on the sampling list from Mclean in 13 instances. This indicates a validation by people interviewed that our sample was on track.

The goal of a key-informant interview is to collect information from people who are local experts on the particular topic under study (UCLA Center for Health Policy Research 2007; Sherry and Marlow 1999). Key-informant interviews were employed to provide access to information about residents in the study area. A purposive sampling procedure was utilized, meaning that project researchers purposively sought to interview people who are “experts” on the study area population. This is an approach used to establish connection with populations that may be difficult to otherwise reach.

## **Snowball Sampling**

Key-informant interviews were conducted with leaders from the communities using a “modified” snowball sampling approach (Babbie 2007). Snowball sampling is a method of non-probability sampling where each key informant is asked to suggest additional people to speak with at the end of the interview (Babbie 2007). Using this technique, once one begins to see suggested names of additional individuals to interview repeated numerous times, it is clear that a saturated sample has been achieved. A researcher knows that the community of interest has been adequately saturated when the same names to interview begin to surface across the sample. Furthermore, this sampling approach is used primarily for exploratory purposes. This study is considered exploratory since it is the first step towards understanding attitudes and perceptions of community members in the McLean Study Area.

The term snowball is used because it reflects “the process of accumulation as each located subject suggests other subjects” (Babbie 2007:180). A modified snowball sampling mean that process was used but researchers also focused on getting a certain number of interviews from the original sampling frame itself (a list of potential people to interview from across the study area).The McLean Foundation assisted with development of the project sampling scheme.

## **Key-Informant Interview Analysis**

Since this study is the first effort at understanding community members within the McLean Study Area, an approach was chosen that would maximize understanding of various topics and themes. This grounded theory approach would allow key informants flexibility to provide their input, thoughts and ideas about their communities, without being restrained by pre-determined categories. This approach begins with the data and generates categories for each question based upon clustering thematic patterns observed in the data. The data consists of key-informant answers to questions. The majority of questions asked in this study were open-ended. The analysis involves identifying themes or categories from respondent answers.

Once themes and patterns are identified, all key-informant interviews are then examined and coded. The goal of this exploratory study is to develop a primary understanding of people and their communities in the McLean Study Area. Future research can adopt any one of the topics identified in this research project and conduct more in-depth investigation using random samples and surveys.

Interviews consisted of both open and close-ended questions. The open-ended questions (not providing pre-determined categories) elicited answers that contained multiple themes or responses. Individual themes were also coded only once per answer. If a respondent mentioned the same theme three times in an answer to a particular questions it was only coded once.

Themes were quantified by total frequency and percentage for each community (Appendix A) and for the McLean Study Area. Percentages of the number of key informants who mentioned a particular answer were calculated for the region by taking the number of people who mention a particular category divided by the total number of informants in the study (N=37). Similarly, key-informant percentages for each community (See Appendix A) were calculated by taking the number of people who mentioned a particular category divided by the number of people representing a particular community (Fortuna N=20; Rio Dell N=6; Loleta N=5; Hydesville/Carlotta N=6).

## Results

The results section consists of: 1) Demographic Statistics for McLean Study Area; 2) Community Area History; 3) Content Analysis of Media Themes; and 4) Key-Informant Interviews.

### Demographic Statistics for McLean Study Area

An examination of United States Census data provides a broad overview of population trends, and settlement and mobility patterns throughout the McLean Study Area. It should be noted that U.S. Census population data was unavailable for Carlotta and Loleta due to the small size and unincorporated status of these places.

**Table 1: U.S. Census Population Data for McLean Study Area**

	1990	2000
Fortuna	8,788	10,497
Rio Dell	3,012	3,147
Hydesville	1,131	1,209
Loleta	**	**
Carlotta	**	**

Source: U.S. Census Bureau, 2006, Population Estimates, Census 2000, 1990 Census

\*\*U.S. Census data was unavailable due to the small size of these places.

The next section provides data generated through conducting spatial analysis of U.S. Census data for the McLean Study Area as a whole. The data generated indicates demographic information on population density, growth and decline for the McLean Study Area. This section presents point-time analysis as well as change analysis where demographic shifts are examined over time for the region as a whole.



**Table 2: Spatially Derived Population Data for McLean Study Area**

	1990	2005	Numeric CHANGE	Percent CHANGE <sup>1</sup>
<b>Total Population</b>				
Total Population	12639	22272	9633	76.22
Population Density/SqMile	39.09	68.88	29.79	76.21
<b>Latino or Hispanic</b>	<b>1990</b>	<b>2000</b>		
Total Population Hispanic	454	2085	1631	359.25
Hispanic Density/SqMile	1.4	6.5	5.1	364.29
<b>Demographic Age Change 1990-2000</b>	<b>1990</b>	<b>2000</b>		
Less than 5 years old	900	1453	553	61.44
Ages 5-17	2726	4284	1558	57.15
Ages 18-49	5735	9064	3329	58.05
Ages 50-64	1769	3430	1661	93.89
Over age 64	1513	3159	1646	108.79

Source: U.S. Census Bureau, 1990, 2000, Summary File 1, ESRI.

<sup>1</sup> Percent change was calculated using the approach cited in Davis et al. 2008.  $P_1$  = Population 1990;  $P_2$  = Population 2000 or 2005.

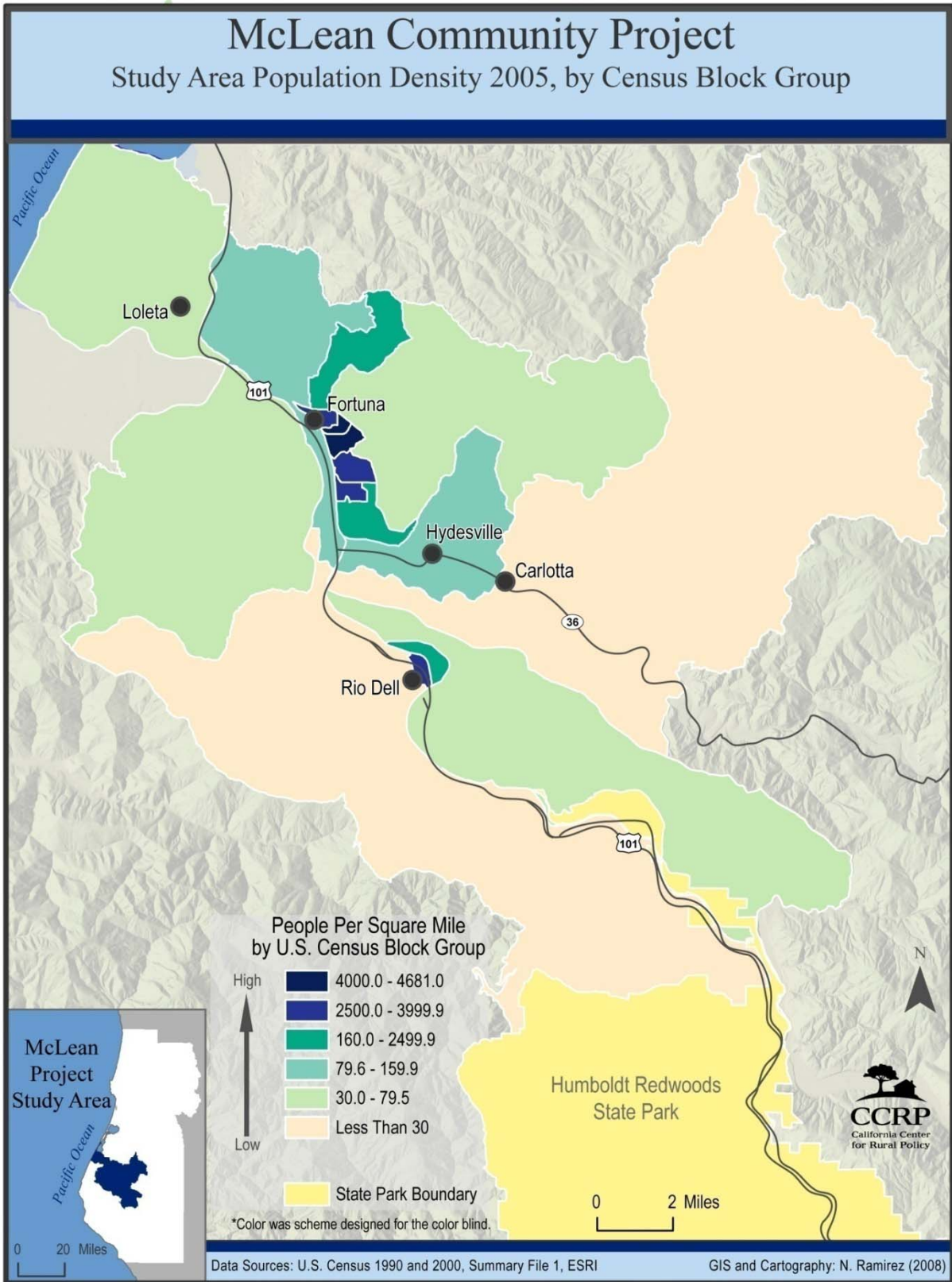
Percent Change =  $(P_2 - P_1) / P_1 \times 100$ .

## Spatial Portrayal of Demographic Data

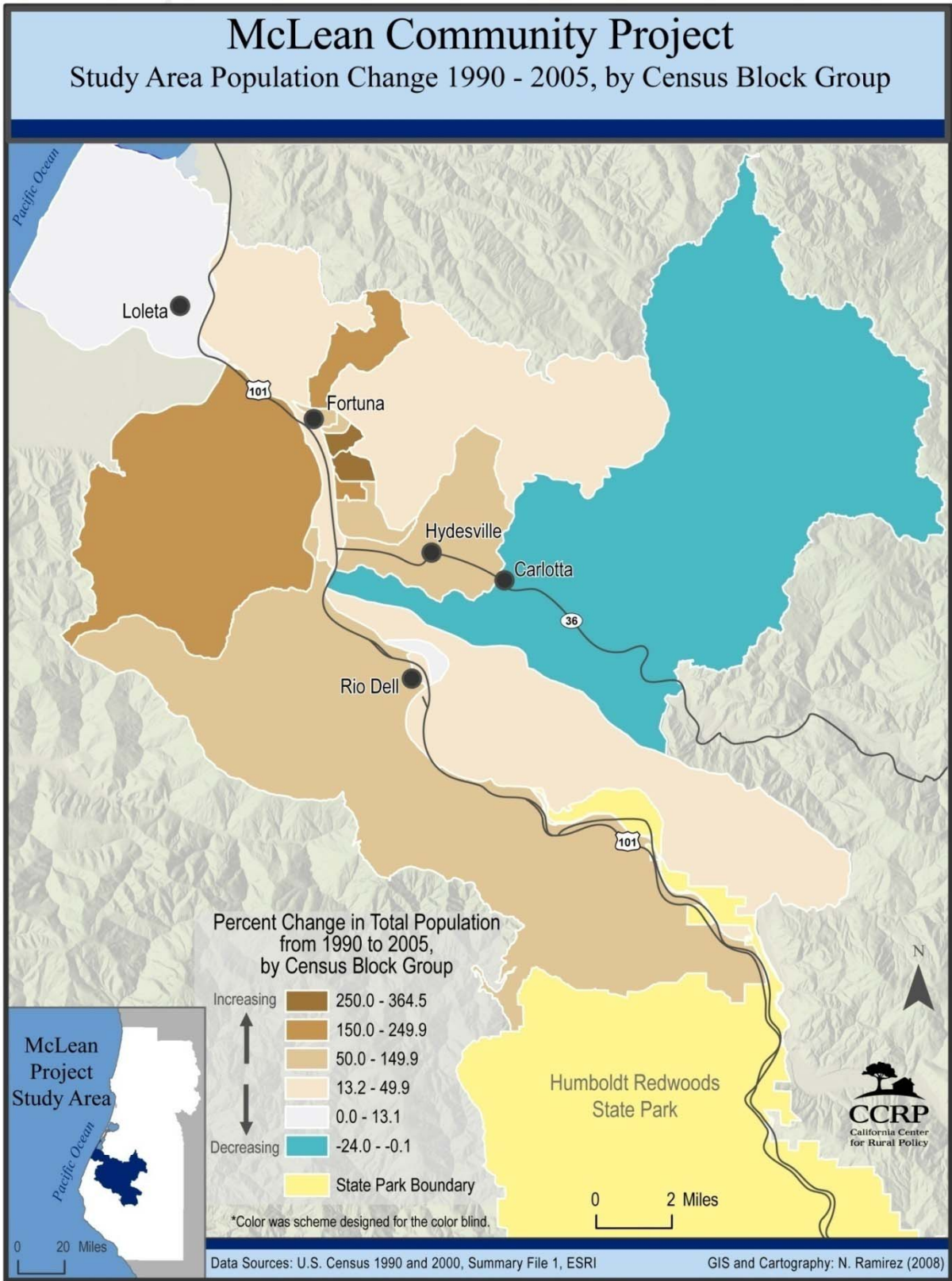
This section presents geographic display of the numbers presented in Table 2. The spatial portrayal of the data indicates geographic areas where changes have occurred. The unit of analysis here is at the U.S. Census block. The Methods section provides a detailed description of how this data was generated using Geographic Information Systems (GIS).

The McLean Study Area consists of 323.33 square miles. Table 2 illustrates that the total population increased by 9,633 people, representing a 76.22% change between 1990 and 2000. It also indicates that population density increased for the region from 39.09 people per square mile in 1990 to 68.88 people per square mile in 2000. This represents a change or increase in population density of 29.79 people per square mile of 76.21%.

Figure 2 portrays the population density for the McLean Study Area for 2005 by Census Block Group. From this figure it is clear that areas of highest population density are centered close to Fortuna (along the 101 Freeway) and clustered around Rio Dell. Carlotta and Loleta are located in areas of lesser population density and Hydesville is in an area of mid-level population density.



**Figure 2: McLean Study Area Population Density 2005**



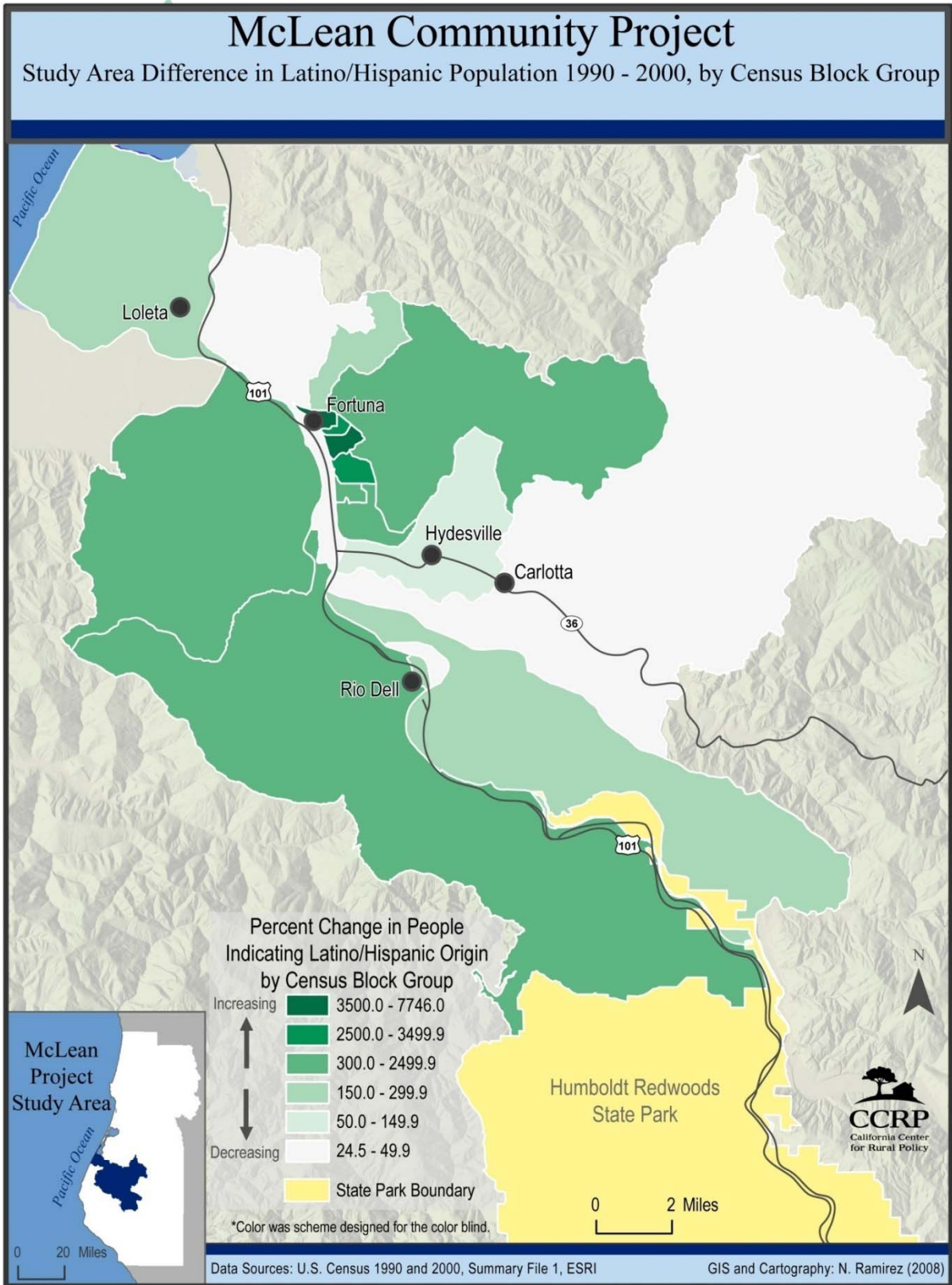
**Figure 3: McLean Study Area Population Change 1990-2000**

Figure 3 provides a spatial portrayal of total population change for the McLean Study Area between 1990 and 2000 by Census Block Group. It is referred to as a change map because the map highlights spatially where changes have occurred (increases and/or decreases in population). The areas that have experienced the greatest growth in population are indicated by the darker brown color. Areas that have experienced population decrease are represented by the color blue.

### **Latino Population**

Table 2 indicates an increase in the total population of Latinos/Hispanics for the region from 454 in 1990 to 2085 in 2000, for an increase of 1631 people. This represents a 359.25 percent change/increase in the population of Latinos/Hispanics in the region.

Figure 4 portrays where these spatial changes in the Latino/Hispanic population occur between 1990 and 2000. Areas of Latino population growth are indicated by the series of darker green colors, with the darkest green representing the areas of most population growth. Areas of Latino population decrease from 1990-2000 are indicated by a spectrum of light mint green to white.

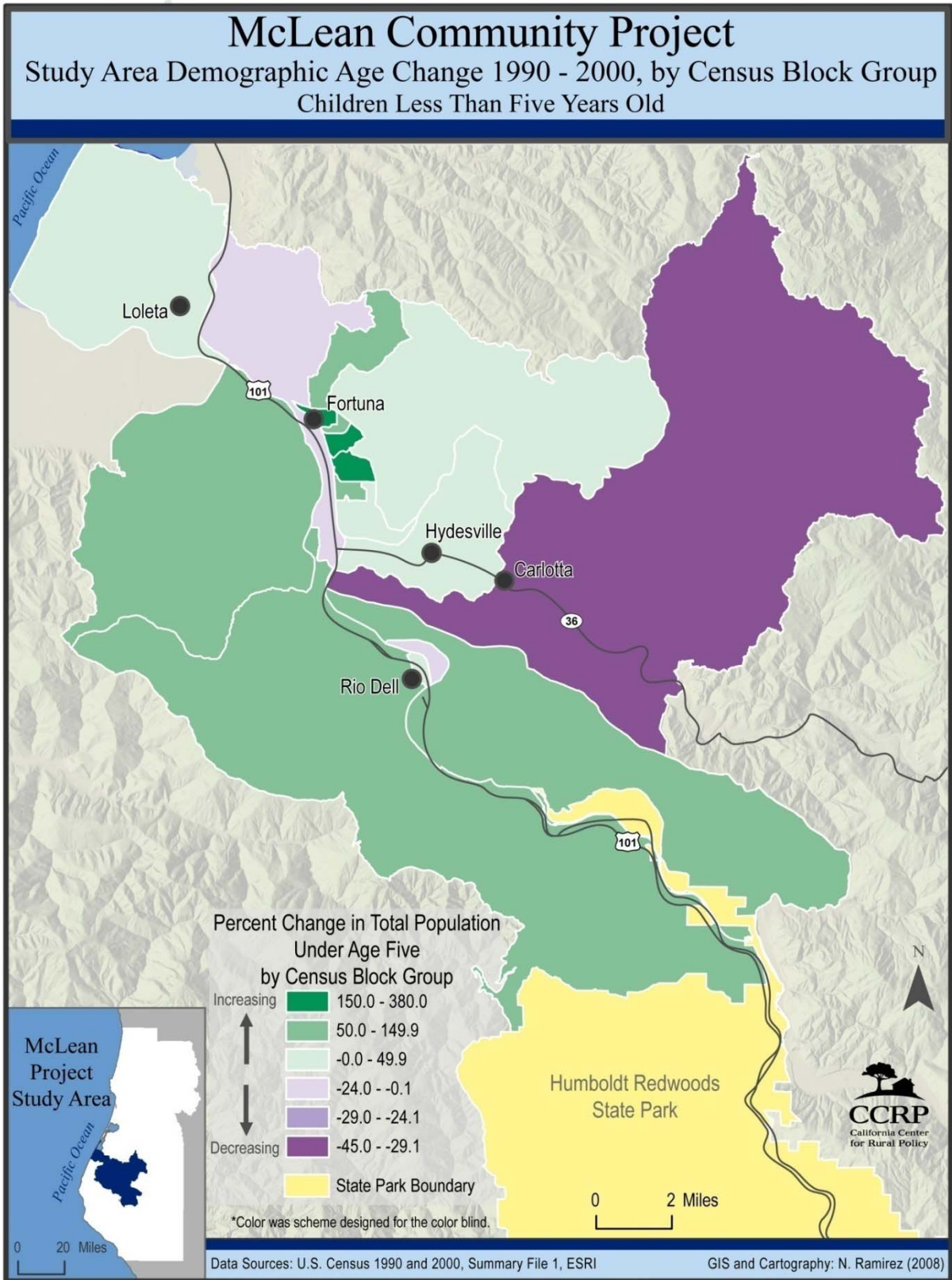


**Figure 4: McLean Study Area Latino/Hispanic Population Change 1990-2000**

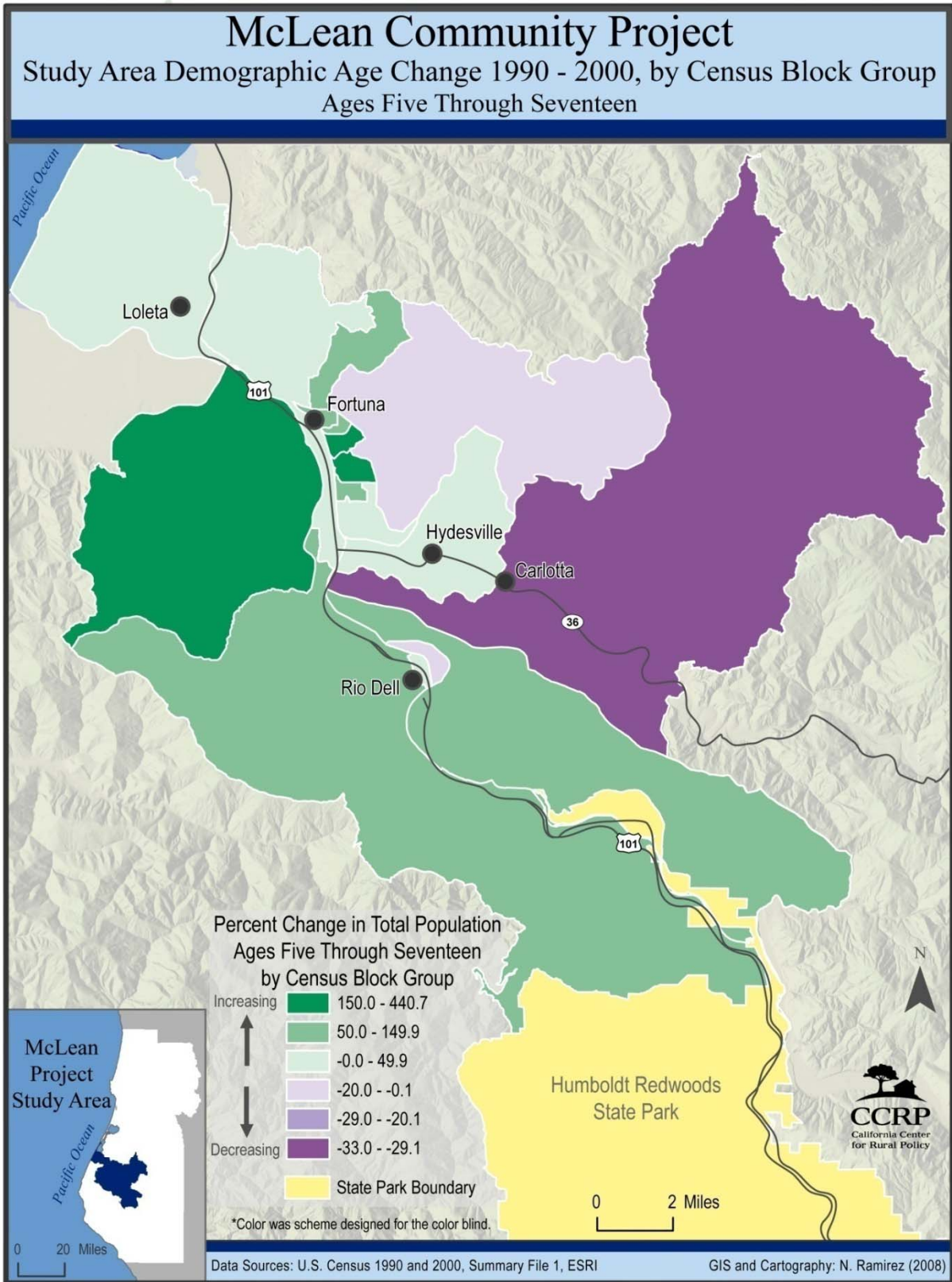
## **Demographic Age Change**

All five of the demographic age groups experienced increases in population from 1990-2000. The next series of maps (Figures 5-10) illustrate geographically where these demographic shifts occur. Table 1 illustrates that the demographic groups which experienced the greatest percent change were: 1) Over age 64 (108.79% change); 2) Ages 50-64 (93.89% change); and 3) Less than 5 years old (61.44% change).

The area of least growth was in the youth category (people aged 5-17), which experienced a 57.15% change since 1990. People ages 18 experienced a similar percentage change of 58.05%, from 5725 in 1990 to 9064 in 2000.

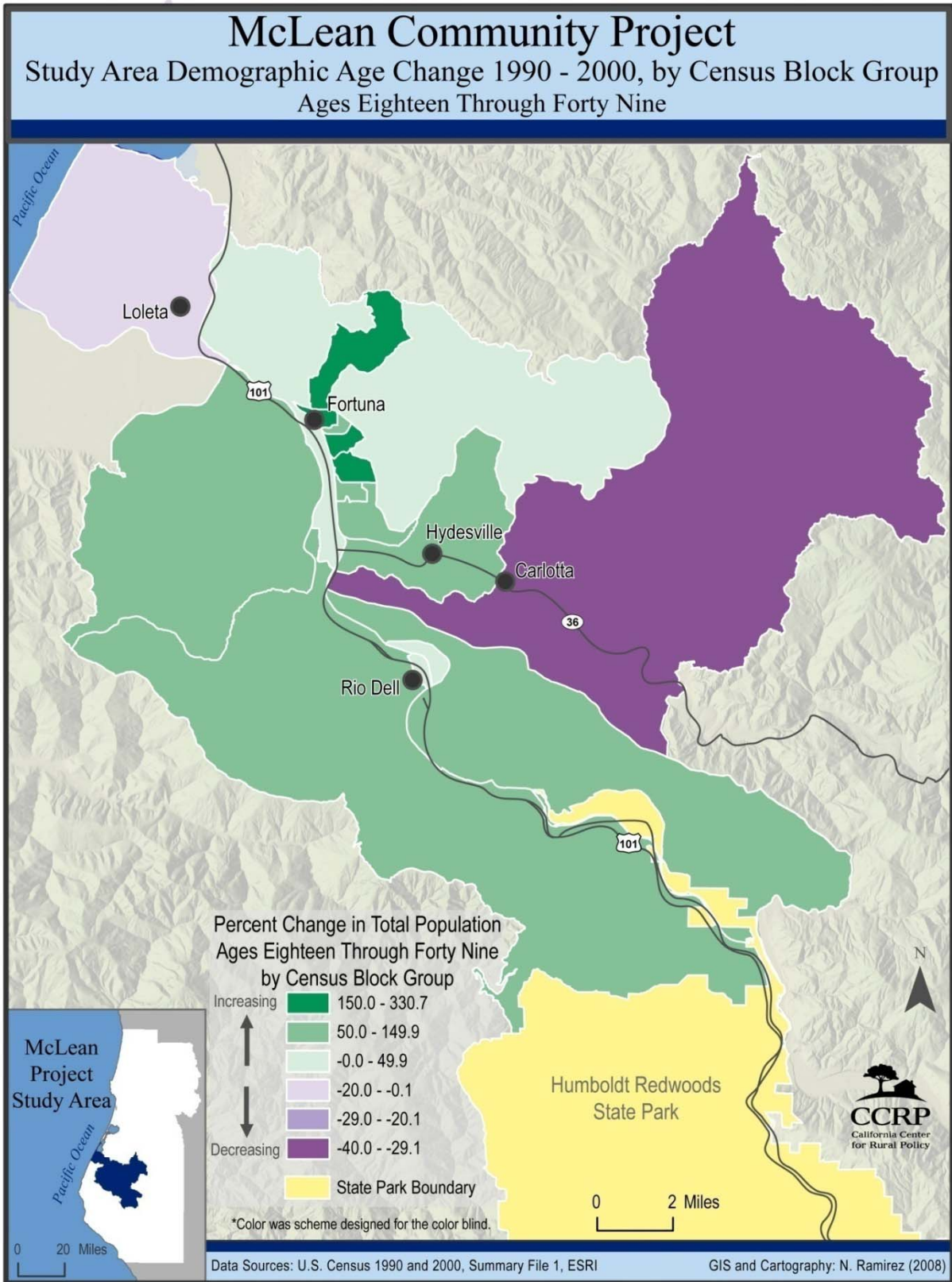


**Figure 5: McLean Study Area Demographic Change Less than 5 Years Old, 1990-2000**

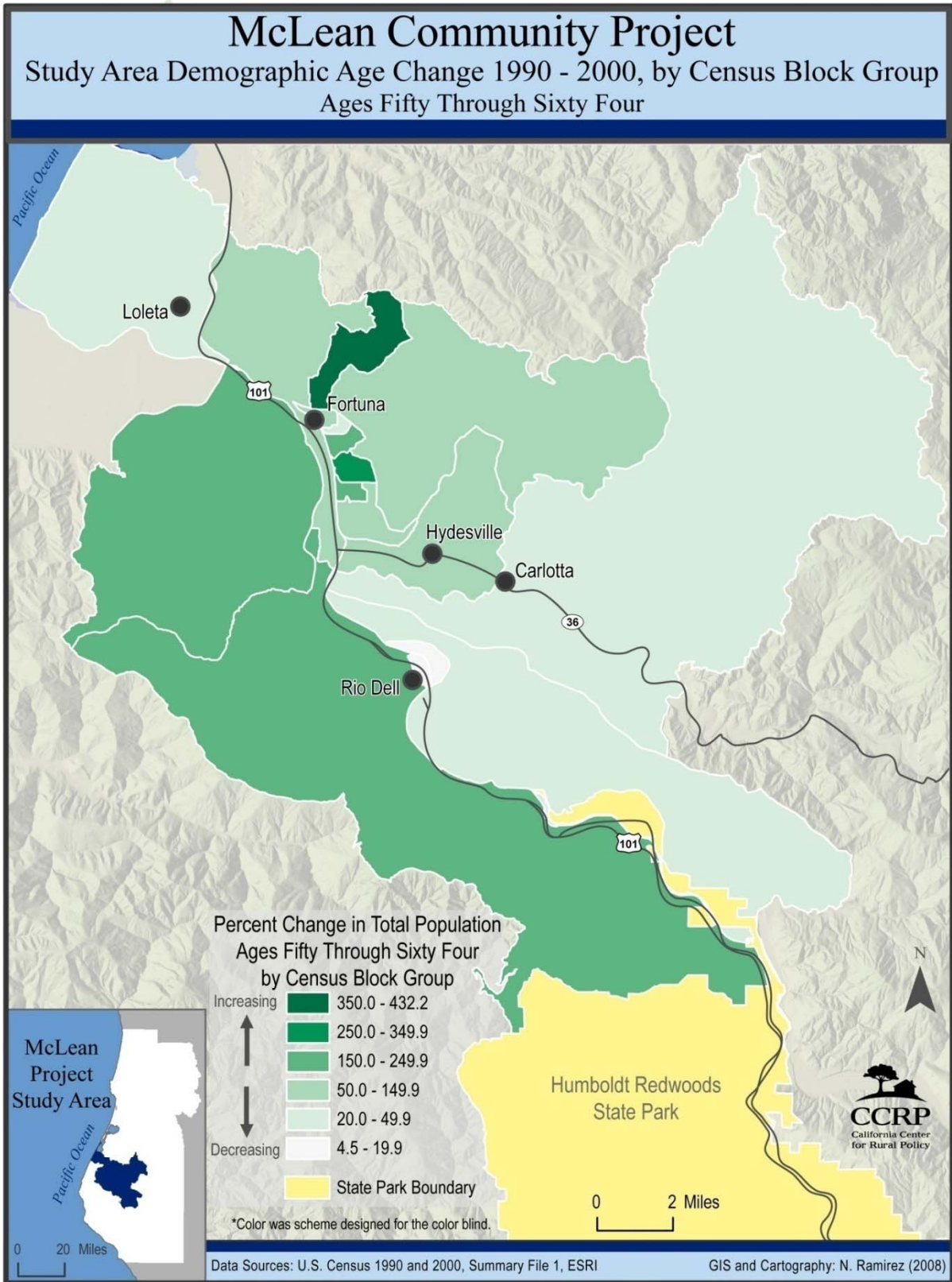


**Figure 6: McLean Study Area Demographic Change Ages 5-17, 1990-2000**

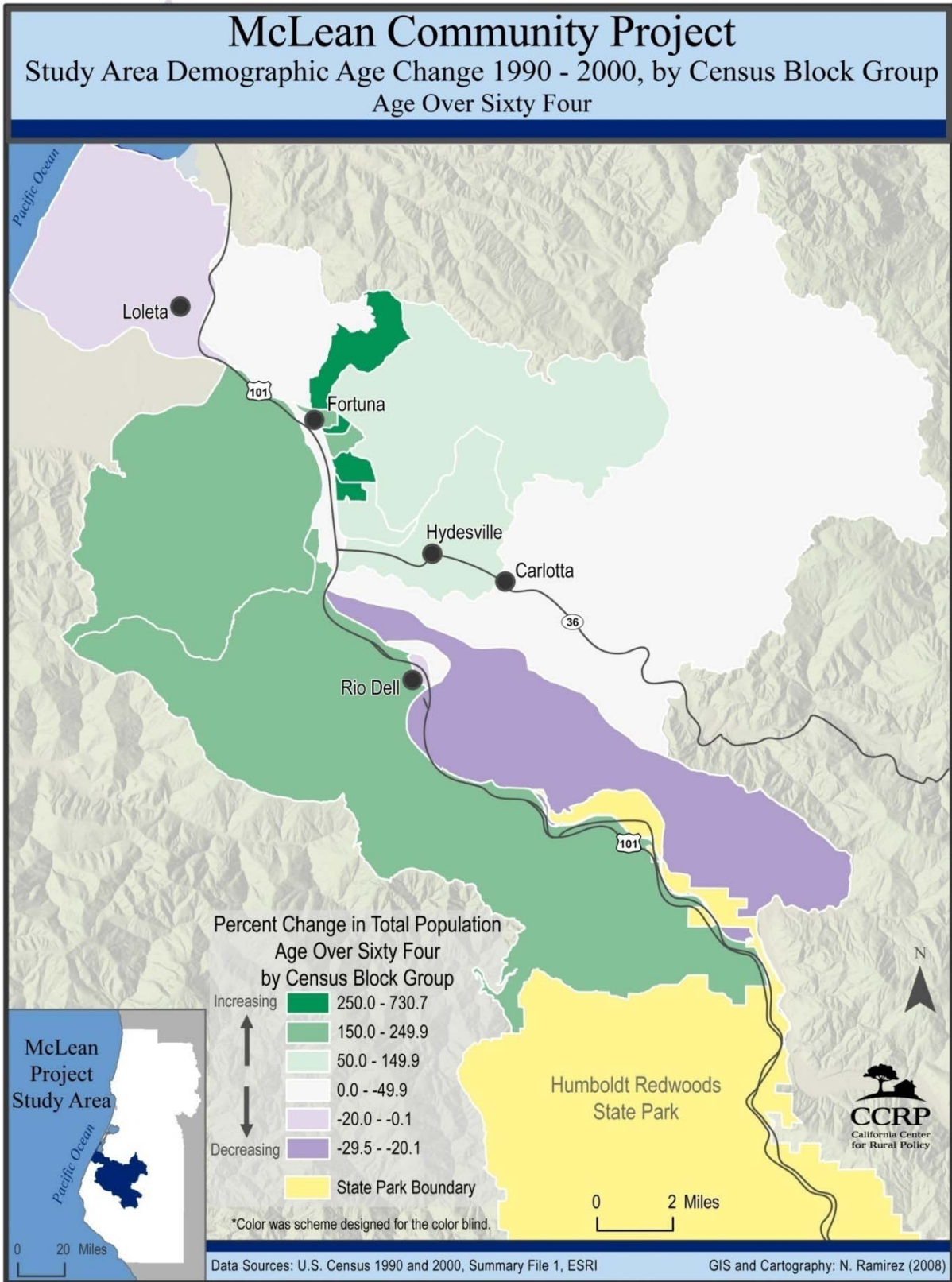




**Figure 7: McLean Study Area Demographic Change Ages 18-49, 1990-2000**



**Figure 8: McLean Study Area Demographic Changes Ages 50-64, 1990-2000**



**Figure 9: McLean Study Area Demographic Changes Over Age 64, 1990-2000**

## McLean Community Project Area History

This project adopts a sociospatial perspective of residents in five rural Northern California communities with the objective of understanding these residents, the economic situations they face, and local attitudes about their communities. Sociospatial means considering space, place and social indicators to best understand a particular population and their issues, focusing on rural populations within their larger context (Steinberg and Steinberg 2008). Such a perspective can contribute to meeting rural people's needs through documenting what those needs are and where they occur. By identifying different groups' needs and locations, one can accurately focus resources to best meet local needs. In such an investigation it is important to examine the history of a place. The following section provides a brief history of each of the places examined in this study.

### Fortuna Community History

Before settlement, this area was inhabited by numerous members of the Wiyot tribe who had many large villages in the vicinity. After being scouted by the Gregg party in 1849 (Carranco 1986) the area was known as Sandy Prairie. Henry Rhoner, an early settler, bought a large tract of land and opened a general store in what is now Rhonerville (Carranco 1986). At that time Rhoner's store was located on Route 36, which headed to the Trinity Gold Fields.

Although the Eel River Township wasn't formally mapped until 1885 (Genzoli 1953), the U.S. government recognized a Post Office at that location for the town of Slide as early as 1874 (Ferrar 1950). It was named so for the mudslides that occurred with some frequency on the table prairies to the northwest of town (Ferrar 1950). It was also called Springville around 1875 in mention of the numerous natural springs in the

immediate area. However, that name was already in use elsewhere in

California and was unavailable (Ferrar 1950). The town proper was formally recognized as Fortuna in 1888 when it was registered by Minister Gardner who had purchased the land from Rhoner.

As the valley was settled from the 1860's to 1900's, livestock, grains, and a variety of fruits were cultivated from the valley's lush soils (Genzoli 1953) and during the salmon season's run, the Eel River supported canneries. Exceptional apples are mentioned as early as 1896 and a potato



*Fortuna Theater, Main Street, Fortuna*

boom brought farming families to the area in 1864. Dairying was established throughout the valley by the 1900's (Genzoli 1953).

Fortuna's location, coupled with the railroad and lumber boom, made this town a key trade point that eventually overshadowed the previously larger towns of Rhonerville and Hydesville (Genzoli 1953, Roscoe 1996). The extension of the Eel River and Eureka Railroads brought service right through Fortuna, connecting them to points past Carlotta to the east, and north to Eureka. This event cemented Fortuna as an important hub for lumber products going north to Eureka to be milled and loaded (Miller 1988). In addition, when one was traveling from Eureka to points south, one had to choose a ferry crossing. Singleys Ferry, now Fernbridge, was a crossing point above Fortuna; all others were at or below Fortuna. If you chose not to cross at Singleys, you had to pass through Fortuna. This was positive for commerce.

Although the Fortuna Valley was settled and prospered, it lacked a cohesive nature for some time. The rail was completed in 1885 (Miller 1988), but Fortuna did not receive a proper depot until 1891, nor electrical lines until 1895 (Genzoli 1953). The many small mills, including the establishment of the Eel River Lumber company in 1888, began to support many families, causing especially rapid growth after 1900 (Ferrar 1950). A public school was established in 1903, and a public high school the following year (Lammers 1995). The town was officially incorporated in 1906, established a Board of Trade for marketing in 1913 (Irvine 1915), and began the Fortuna Rodeo in 1921 (Genzoli 1953) which is still in operation.

Fortuna is currently undergoing an economic shift. While much of the prosperity and growth of the last eighty years in the Fortuna area has been due to timber related activities, agriculture has remained a dominant proponent in the economic health of the region. With the decline in timber and fishing related activities since the 1980's, health, technology, tourism, and light industry are attempting to sustain the continued prosperity of this growing 'friendly city.'

Currently, Fortuna holds a population of 11,287 (U.S. Census 2007). An agriculture town, its main businesses are dairy, farming, cattle ranching, tourism, and lumber products with a growing sector in health care. Population density in Fortuna is 2,300 people per square mile (U.S. Census 2006). The median age of residents is 38 years old with a median income of \$31,129 per year. Unemployment in Fortuna is 5.2% with 17.4% of the population below the poverty level. Fortuna has the following ethnic breakdown: 88.4% is White, Non-Hispanic, 10.5% is Hispanic or Latino, 2.9% is Native American or Alaskan Native, and 4.0% listed as another race. Almost 10% (9.6%) of the population speaks a language other than English at home (U.S.Census 2006).

## **Loleta Community History**

Set to the south of Eureka, north of Fortuna, and between two bodies of water, the town of Loleta provides sweeping vistas of Humboldt Bay South and the Lower Eel River Valley. The Eel River is one mile south of the community and the Pacific Ocean is five miles west. The name Loleta was adopted in 1897 (*Times-Standard* 1985). Some historians cite that Loleta's name is derived from three Indian words "Lo- le-ta" which translates as a "pleasant place at the end of tide the water" (Loleta Chamber of Commerce 2008).

Originally known as Swauger's Station, Loleta began as a rail platform. The first known non-native settlers are the Shaw brothers, S.L. Shaw and S.W. Shaw, along with W. Allen, who came to Loleta in 1851. They left one year later after their crops were not successful, and relocated to Ferndale (Parry 1963). The Wiyot Tribe already resided in the area around the Humboldt Bay and Eel River, but were eventually driven out through conflict, culminating in the 1860 massacre. Early on the Danes became well known for their role in Loleta's dairy production. Other settlers arrived and the community grew from a population of 22 in 1853 to 807 in 1880 (Parry 1963).

By 1890, the town contained numerous dairies and a renowned cannery season. Main Street was featured a post office, three general stores, two hotels, two saloons, two liverys, two blacksmiths, a harness maker, a meat market, drug store, a doctor and dentist, and a lumberyard (McCarthy 1983). To aid product export, a Marketing Board was established in 1913. These businesses were supported primarily by agricultural families, but also by tourists coming by rail to Eureka who often stayed at Loleta hotels (Perry 1963).

The dairy industry has always played an important role in the history of Loleta. The earliest cooperative creameries were established as early as 1893, beginning with the Creamery Association. Loleta's last creamery has had several owners and company names, and produced various dairy products. It was most recently purchased by the Humboldt Creamery Association, who bought it in the late 1980s, and produces milk, cheese, condensed milk, butter, casein, and powder ice cream mix (Parry 1963). The Loleta Cheese Factory is nationally recognized for their outstanding organic cheeses, and are a primary employer in Loleta, as well as a tourism draw (Lafranchi 2008).



*Loleta Cheese Factory, Loleta Drive*

By 1854 wheat, oats, and potatoes were grown in lower regions of Table Bluff, which is now an American Indian reservation where the Wiyot people reside. Potatoes remained a major crop until the 1870s when the potato prices fell, causing Loleta's potato farming to dwindle (Parry 1963) (McCormick 1981). Fishing was another source of economy in the 1800s. As Loleta is situated

near the Eel River and South Spit, salmon were commercially fished out of the Eel River in 1853. Much of the processing was done by immigrant Chinese labor (or “Celestials”) as employees of the Cutting Packing Company of San Francisco. Eventually, the Chinese were forced to leave after an incident in 1885 in Eureka when a city council member was shot by a stray bullet in the Chinatown section of the city. Chinese immigrants were blamed for the shooting and forced to leave Eureka. Although the cannery tried to persuade local citizens that the Celestials were essential and benign, local hostilities could not be overcome. The cannery closed in 1889 (Parry 1963).

The U.S. Coast Guard installed the Fresnel lighthouse 165 feet above the Pacific Ocean on the northwest corner of Table Bluff in 1890. It served as a lookout and military station as well during WWII (Lighthouse Friends 2008), and was manned by light keepers until its automation in 1953. Subsequent facilities and technology made this location obsolete and it was sold to Gospel Outreach Ministries in 1970, the same entity who had a sister commune in Carlotta. ‘The Ranch,’ as it is known, currently serves as a religious campus (Richards 2008).

In the late 1970s, a homeless community resided in the South Spit without water or electricity until 1997, when the Humboldt County Health Officer determined the area to be a health hazard and closed the site, requiring Spit residents to move elsewhere (Driscoll 2001).

In 1981, the area that was previously the lower Table Bluff potato fields was returned to the indigenous peoples of the area. The Table Bluff Rancheria of the Wiyot Tribe encompasses 88 acres and houses a community center, museum, tribal offices, and members of the Wiyot tribe (Wiyot Tribe 2008).

Loleta is currently an unincorporated district in Humboldt County. Water and sewer issues, coupled with the locals’ desire to maintain an agricultural way of life, have limited growth in this community. The recent closing of the Loleta Creamery has further limited local job opportunities. Anchored still by some agriculture, Loleta is gaining use as a bedroom community to Eureka and Fortuna. The demographic data available for Loleta was limited compared to other communities in the study, as it is a small unincorporated community.



*Rio Dell welcome sign*

### **Rio Dell Community History**

As the historic name Eagle Prairie implies (McCormick 1981), the modern town of Rio Dell is situated on a riverine plateau, bounded by an oxbow bend of the Eel River to the north, east, and south. Located about twenty miles south of Eureka, it is the southern-most town of the communities studied for this project. The Rio Dell bluffs and prairie land were discovered by settlers in the 1840s. Local government moved the indigenous Wiyot people to a reservation in Hoopa in the 1860s (McCormick 1981), which made way for further settling and development.

Before timber became a primary industry driver, the area was settled by agriculturalists and auxiliary businesses to the travelers moving between San Francisco and Eureka. Farmer Lorenzo D. Painter founded the town in the early 1870s after purchasing land

there and registering a plat map with the County of Humboldt (McCormick 1981). Neighboring settlements later incorporated into the town included the resort area called Canyon Park and Wildwood, an Italian settlement (McCormick 1981). In 1890 Canyon Park was a resort with a pavilion, bandstand, concessions, and a swing ride; while room and board, livery, blacksmith, and general store were located in Wildwood (McCarthy 1983).

While most early settlers to this area were farmers, ranchers, or dairymen, logging became the mainstay of this growing town in the 1870's. Neighboring Rio Dell and Scotia are two historically interdependent towns which share much of their history. Scotia is a company-owned town, home to the Pacific Lumber Company. In 1863, Henry Weatherby and A.W. McPherson established the timber mill when they bought 6,000 acres (Rio Dell pamphlet cir. 1950). Many Italian immigrants came in the early 1900s in an effort to secure jobs at the lumber mill (McCormick 1981), which has employed residents of Rio Dell since its establishment. Residents were also employed at the nearby Ogle Shingle Mill (McCormick 1981).

Although Rio Dell is surrounded by the natural beauty of the trees and is set near the river, this setting presents its own hardships for travel and commerce. Initially two ferries, Robinsons and Shullers, were the main means of crossing the Eel River both for work in Scotia and travel to Eureka and San Francisco (McCormick 1981). Bridges were not constructed because annual high waters brought large natural debris cascading down the Eel. Also inhibiting bridge construction was a popular logging practice of felling trees and dragging them to the creeks' and rivers' edges. Spring freshets then swelled the drainages, carrying the logs downstream to log ponds (McCormick 1981).

Eventually erosion damage coupled with the coming of the railroad rendered this method obsolete. A suspension bridge was finally built in 1914 between Scotia and Rio Dell (McCormick 1981), the same year the railroad started running through Scotia. The bridge between the two towns offered a convenient method of travel from home and work. Additionally, the railroad offered more convenience to locals in receiving goods from out of the area (Steinberg et al. 2002).

As a benefit of its location, Rio Dell has a national reputation for its surrounding natural bluffs, which contain ancient fossils that date as far back as 15 million years (McCormick 1981). Local earthquakes have played a role in uncovering many such fossils. Although beneficial to the scientific community and a favorite location for local fossil hunters, earthquakes, floods, and slides have plagued this area for centuries. In 1913, a major flood reached as high as 52 feet, recurring in 1915, 1955, and 1964 (McCormick 1965). Earthquakes occurred in 1954 and 1971. The event of 1971 dammed the Eel River, causing high waters again (McCormick 1981). Each time disaster struck, residents worked as a community to rebuild.

Rio Dell remained unincorporated until the mid 1960s (McCormick 1965) and is considered the youngest town in Humboldt County (Lion 1990). The Pacific Lumber Company still owns the original timberlands that surround Rio Dell and Scotia and the amount of land far exceeds the original 6,000 acres. Pacific Lumber has been part of the mill since 1869 when it was incorporated as a timber investment company (McCormick 1981). The Scotia mills have historically been the main source of economy for Rio Dell (Steinberg et al. 2002). By December 7, 2001, Pacific Lumber laid off 140 employees, which had a significant effect on the community.

Today, Rio Dell has a population of 3,174 with a population density of 1,676 people per square mile (U.S. Census 2006). It retains a strong degree of dependency on natural resources and



agriculture with a majority of its residents working in the timber, agriculture, forestry, fishing, construction, administration and tourism industries (U.S. Census 2006). It has a fairly high poverty rate with 23.1% of the population living below the poverty level. Unemployment in Rio Dell is 12.9%. Rio Dell contains the following ethnic breakdown: 85.6% White, Non-Hispanic, 10.8% Hispanic or Latino, 3.9% Native American or Alaskan Native, and 5.7% listed as another race. The median household income for Rio Dell in 2005 was \$31,000 with a median resident age of 36 years old (U.S. Census 2006).



*Cows grazing, Starvation Flat, Hydesville*

## Hydesville Community History

Located on a high table prairie that runs parallel to the Van Duzen river, the township known as Hydesville was first registered by John Hyde in 1858 (Irvine 2000, Genzoli 1953). Early historians recognize the nearby Van Duzen River as being named for a member of the Gregg Party which scouted the region 1849. The area was originally inhabited by the Wiyot tribe who established their villages near navigable water sources (Irvine 1915). Located three miles east of

State Highway 101 on Highway 36, the mixed chaparral, prairie, river plains, and redwood forests around Hydesville housed a wide variety of game, fish, and vegetation. Hydesville is an unincorporated town whose establishment and maintenance has been closely tied to the timber and agricultural industries (Beck 2008).

The immediate high prairie of Hydesville was ideal for grazing, which Hyde implemented (Beck 2008). By 1860 a blacksmith, saddle maker, shoemaker, carpenter, three churches, two hotels, two liverys, twelve stores, and two saloons were established in Hydesville in support of nearby farmers and sheep ranchers (Greenson 2005). Dairy was introduced into the local economy, and a cork plantation was established around 1871 (McCormick 1992).

Hydesville enjoyed a diversified and prosperous existence due to its location on the main road to Bridgeville. It became a major point of trade for miners headed into the lower interior of the Trinity Mountains and for farmers and ranchers bringing stock and produce from the east (McCormick 1992). In 1882, the Eel River and Eureka Railroad lines joined and created a new terminus that ran from Eureka to a point ten miles past Hydesville in order to access redwood timber stands. Not only was this a boon to moving timber, but large amount of agricultural goods could now be shipped directly to Eureka for further transport. Grazing in the area flourished with a peak sheep herd count of 340,000, which also spawned a tannery with a renowned reputation for quality hides, wool, and pelts (McCarthy 1983). As timber and ranching boomed, so did housing, civic duties, and other livelihoods reflected in the town newspaper, the Hydesville *Home Journal* of the 1890's (McCormick 1992).

The hamlet continued to prosper through the turn of the century but began to change in the 1940's. Notable was a shift from sheep to cattle ranching and the closing of the tannery (Moore 1999).

The town became further reliant on lumber operations as family agriculture declined with the rise of corporate farming practices through the 1970's. The decline in local timber through the 1990's contributed further to the changes of this community.

Today, Hydesville remains an unincorporated area and reflects a robust range of children, families, and seniors. It retains a store, kindergarten through 8<sup>th</sup> grade school, and several thriving churches. The rural nature and agricultural view-sheds still dominate, but subdivisions are increasingly common in this predominantly bedroom community, which rests in close proximity to the commercial center of Fortuna (Beck 2008). It still enjoys some tourism revenue, a wildlife reserve, and several county parks.

The primary industries that support Hydesville are wood products, public administration, construction and agriculture. Population in Hydesville rose slightly from 1,131 (U.S. Census 1990) to 1,209 (U.S. Census 2000). Population density in Hydesville is 164 people per square mile (U.S. Census 2006). Estimated median household income in 2005 was \$44,900 per year with a median age of residents at 42 years old. It has a lower poverty rate than others in the county, with 11% of the population below the poverty level. Unemployment in Hydesville is 5.2%. Hydesville has the following ethnic breakdown: 88.4% White, non-Hispanic, 4.8% Hispanic or Latino, 5.5% Native American or Alaskan Native and 1.4% listed as another race. Less than 5% (4.3%) speak a language other than English at home (U.S. Census 2006).

## Carlotta Community History

Located 28 miles southeast of Eureka on state Highway 36 in a glen at the confluence of Yager Creek and the Van Duzen River, the town of Carlotta began as Henry Cuddeback settled as a new homestead (Curtis 1985). It remained the domain of Cuddeback until 1903, when the land was purchased by Humboldt lumber baron John Vance. Vance pictured it as the perfect vacation spot and immediately established it as a small stage stop on Route 36, three miles east of Hydesville. He dubbed it Carlotta Station, after his first daughter. Vance then built the Vance Mansion, later known as the Carlotta Mansion, and developed it into one of the state's premiere vacation spots by 1906 (Curtis 1985).



*Old train tracks near Carlotta Pacific Lumber, Carlotta*

Timber resources have been the primary livelihood in this region, along with some tourism, a few small family dairies, and haying operations throughout the twentieth century. Shortly after the purchase by Vance, a number of residences were established, as well as a post office, grange,

and café (Curtis 1985). From 1903 through the early 1930's, many of the locals were employed by the Beckwith shingle mill located a few miles east on Route 36 (McCormick 1992). The town grew further with the expansion of modern lumbering in the 1950's, becoming an established bedroom community for the Pacific Lumber Company's Carlotta Mill. Carlotta holds a local distinction for being sold as an entire town twice in its history. After the Vance's death, the town was bought by the San Francisco Lumber Company in 1911 (Driscoll 2003b). It again hit the auction block on e-Bay in 2003, in the same manner as the neighboring town of Bridgeville (Driscoll 2003a and 2006). It was bid upon, but the sale was never closed.

For a time in the 1970's, the Carlotta Mansion was a Christian commune. Later it became an inn until it burned to the ground in the 1990's. Currently, Carlotta boasts a beauty shop, a kindergarten through eighth grade school, a post office, and a U.S. Census population count of 300 residents (Driscoll 2006). It remains unincorporated and most of its residents rely on work outside of the immediate community. One dairy farm remains along with a gravel extraction company on the Van Duzen River. Small scale harvesting of timber and some ranching continue in the outlying areas while some residents have self-employment options in the arts or small scale plant nurseries. The demographic data available for Carlotta was limited compared to other communities in the study, as it is a small unincorporated community.

## Content Analysis of Media Themes

Content analysis was conducted on 834 media pieces (N=570 news articles) and (N=264 letters to the editor). This first section presents a discussion of news articles, followed by a discussion of letters to the editor. This data is analyzed and presented spatially in each section.

To qualify as news media, the article had to be focused on a particular town in the study area or had to directly involve two or more towns in a regional structure or a directly relevant discussion topic. Newspaper articles (N=570) were classified into 11 themes. These themes were developed based on an overview of news content. News articles were classified into only one of the following eleven categories:

Articles classified under the Agriculture theme focused on locally produced specialty agriculture products, organic regulation and certification processes, technological advances in use by local farmers, farmers markets, issues regarding production and processing of agricultural products, and the integral role of the agricultural community in the daily lives of Eel River Valley and Humboldt County residents.

Articles falling under the Community theme included coverage of community events, community service activities, commendations of civic groups, and in-depth profiles of clubs and local persons of interest.

Articles placed under the Drugs and Crime category included drug raids, domestic, sexual, and elder abuse cases, vandalism, methamphetamine production, marijuana cultivation, murder trials, corruption, and police brutality.

Under the Education theme, articles included profiles on local schools and teachers, adult education opportunities, literature, and budget issues.

Articles classified in the Government theme reported on local and regional elections, candidates, and ballot measures as well as salaries, regulations, code enforcement, and civic boards including City Council, Chamber of Commerce, and the Board of Supervisors.

Articles falling within the Growth and Development theme included environmental impacts, transportation, the General Plan, infrastructure, trails, zoning and permits, public service topics, subdivisions, water and sewer issues, and waste management and recycling.

News in the Health theme reported on budget and service issues at Redwood Memorial Hospital, mental health, disease prevention methods, and discussed the possible shortage of health care professionals for the Eel River Valley area.

Articles classified in the Jobs and Economy theme discussed local businesses, housing markets, banks, regional examples of creative self-employment, the local labor force, and job prospects. Extensive coverage was given to economic impacts in regard to both the Pacific Lumber Company and Sun Valley Floral Farm for Eel River Valley communities.

Articles placed under the Latino theme centered on programs, language, racism, and immigration. The Religion and Spirituality theme profiled local churches, church affiliated support groups, and philosophical debates.

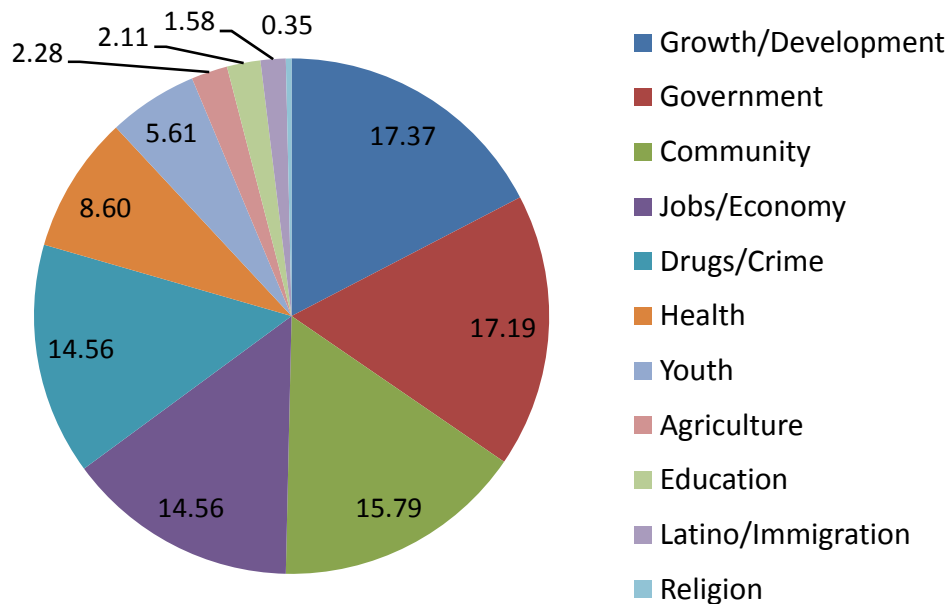
Lastly, the Youth theme encompassed youth programs, sports leagues, achievements of and commendations to local youth groups, job training, all-ages venues discussions, and profiles of notable young persons.

### News Article Media Themes

Of the 570 news articles examined, the top three themes appearing in news articles were:

1. Growth and Development
2. Government
3. Community

Growth and Development and Government were tied as the two most common themes, with each theme garnering 17% respectively of the printed media coverage. The Growth and Development theme (N=99) was a topic of great concern and covered a wide range of issues. Sewage and water issues were highest on the list of concern often in conjunction with the General Plan, housing, zoning, and permitting issues. Negative and positive elements of each side were presented to address processes and fees as well as the economic and social impacts associated with expansion. Transportation issues held high concern with many articles recounting the need and demand for a more extensive bus line for the workforce and the elderly, especially in the face of rising gas prices.



**Figure 10: News Content Media Themes for McLean Study Area**

*Note: For individual community-level data, see Appendix A, Table 1A*

The Government theme accounted for 17.19% of articles (N=98) and was reflective of local concerns with the quantity, quality and access to local government. This included policy

implementation, law enforcement and firefighting staffing and conduct, as well as City Council. This theme also came in tied for the top spot because it was an election year for a Board of Supervisors seat for both the First and Second Districts, both of which have constituents in the Eel River Valley. Numerous articles afforded time to the elections covering interviews with candidates, voting access, and ballot issues. It is possible this theme would not weigh in as high if it were not an election year. With 15.79% of the media coverage, Community was the third largest theme. Coverage of this theme highlighted the diverse, fun, and committed community in the Eel River Valley. Community events, service opportunities, and profiles of citizens who are making a difference dominated this theme. Many activities and commendations showed support for youth organizations, particularly for sports and educational programs.

The last notable theme with a percentage showing of 14.56% (N=83) was Jobs and Economy. This is clearly a daily concern for the Eel River Valley communities. Support for small business was clear, but the big-box debate is still contentious among the citizenry. The housing market appears unstable, as well as unable to accommodate the wide variety of housing needs in the community, particularly for low-income households. Jobs are growing in the health and technology sectors, and the Eel River Valley is looking towards promoting tourism and local events as economic sources. It is clear, however, that many people are waiting with bated breath to see the resolution of the Pacific Lumber Company bankruptcy proceedings. Many fear the impact the outcome will have on this sector of their lives and it is portrayed primarily in a foreboding manner.

The other themes accounted for the following: Crime and Drugs accounted for 14.56% (N=83) but a large portion of those were numerous articles about the same, few ongoing legal trials. The Health category accounted for 8.6% of articles (N=49); Youth topics accounted for 5.61% (N=32); Agriculture at 2.28% (N=13); Education accounted for 2.11% (N=12), Latino/Immigration issues accounted for 1.58% (N=12); and Religion accounted for less than 1% or (N=2) of the media coverage.

# McLean Community Project

## Topics Covered in Newspaper Articles (2006 - 2008)

### McLean Community Study Area

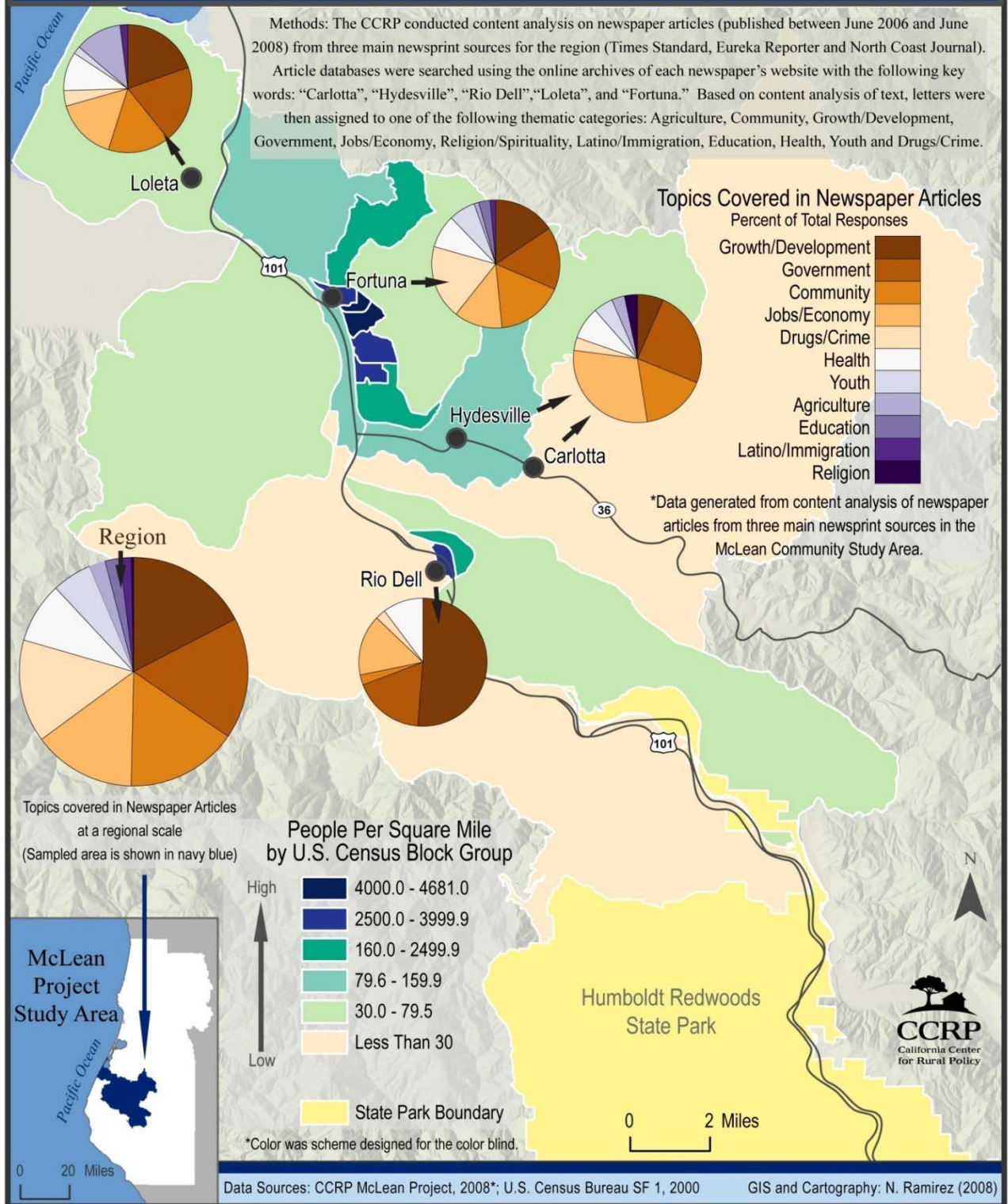


Figure 11: News Content Media Themes Map for Region

Figure 11 presents a spatial portrayal of media themes for the McLean Study Area. It highlights trends observed for the region as well as patterns observed in each of the communities: Rio Dell, Loleta, Fortuna and Carlotta/Hydesville.

Similar patterns of news were observed across the region, but some specific differences did emerge by community. The issue of Growth and Development accounted for 51.28% of all articles reviewed for Rio Dell. This is much greater than the average for the region, in which this category accounted for less than 20% (17.37%) of all news articles. Another observed difference occurs in the Government category, where in Carlotta/Hydesville one-fourth (24.59%) of total newspaper articles for this town referred to the Government category, when the regional average was 17.19% of all newspaper articles. Another difference emerged for the Community category, where only 2.56% of newspaper articles for Rio Dell accounted for this topic compared to the regional average of 15.79%. A difference occurred in the Jobs/Economy category, where 29.51% of all newspaper articles for Carlotta/Hydesville focused on this topic, twice the regional average of 14.56%.

Finally, on the topic of Drugs/Crime, 18.71% of all of the articles for Fortuna accounted for this topic, versus 14.56% for the region. Of all four community areas, the Drugs/Crime category accounted for less than 5% of the newspaper articles in Carlotta/Hydesville, Loleta, and Rio Dell.

## Letters to the Editor Media Themes

A review was conducted of Letters to the Editor (N=264) from the three regional newspapers. For each letter, a geographic location was determined based on the town listed under the person's name. Individual letters were coded into only one category based on letter content. A content analysis generated the following ten themes: Government, Community, Growth/Development, Education, Health, Latino/Immigration, Jobs/Economy, Drugs/Crime, Religion and Agriculture.

### Theme Descriptions

Agriculture theme focused on local food sources and support for local farmers.

Community theme included commentary on community events, community service activities, community actions, and commendations of civic groups.

Drugs and Crime category included sentencing measures, vandalism, marijuana cultivation, murder trials, corruption, and police brutality.

In the Education theme, letters included comments on school boards, salaries, hiring processes, quality of education, and budget issues.

Government theme reported on local and regional elections, candidates, and ballot measures as well as animal control, salaries, regulations, code enforcement, and civic boards including City Council, Chamber of Commerce, and the Board of Supervisors.



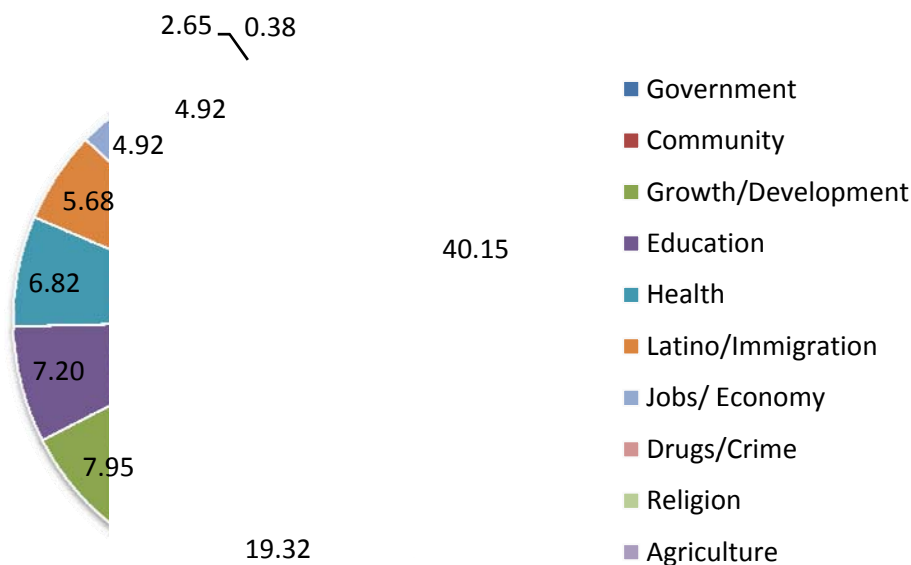
Growth and Development theme included environmental impacts, transportation, the General Plan, infrastructure, trails, zoning and permits, public service topics, subdivisions, water and sewer issues.

Health theme discussed budget and service issues at Redwood Memorial Hospital, mental health, all forms of abuse, and socialized medicine.

Jobs and Economy theme discussed local businesses, housing markets, the local labor force, job prospects, and Palco (The Pacific Lumber Company).

Latino theme centered on language, racism, and immigration laws and policies.

Religion and Spirituality theme debated God, the afterlife, and religion-based moral viewpoints.



**Figure 12: Letters to Editor Media Themes for McLean Study Area**

*Note: For individual community-level data, see Appendix A, Table 2A*

Of the 264 letters to the editor examined, the top two categories were:

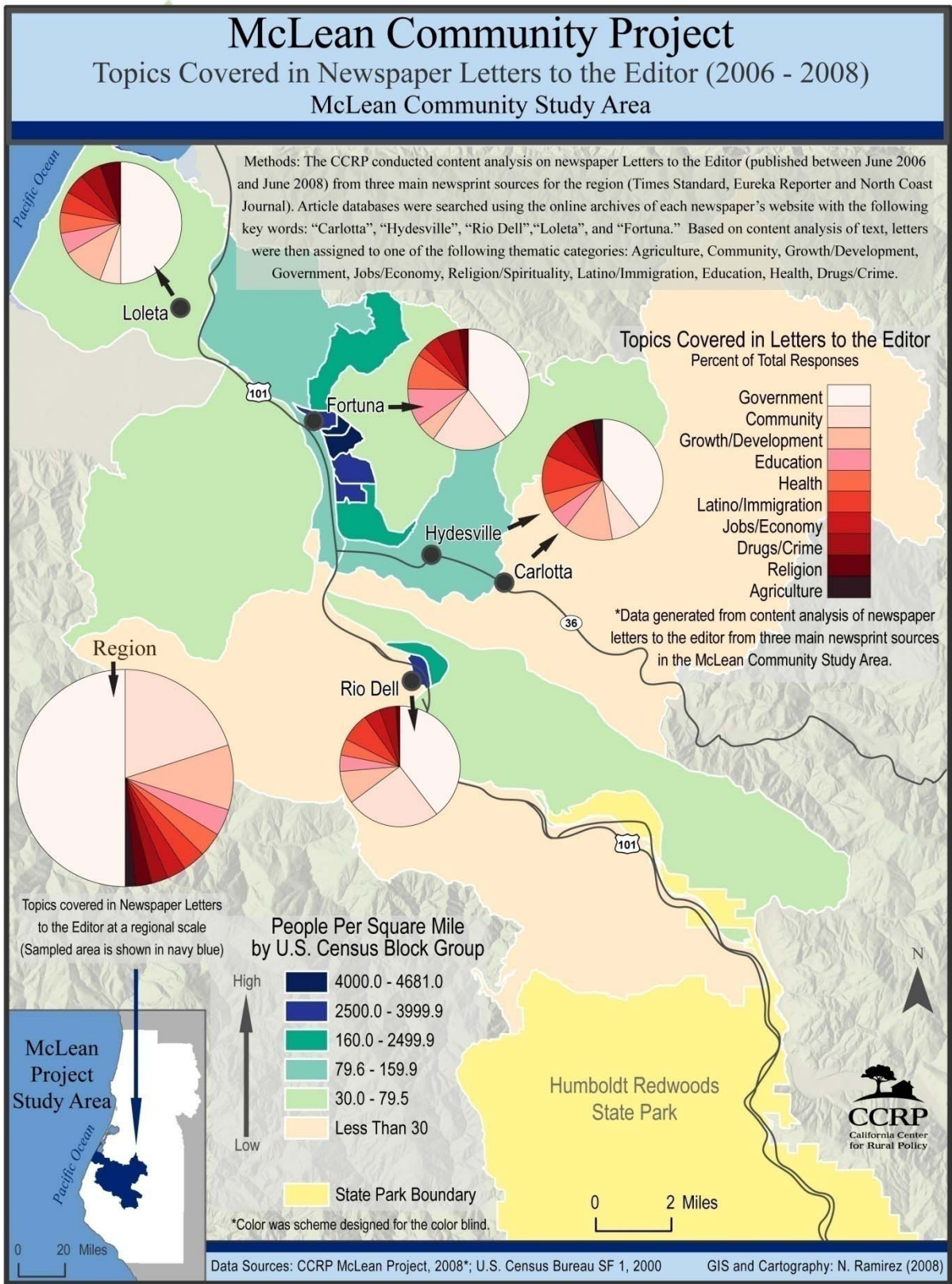
1. Government
2. Community

A third category was not listed here because each of the other categories represented less than 10% (See Figure 12).

An assessment of letters to the editor for the McLean Study Area indicates that Government and Community were the top two themes. Of all the articles examined for the region, Government accounted for 40.15% and the Community theme accounted for 19.32%.

Figure 13 presents a spatial portrayal of themes identified for letters to the editor for the McLean Study Area. It highlights trends observed for the region as well as patterns observed in each of the communities: Rio Dell, Loleta, Fortuna and Carlotta/Hydesville.

Very similar patterns of news were observed across the region. Only one specific difference emerged for the individual communities: the Community category accounted for only 5.56% of all articles reviewed for Loleta, and 7.89% of all articles reviewed for Carlotta/Hydesville. This is much lower than the average percentage of articles for the region that focused on the Community category (19.32%) of all news articles.



**Figure 13: McLean Study Area Letters to Editor Themes**

## Key-Informant Interviews

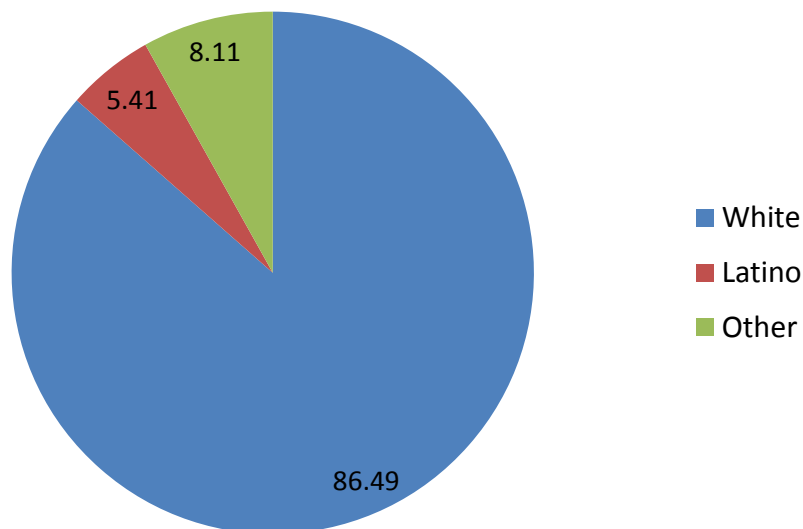
This section provides a description of results from the 37 key-informant interviews for the McLean Study Area. Detailed place-specific (Fortuna, Rio Dell, Loleta, Hydesville and Carlotta) tables are available in Appendix A.

## Sample Description

The sample consisted of 37 interviews, consisting of the following ethnicities: White (86.49%), Latino (5.41%) and Other (8.11%) (Figure 14) (see Appendix A: Table A). Table 3 below indicates the breakdown of how ethnicity was coded.

Table 3: Metadata- Ethnicity

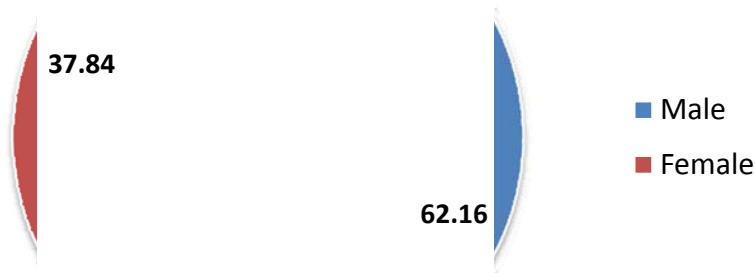
Themes	Coded Description of Themes
White	White, Caucasian, WASP, Anglo, Danish
Latino	Latino
Other	Italian, Portuguese



**Figure 14: Ethnicity of Key-Informants for McLean Study Area**

*Note: For individual community-level data, see Appendix A, Table 3A*

The sample consisted of 62.16 % females and 37.849 % males (Figure 4).

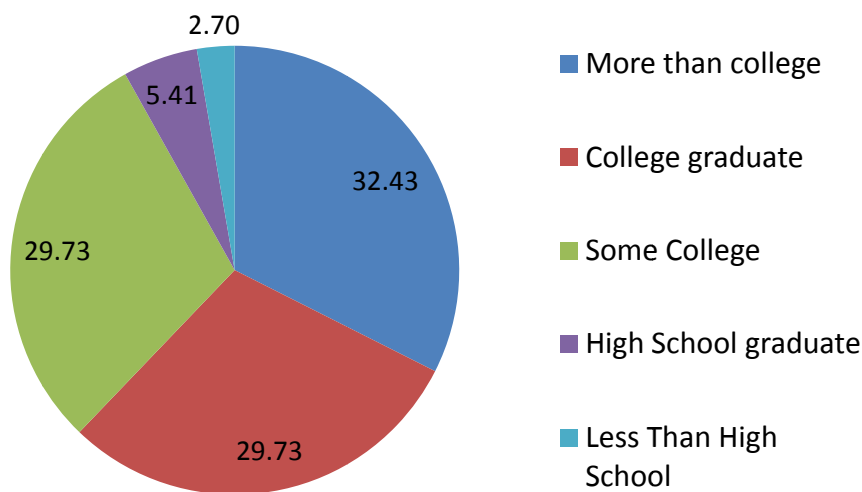


**Figure 15: Gender of Key-Informants for McLean Study Area**

*Note: For individual community-level data, see Appendix A, Table 4A*

### Level of Education

The question was asked, “What was the highest level of education that you completed?” Answers were coded into the following five categories: More than College, College Graduate, Some College, High School Graduate, and Less than High School. The top three answers were: More than College (32.43%), College Graduate (29.73%) and Some College (29.73%).



**Figure 16: Level of Education for McLean Study Area Key Informants**

*Note: For individual community-level data, see Appendix A, Table 5A*

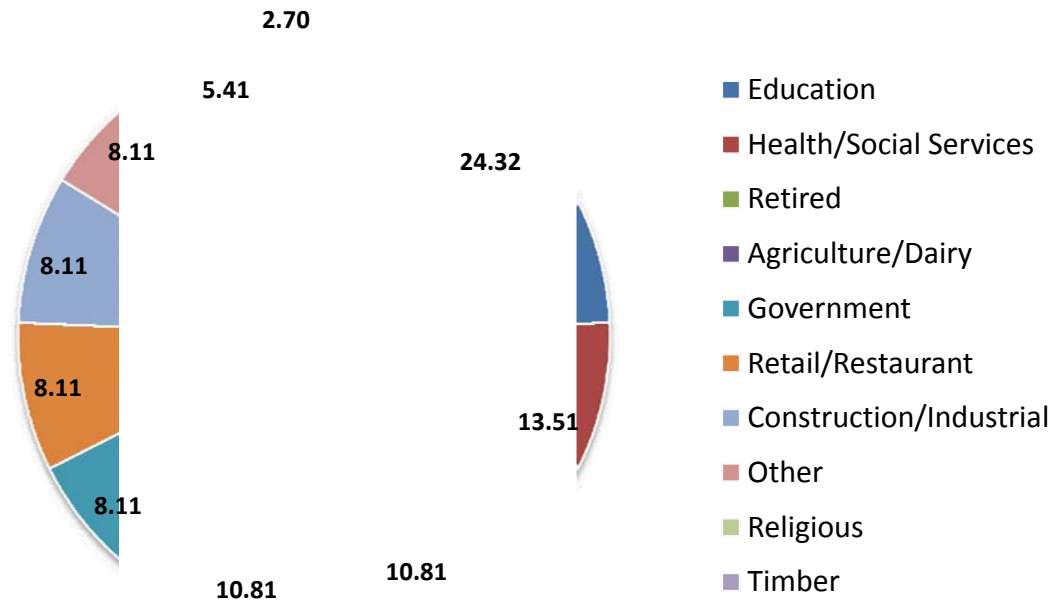
Interviews were conducted with people from the following occupational areas, organizations and groups, many of which contain leaders from the region:

- Education
- Government
- Small Business Owners
- Dairy
- Agriculture
- Health Professionals
- Construction
- Timber
- Retail
- Social Services
- Law Enforcement
- Youth Outreach Programs
- Elderly Activities
- Counselors
- Community Networks
- Food Market Owners
- Restaurant Owners
- Religious and Spiritual
- Non-Profit
- Retired

Informants were asked the question, “What is your current occupation?” This question produced the following categories:

Table 4: Metadata-Occupation

<b>Occupation Themes</b>	<b>Coded Description of Themes</b>
Education	Teacher, program or school administrator, speech therapist, librarian
Health/Social Services	Pharmacist, medical or program administration, doctor
Retired	Retired retail and timber
Restaurant/ Retail	Restaurant, furniture, auto
Agriculture/Dairy	Agricultural produce and retail, dairy production, processing and retail
Government	City administration, librarian, police
Religious	Pastor, priest
Construction/Industrial	Contractor, technician, distributor
Timber	Mill supervisor
Other	Community improvement association, accountant, non-profit



**Figure 17: Occupation for McLean Study Area Key Informants**

*Note: For individual community-level data, see Appendix A, Table 6A*

The top occupational areas for key informants in this study are:

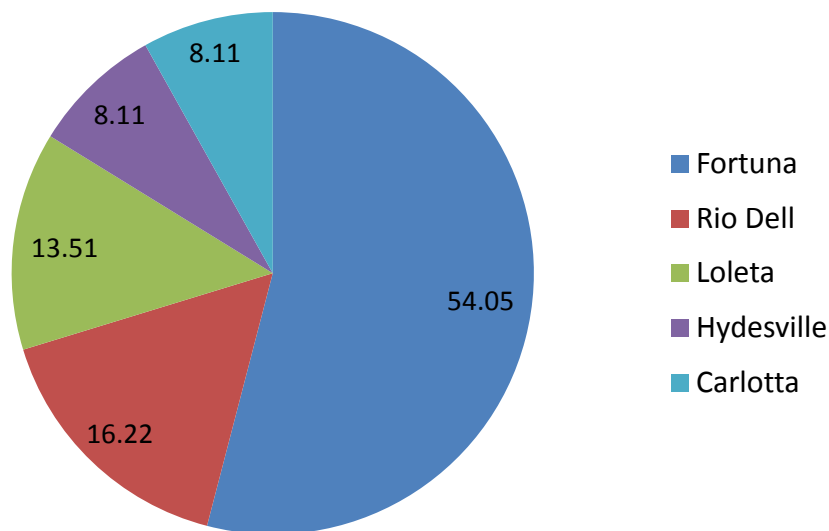
1. Education
2. Health/Social Service
3. Dairy Agriculture
4. Retired

About one-fourth (23.32%) of the interviewees were involved in Education, followed by 13.51% in Health/Social Services. In both the Retired and Agriculture/Dairy groups, each accounted for 10.81% of the sample. The remaining areas consisted of Government, Retail/Restaurant, Construction/Industrial, Other, Religious and Timber.

### Communities of Association

Each of the key informants interviewed was associated with one of the communities studied: Rio Dell (N = 6), Loleta (N = 5), Fortuna (N = 20), and Carlotta and Hydesville (N=6). At the beginning of the study, each respondent was assigned as representing a particular community. This occurred through the initial sampling frame provided by the McLean Foundation where each key informant was clearly identified as being associated with one of the five communities. Through the interviewing process, key-informant names were generated from the snowball sample process. These key informants were assigned to communities based their association and identification with a particular community.

At the end of our interview the question was asked, “Can you recommend three or more people that we should contact to interview for this study?” Informants were asked to specifically identify who would be good to interview for a particular community (Fortuna, Rio Dell, Loleta, Carlotta/Hydesville.) It should be noted that throughout the report these two communities (Hydesville and Carlotta) are combined and treated as one unit since these two towns are so close to one another and have such small populations. In this study we combined the 3 responses from Hydesville with the 3 responses from Carlotta for a total of 6 responses for the Carlotta/Hydesville unit.



**Figure 18: Key Informant- Community of Association**

*Note: For individual community-level data, see Appendix A, Table 7A*

Key informants were broken down into the following communities:

1. Fortuna (N=20)
2. Rio Dell (N=6)
3. Loleta (N=5)
4. Hydesville (N=3)\*
5. Carlotta (N=3)\*

\*Please note that for the rest of the key-informant analysis purposes, Hydesville and Carlotta were combined into one category.

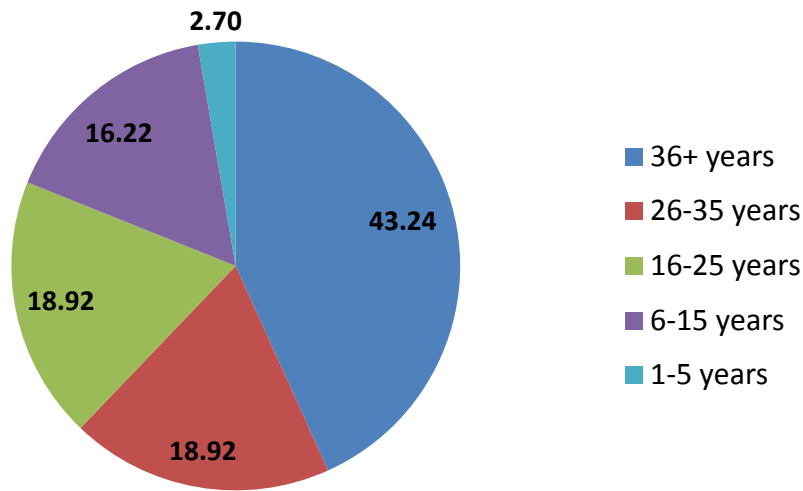
### Length of Residence

Respondents were asked “How many years have you lived in the region?” The answer to this question represents a respondent’s the length of residence in the McLean Study Area.

Average length of residence was computed for the region and by community. The average length of residence for respondents in the region was 33.7 years. Average length of residence for each



community was: Loleta 28.4 years; Rio Dell 29.4 years; Carlotta/Hydesville 40.2 years; and Fortuna 36.9 years.



**Figure 19: Key Informants- Length of Residence**

*Note: For individual community-level data, see Appendix A, Table 8A*

## Community Background/General

This section provides some general information about the communities, why people choose to live there, main sources of income, and what people feel are important issues for the community.

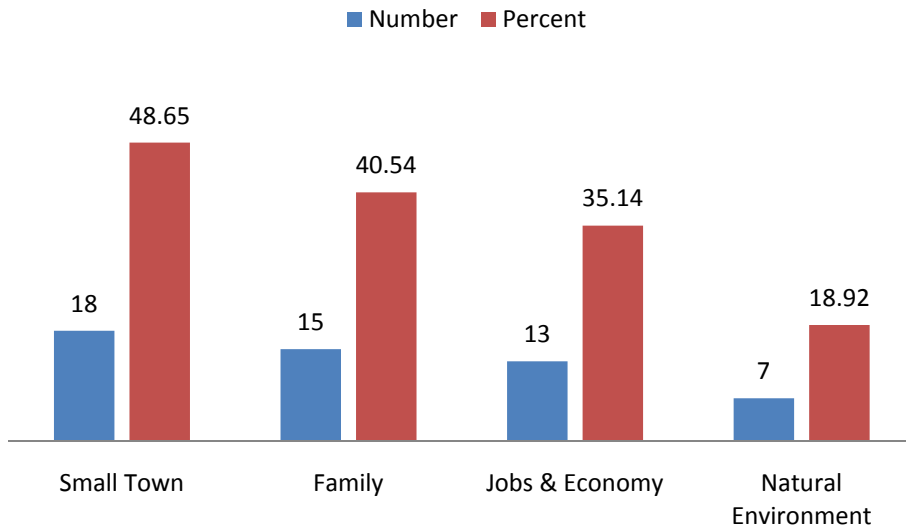
### Reason for Living in the Community

We asked the following open-ended question, “What is the main reason that you choose to live in your community?” Respondents could provide multiple answers to this question. Answers were coded into the following four categories: Small Town, Family, Jobs and Economy, and Natural Environment.

Table 5: Metadata –Reason for Living in the Community

Community Themes	Coded Description of Themes
Family	Born and raised here, raise kids
Small Town /Good Community	Friendly people, social connections, safe, community involvement, rural, quiet
Natural Environment	Climate, weather, diverse geography
Jobs and Economy	Jobs, economy, moved here for job opportunity, business, own a business

The most common answer was Small Town, reported by 48.5% of the informants, followed by Family reported by 40.54% of key informants. Slightly over one-third of the key informants listed Jobs and Economy as main reason they choose to live there.”



**Figure 20: Key-Informant-Main Reason for Living Here**

The following sample quotes reflect key informants' thoughts on the main reason they choose to live in the community:

*Grew up here, said we would never come back but we did, great place to raise kids. -Fortuna*

*It was a small community that would support my business, and I've been mostly correct. I prefer small quiet out of the way place. -Loleta*

*It isn't too hot, I like to the folks here. Fortuna really gets behind any benefit. -Fortuna*

*Opportunity to do business here is good. Worked here all my life. No crime. -Fortuna*

*Friendly people, activities to seniors' liking, closeness, fiscal responsibility, city extremely well run, don't have budget problems. -Fortuna*

*We love Rio Dell and the people in it. -Rio Dell*

*Family. -Carlotta/Hydesville*

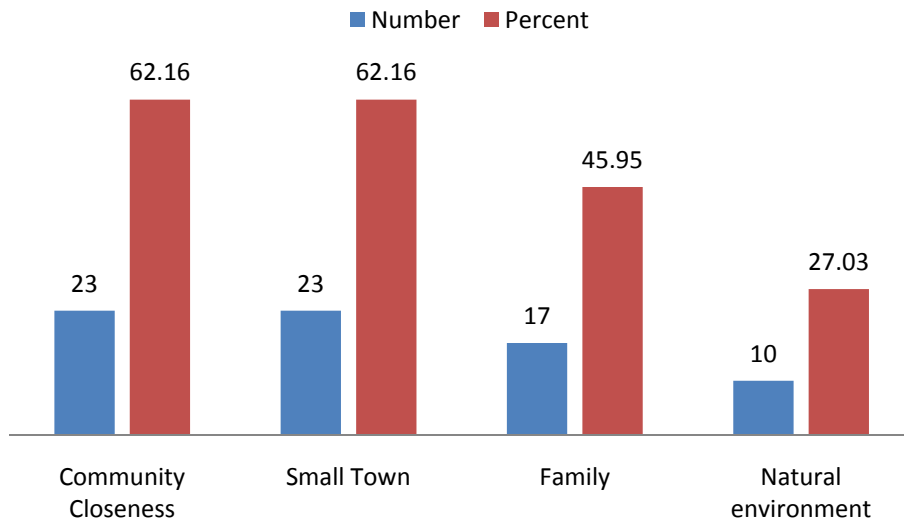
*The rural lifestyle, pace of life, quality of life. -Carlotta/Hydesville*

*Cheap rent, proximity to family or work. -Loleta*



*Small town atmosphere, know one another, more willing to help people, more sense of family. -Fortuna*

## Liking the Community



**Figure 21: Key Informants- Like about Community**

*Note: For individual community-level data, see Appendix A, Table 9A*

Key informants were asked, “What do you like about the community?” Answers were coded into the following four categories:

**Table 6: Metadata -What Do You Like about the Community?**

Themes	Coded Description of Themes
Small Town	Size, small town, no crowds, no congestion, safe, rural
Community Closeness	Friends, community pride, safe, people know each other, friendly, supportive, active clubs, sense of responsibility & connectedness to place
Family	Good place to raise kids, family, good schools
Natural environment	Nature, river, beautiful environment, rural, weather, location

The most common answers to this question were:

1. Community Closeness
2. Small Town
3. Family
4. Natural Environment

The following sample quotes traits that key informants particularly value in their communities:

*Small town. Opportunity to do business here is good. Worked here all my life.* -Fortuna

*Small community, people here know each other.* -Carlotta/Hydesville

*Loleta has a great number of really stable, caring families. When I came here, they had a community identification that the education of their kids was the number one priority for the entire community.* -Loleta

*It's a great place to live, raise a family, safe, relative to a lot of other places.* -Rio Dell

*I think the rural nature is one of our greatest assets.* -  
Carlotta/Hydesville

*It's a community that is really concerned about benefits for kids and the elderly.* -Fortuna

*I like the fact it's not a big city. It's got a beautiful location among the bluffs and river, the most beautiful site in Humboldt County. You know almost everybody. There is a closeness to nature.*  
-Rio Dell



*Deep seated connection to the geography of this place through the land and the creamery. A real sense of responsibility to the place.* -Loleta

*Photo: Old Creamery Building, Loleta,*

## Main Source of Income

To gain a perspective of residents' view of the local economy, respondents were asked, "What is the main source of income for your community?" Answers were coded into the following 11 categories:

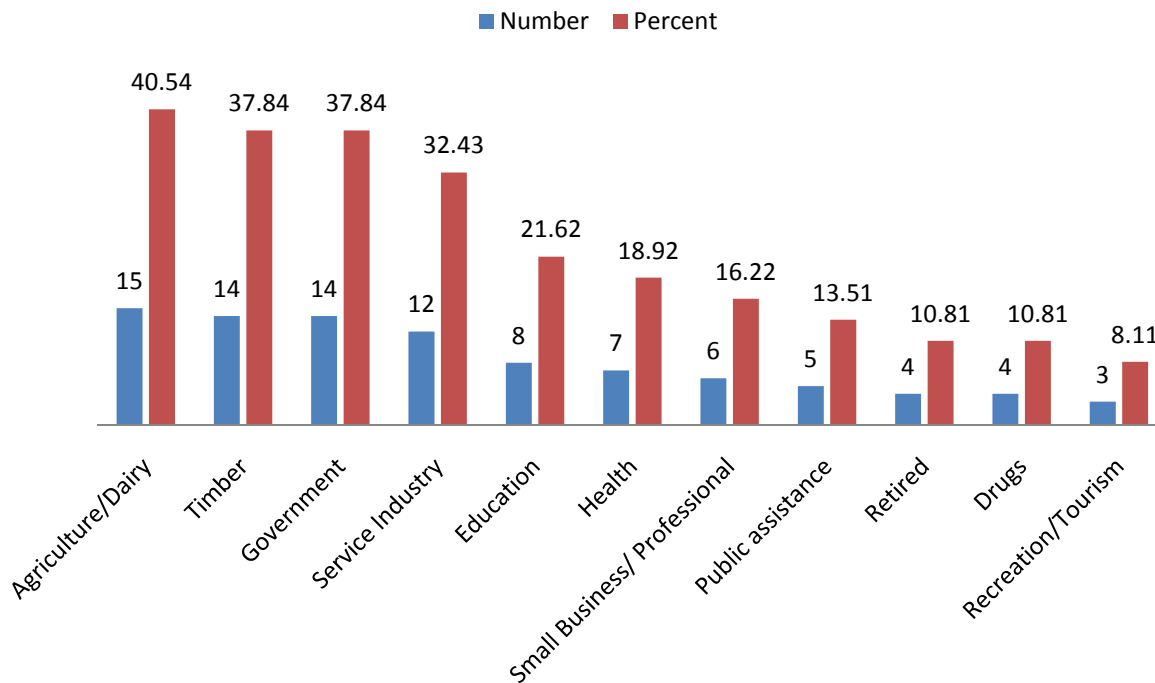
Table 7: Metadata-Main Source of Income for Community

<b>Job Field</b>	<b>Coded Description of Themes</b>
Agriculture/Dairy	Farms, agriculture, ranching, dairy
Timber	Truck drivers, millworkers, sawyers, supervisors
Government	City, county, federal
Education	Schools, university
Service Industry	Daily service needs, fast food, shopping
Health	Hospital, healthcare
Retired	Retired
Drugs	Marijuana cultivation
Recreation/Tourism	Natural resource based
Public assistance	Welfare, food stamps, free or reduced lunch
Business	Small business, housing, property, professional

The top three answers to this question were:

1. Agriculture/Dairy
2. Timber
3. Government

The most common answer to this question was Agriculture, reported by 40.54% of key informants, followed by the same percentages for Timber (37.84%) and Government (37.84%). The Service Industry was the next most common answer reported by 32.43% of all key informants (Please see Appendix A, Table X for individual community level tables).



**Figure 22: Key Informants-Main Source of Income for the Community**

Note: For individual community-level data, see Appendix A, Table 11A

The following quotes reflect key informants' perceptions of the main sources of income for their region:

*Some folks still in lumber, some folks still grow pot. Main sources if I had to pick two.*  
-Carlotta/Hydesville

*Ranching, the bulb farm, motels and restaurant work outside of Loleta.* -Loleta

*Bedroom community, work outside community, people work for government, small industries, some state facilities, Cal Fire, Cal Trans, Fish and Game, C-Crane.* -Fortuna

*Well, not too many choices. Timber will be primary, there really isn't anything other than service jobs, and there aren't many of those.* -Rio Dell

*Some illegal grows & drug dealing, but it's minimal. The vast majority are on public assistance. Most of our parents have jobs, but since we're a bedroom community there's not one defined industry.* -Loleta

*I don't think there's a main industry here. The phone company, logging, mechanics, used to be everyone was a logger, that's not happening any more.* -Carlotta/Hydesville

*A lot of our folks leave town to work in other areas (Eureka and Fortuna). Some in agriculture, especially the Hispanic families.* -Rio Dell



*We've got people who are living and working on farms and what is left of the timber industry. PL is still going, but not like they used to. -Loleta*

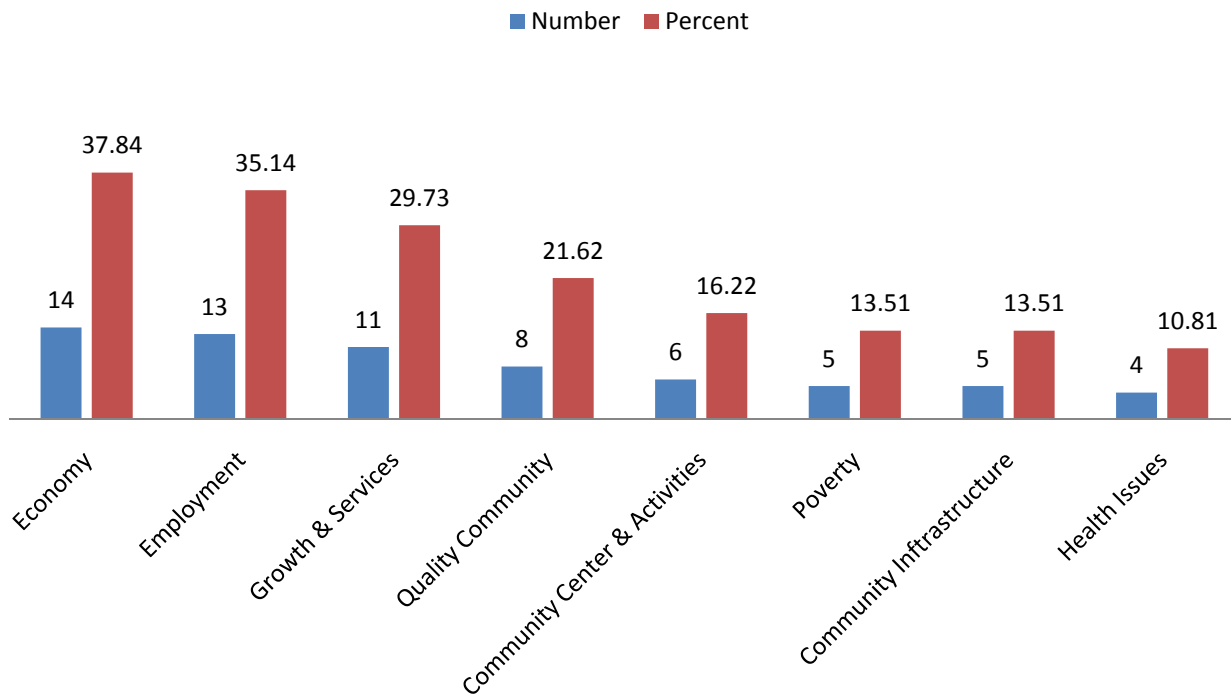
*I would say it's in the service industries. - Fortuna*

### Most Important Issues Facing Residents

To determine issues that are on local people's minds, we asked, "What do you see as the most important issues facing local residents?" Answers were coded into the following 8 categories:

Table 8: Metadata- Important Issues Facing Community

<b>Issue Themes</b>	<b>Coded Description of Themes</b>
Economy	Economic security, loss of industry, rise in cost of living, low tax base
Employment	Lack of jobs, lack of good jobs
Quality Community	Loss of young families, ability to buy house, support family, affordable housing, lack of community pride
Community Center & Activities	Teen programs, seniors programs, multi-purpose
Growth Services	Increase/maintain services, daily service needs, controlled growth, PALCO land, transportation, bilingual services
Poverty	Poor, hunger, low income
Community Infrastructure	Cost, affordable housing, education, transportation
Health Issues	Substance abuse, school health services, programs



**Figure 23: Key-Informants Most Important Issues Facing Community**

*Note: For individual community-level data, see Appendix A, Table 12A*

The top three answers to this question were:

1. Economy
2. Employment
3. Growth and Services

Close to 40% (37.4%) reported that economy is a major issue facing the community. This was followed by Employment reported by 35.14%, and Growth and Service reported by 29.73% of all key informants. Quality Community was mentioned by 21.62% of key informants.

The following quotes illustrate residents' perceptions of the main issues facing their communities:

*Economy and the fact that a lot of young people can't find enough to keep them here. The problems of lumber industry the past few years have just killed us. Lost many young families -Fortuna*

*Identity. That's because Loleta has become more of an itinerant bedroom community and those are very different, and the families, the core families are no longer there. -Loleta*

*I would say the lack of good paying jobs and also and the spread of drugs. -Rio Dell*

*Economy, lack of, availability of legal employment, jobs with benefits. Presence of local business, keep community sense of individuality. -Fortuna*



*The population I work with is Hispanic. Most just lost their jobs (Sun Valley) and that is the #1 issue. Employment then legal standing. -Loleta*

*I really feel the mindset in Rio Dell is in poverty. I think 50% of the people here suffer from poverty and lack. We, our church, love to come in and try to communicate the love of God and that there is more for them than what they see around them. -Rio Dell*

*I'll tell you what, it's kinda against the grain, but Fortuna really needs to pull in a Wal-Mart. A lot of Oroville was vacant until the big-box stores... they have revived the area. If you have good shopping, you have more shopping. -Fortuna*

*No public transportation– lack of funding, so many programs have been cut. School health services and such, just a lack of funding. -Carlotta/Hydesville*

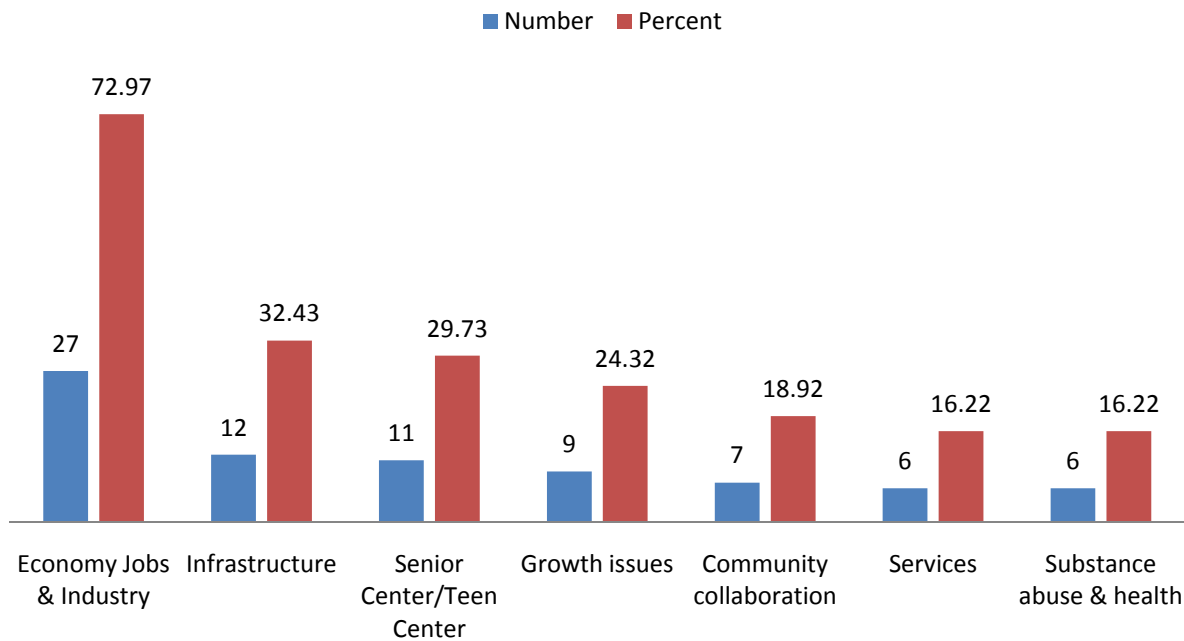
## Change and Community

This section contains a series of questions related to changes in the community, including challenges faced by the community and evaluation of these challenges.

Key informants were asked, “If you could change two things about your community what would they be?” Answers were coded into the following 7 categories:

Table 9: Metadata- Change Two Things about the Community

<b>Desired Change Themes</b>	<b>Coded Description of Themes</b>
Economy, Jobs & Industry	More jobs, more businesses, tourism, industry
Senior Center/Teen Center	Community center, teen and senior activities, support
Infrastructure	Funding, schools, water, sewer, roads, internet connection
Services	Daily service needs, bilingual, shopping, dog park, restaurants
Growth issues	Development, industry, agriculture, growth
Community collaboration	Working together, old/new residents adapting, commonalities
Substance abuse & health	Health issues, drug use, family values, poverty



**Figure 24: Key Informants-Change Two Things about the Community**

*Note: For individual community-level data, see Appendix A, Table 13A*

The top three answers to this question were:

1. Economy, Jobs and Industry
2. Infrastructure
3. Senior Center/Teen Center

Close to three-fourths of the key informants (72.97%) reported Economy, Jobs and Industry as the main thing they would like to change in their communities. This was followed by infrastructure (32.43%) and Senior/Teen Center (29.73%). The issue of Growth was reported by one-fourth of all key informants (24.32%).

The following quotes reflect key informants' ideas about what they would like to change in their communities:

*First, a senior/intergeneration center because seniors and teens needs a place to call home other than their home. -Fortuna*

*Senior food center, resources through Eureka, need local food, something started for kids, skate park or something like that. -Fortuna*

*Be able to create local business prosperity. -Rio Dell*

*The small town pettiness and parochialism. The older remaining families do not want the community to change. -Loleta*

*I am now surrounded by subdivisions on all four sides. That's a phenomenally major thing that had affected the nature of Hydesville... the water system is really limited as well. -Carlotta/Hydesville*

*Some of the infrastructure issues in town. Like the schools are in need of new buildings and updates. The schools are in physically bad shape. -Fortuna*

*I'd like to promote more growth. There would be more cottage industry than timber industry. If we could get more light industry. An example would be Eel River Brewing Company. -Fortuna*

*Tie in with Scotia as one community so we could be able to answer all the needs of our citizenry. To modernize, to bring in a better more educated better class of people. -Rio Dell*

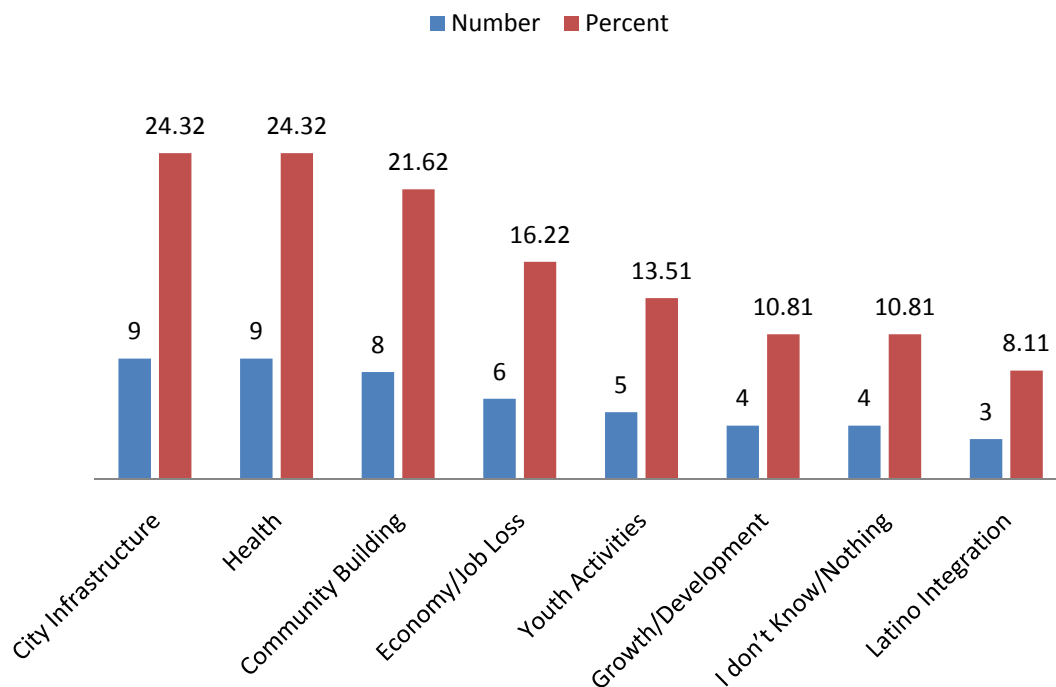
*Need to work together. When I think of community I think the whole county has to work together, share services as a county. -Fortuna*

### **Past Successful Challenges**

Informants were asked, "What are some past challenges that the community has successfully faced?" Answers were coded into the following 8 categories:

Table 10: Metadata- Challenges Successfully Faced

<b>Themes</b>	<b>Coded Description of Themes</b>
Health	Drugs, feeding the poor, hospital, transients, meals-on-wheels, mobile medical
Nothing/Don't Know	Nothing, I don't know
Latino Integration	Racism, Hispanic businesses, integration, bilingual services
Infrastructure	Water, city council, sewer, taxes, traffic, parks
Community Building	Meeting place, natural disasters, non-profits, team building
Economy/Job Loss	Mill closure, economy, job loss
Growth/Development	Housing, population, beautification
Youth Activities	Teen arts, youth clubs, recreation programs, dances, sports, outreach



**Figure 25: Key Informants- Past Successful Community Challenges**

*Note: For individual community-level data, see Appendix A, Table 14A*

The top three answers to this question are:

1. City Infrastructure
2. Health
3. Community Building

City Infrastructure was mentioned by one-fourth (24.32%) of all key informants as was Health (24.32%). Community Building was mentioned by about one-fifth of all key informants (21.62%). Each of the remaining categories was mentioned by less than 20% of all key informants.

The quotes below illustrate examples of community infrastructure; health and community building that were successfully faced by the community:

*Mill closing down, hundreds affected, had to retrain themselves or left. There were parents and grandparents there for more than 30 years. -Fortuna*

*I don't know; something municipal like the new sewer system. -Carlotta/Hydesville*

*Earthquakes, floods, rebuilding small economy. -Rio Dell*

*When I first came, there was the homeless camp on the south jetty. They had to work through a closure and move-out process because it was draining local emergency and fire resources. -Loleta*

*It's been quite a while but the hospital provides quality medical care, Redwood Memorial, over 20 years old. I don't see any currently. -Fortuna*

*Eel River Valley, racism huge issue, still is but it is better. What you have in your school is a mirror of what you have in your community.... Now on campus Hispanic kids with Caucasian kids, example at a funeral of a Hispanic kid lots of Caucasian kids participating. -Fortuna*

*The transition from a heavily timber-reliant economy to a diversified one is one thing. Many folks have come to the Creamery from the timber industry. -Loleta*

*I think one of them is fixing the water problem for Rio Dell... used to be the worst; heavily calcified, it was really bad. Our city management reorganized and applied for grants and got a number of entitlements that have allowed us to build a state-of-the-art water facility. -Rio Dell*

*They've done a good job of incorporating the Spanish-speaking families into the school. -Loleta*

**Past Unsuccessful Challenges**

Interviewees were asked, “What are some past challenges that your community has not successfully faced?” Answers to this question were coded into the following 9 categories:

Table 11: Metadata- Challenges Community Has Not Successfully Faced

<b>Themes</b>	<b>Coded Description of Themes</b>
Community Building	Community center, program funding, community identity, communication, town meetings
Economy/Job Loss	Business retention, decline in timber, funding for improvements
Growth/Development	Parks, building regulations, water, sewer, pollution, General Plan
Health	Transients, interagency cooperation, recruiting physicians, child abuse, hospital, poverty
Drugs	Meth, substance abuse, marijuana propagation and use
Youth	Pool, skate park, keeping youth here, recreational opportunities, intergenerational activities
Latino Integration	Racism, bilingual services, documentation
I Don't Know/No Problems	I don't know, no problems
Access to Services	Basic daily services, shopping, transit

To follow up on the successful community challenges, our interview also included a question about past unsuccessful community challenges. The top four answers to this question were:

1. Community Building
2. Economy/Job Loss
3. Growth/Development
4. Health

The greatest percentage of informants reported Community Building (27.03%), followed by one-fourth (24.32%) that reported Economy/Job Loss. The same percentage of key informants reported Growth and Development and Health as unsuccessful community challenges (18.92%).

Both this question and the previous question about past community successes elicited similar topical response. This indicates that while respondents in the McLean Study area identify similar challenges for the community, they differ in terms of perceiving whether these were successfully or unsuccessfully achieved.

The following quotes elaborate further interviewee's perceptions of challenges that have not been successfully faced in the past:

*More youth entertainment, pool, skateboard park, youth center. -Fortuna*

*Working more cooperatively with St. Joe's Hospital... as our partner, not our competition. -Fortuna*

*Entirely meeting needs of teens and seniors. -Fortuna*

*Coming up with adequate funding, to really provide all the outreach services we want to provide. -Carlotta/Hydesville*

*Inability to entice good solid business. We have good mom-n-pop, but nothing that produces a foundation of jobs for the community. -Rio Dell*

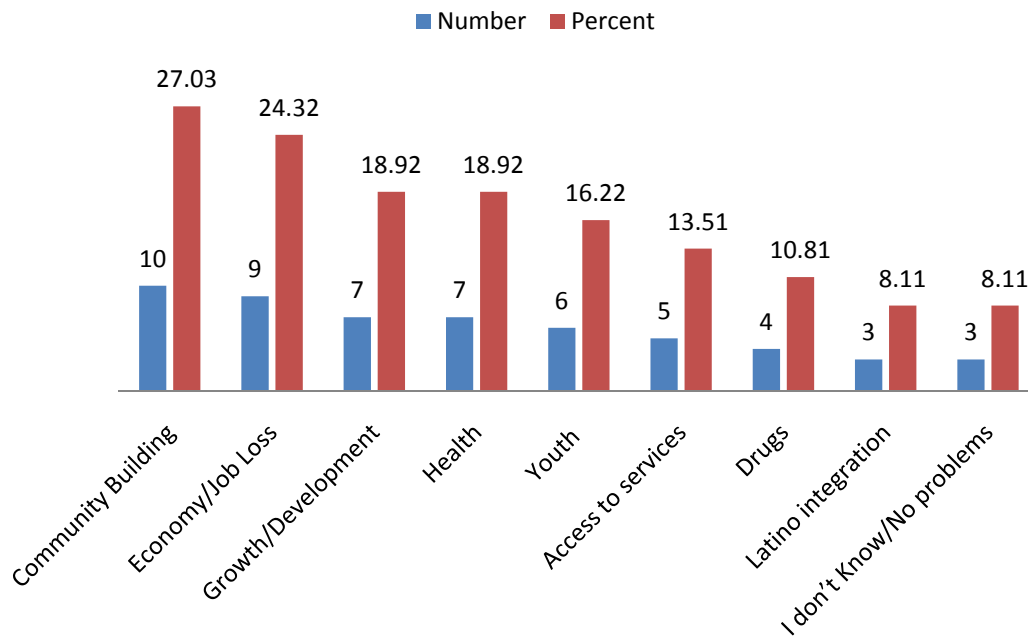
*We are pretty can-do around here, middle of the fight right now, haven't cracked the code for how to keep young people here, can't figure it out. -Fortuna*

*English and Spanish speakers want the school to do more. -Loleta*

*Bring and maintain retail, best grocery store in county but other stores we don't seem to have shopping here. I can't buy underpants in this town. -Fortuna*

*I don't think they have enough for seniors or kids as a community. If you don't play sports, there aren't many options. Almost nothing for seniors. -Carlotta/Hydesville*

*Transportation. Needs to expand. Transit is limited on hours, makes it difficult to get around. -Rio Dell*



**Figure 26: Key Informants- Past Challenges the Community Has Not Successfully Faced**

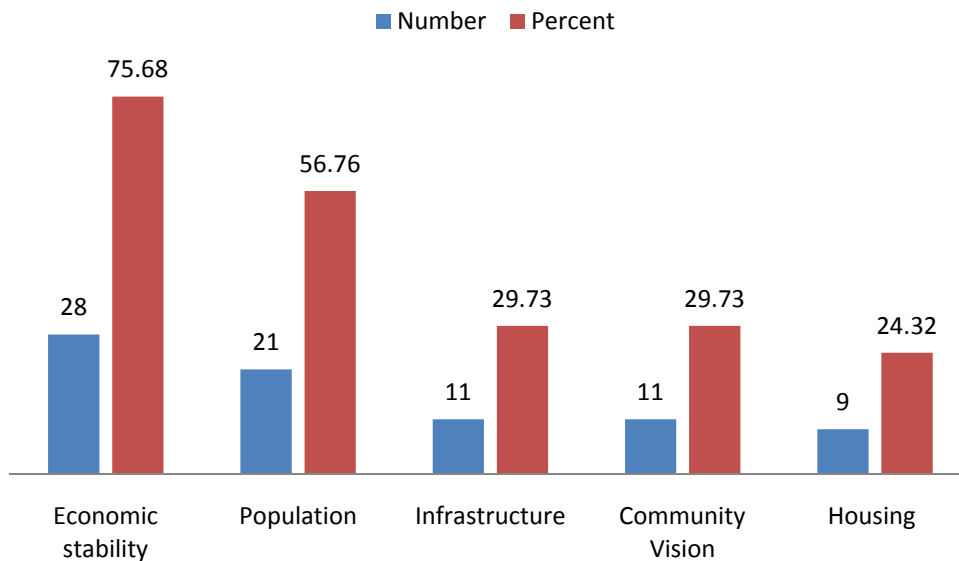
*Note: For individual community-level data, see Appendix A, Table 15A*

### Changes in Community over Time

To assess changes over time we asked, “How has your community changed over the past 10-15 years?” Answers to this question were coded into the following 5 categories:

**Table 12: Metadata- Community Change Over 10-15 Years**

Themes	Coded Description of Themes
Economic Stability	Loss of jobs in timber, fishing, and agriculture; poor economy, closing of businesses, lack of local jobs, expanding markets
Population	No population growth, increase in seniors and Latino immigrants, demographic change, increased cultural diversity
Infrastructure	Water and sewer expansion, better education, community services, increase in regulations
Community Vision	Community vision, change from agriculture and timber community, bedroom community, improved community pride, increased drug use/propagation
Housing	Lack of affordable housing, increase in middle class housing



**Figure 27: Key Informants- How Has Community Changed over Past 10-15 Years?**

*Note: For individual community-level data, see Appendix A, Table 16A*

The top four answers to this question in order of importance were:

1. Economic Stability
2. Population
3. Infrastructure
4. Community Vision

Three-fourths of people (75.68%) reported that Economic Stability was the main way the community had changed over time. Over one-half (57.76%) reported Population, and about one-third equally reported Infrastructure and Community Vision, 29.73% for each category.

The following quotes further illustrate interviewee's perceptions of some of these changes that have occurred over time in the communities:

*Population base- our population getting older. -Fortuna*

*Closing of Palco- big hit for us. Declining fishing. -Fortuna*

*Hasn't grown, which I don't want it to. You look around and you, I think, there's more needy families. -Carlotta/Hydesville*

*Less blue-collar people, shrinkage of timber economy changed that. Increase of retirees' cash-out larger from down south, large increase of young families, but doing different jobs. -Fortuna*

*Big one is the transition from timber to other things. Dairy side, we've gone away from dairy commodities to specialty products. Half our farmers are organic, the others are free range. -Loleta*



*Community vision. We came together a few years ago and came up with a vision for our community. -Rio Dell*

*Pace of life has increased, more of a cost price squeeze, the cost of living versus income available. -Carlotta/Hydesville*

*The demographics of Fortuna. Previously it was 90% or more Caucasian, now 30% Latino. -Fortuna*

## **McLean Study Area Special Populations**

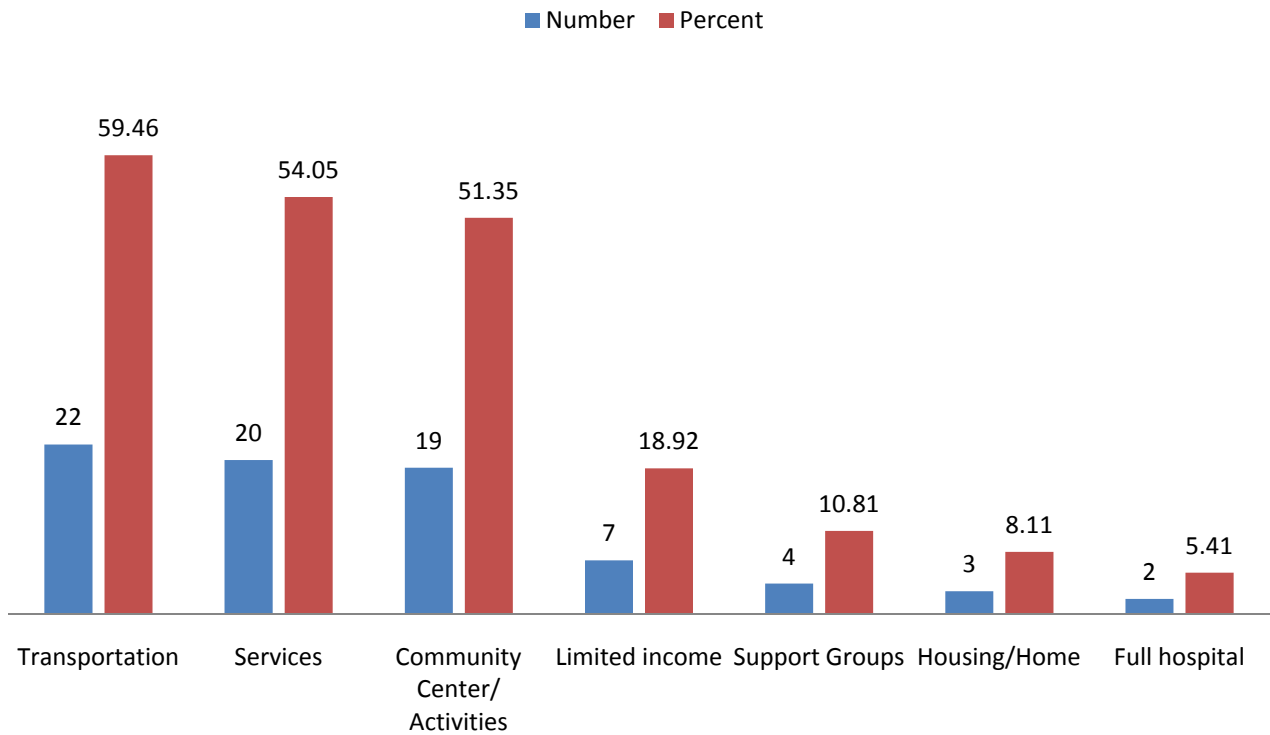
This section investigates issues of importance to special populations living within the McLean Study Area: senior citizens, youth and Latinos.

### **Senior Citizens**

The question was asked, “What are some challenges for senior citizens living in your community? Answers to this question were coded into the following 7 categories:

Table 13: Metadata- Challenges for Seniors In Community

<b>Health Issue Themes</b>	<b>Coded Description of Themes</b>
Services	Retail, daily needs, wheelchair access
Transportation	Transportation, affordability, availability
Community Center/Activities	Isolation, limited socializing, intergenerational bond
Support Groups	Hospice, meals on wheels, program information
Limited Income	Social Security, disability, pensions, health care/insurance
Health	No beds left in hospital
Housing/Home	Affordability, stay in home, in home health services, visiting nurse



**Figure 28: Key Informants: Challenges for Seniors Living in Community**

*Note: For individual community-level data, see Appendix A, Table 17A*

The top three answers to this question were:

1. Transportation
2. Services
3. Community Center/Activities

Sixty percent (59.46%) of key informants reported that Transportation was an issue for seniors. This was closely followed by Services (54.05%) and Community Center/Activities (51.35%).

The following quotes further highlight interviewees' perceptions of challenges for seniors:

*No public transportation. I know a lot of seniors on fixed incomes and often don't have adequate insurance. -Carlotta/Hydesville*

*Getting around, no driver's license, network with other people. -Fortuna*

*Transportation. They (seniors) can't find a physical place to meet. There's no building large enough. They have to borrow church rooms. This town really needs a community center, a multi-use/multi-age center. Where people can store supplies and do cross-age things; there's no place like that. -Fortuna*

*Access to health care, specialized health care, such as Alzheimer's and cancer. -Loleta*

*There's really no organized recreational energy that I know about for seniors. If that were to occur, it would be attractive to the rural nature that I prize. -Carlotta/Hydesville*

*Transportation. It feeds into access for food, services. There's a lot of programs north of here that stop in Fortuna. They don't come further. -Rio Dell*

*One of our church members had to pay a lot of money to take her from Redwood Memorial Hospital to her home because it was "out of the area." She had to pay like \$50 to get home because there was no medical taxi. -Rio Dell*

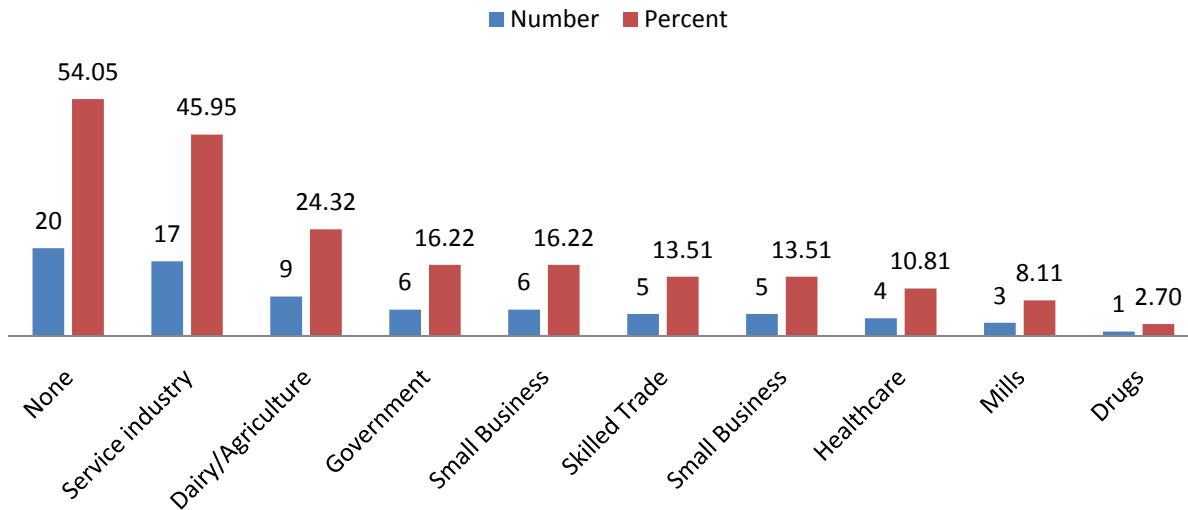
*Basically by the do-gooders' not wanting retail shopping growth, the retirement people are now paying the price because they're on a fixed income and shopping here is very costly. We don't have a choice. -Fortuna*

## **Youth**

Interviewees were asked, "What job opportunities exist for youth in your community?" Answers were coded into the following ten categories.

Table 14: Metadata- Job Opportunities for Youth

<b>Themes</b>	<b>Coded Description of Themes</b>
None	None
Service Industry	Restaurants, hotels, fast food
Dairy/Agriculture	Dairy, agriculture, ranches
Government	Schools, city, county, federal
Small Business	Small companies, family business, locally owned professional, hi-tech
Skilled Trade	Construction, landscape, mechanic, technicians
Healthcare	Doctor, dental, assistants
Retail	Clothing, dry goods
Mills	Timber, mills
Drugs	Marijuana cultivation



**Figure 29: Key Informants- Job Opportunities for Youth**

Note: For individual community-level data, see Appendix A, Table 18A

The top three answers to this question are:

1. None
2. Service Industry
3. Dairy/Agriculture

Over one-half of the interviewees (54.05%) reported that there are no job opportunities, 45.95% reported that opportunities exist in the Service Industry and about one-fourth (24.32%) reported that opportunities exist in Dairy/Agriculture.

The following quotes further illustrate issues related to job opportunities for youth in the region:

*Very few. Service industry, dairy industry, retail- very limited, extremely difficult. -Fortuna*

*Extremely limited. The market, Pizza Factory. I don't see that there's an opportunity in the line of employment for kids. -Rio Dell*

*Well I try to hire a youth employee pretty much all year long. I've worked with the high school. -Fortuna*

*The typical, buckin' hay and restaurants, dishwasher, waiter... just a few but not really here. -Carlotta/Hydesville*



*Goats being herded into barn at a Carlotta goat ranch*

None. Pot. But there's nowhere to get a job. Possibly a dairy. -Loleta

Not much. They all go out of the area. You have to know somebody, it has to be an inside thing. You have to get a ride to get Fortuna and often don't have a car. -Rio Dell

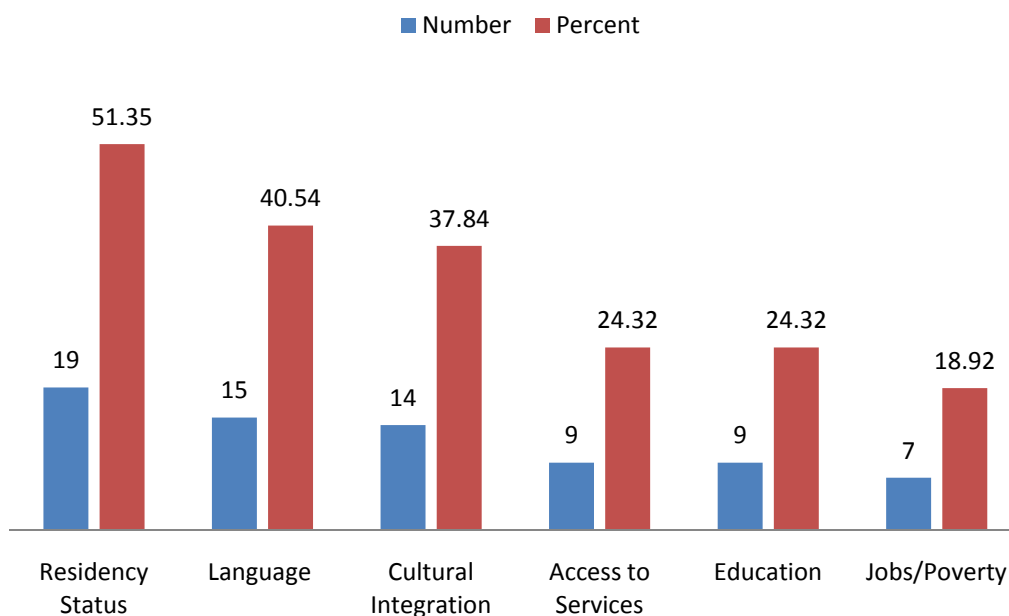
I'm really worried about that. I don't see many jobs happening. -Fortuna

### Latinos

Respondents were asked, "What are some challenges for Latinos living in your community?" Answers were coded into the following 6 categories:

Table 15: Metadata- Challenges Facing Latinos

Themes	Coded Description of Themes
Education	Children, value of education, illiteracy
Language	Bi-lingual services, communication
Residency Status	Legal, illegal, immigration, discrimination
Jobs/Poverty	Lack of jobs, no work, subsidized living, poverty
Cultural Integration	Close-knit community, separate community, role of women
Access to Services	Shopping, church, transportation



**Figure 30: Key Informants- Challenges Faced by Latinos**

Note: For individual community-level data, see Appendix A, Table 19A

The top three answers to this question were:

1. Residency Status
2. Language
3. Cultural Integration

About one-half of the interviewees (51.35%) reported that Residency Status is an issue for Latinos. This is followed by Language (40.54%) and Cultural Integration (37.84%).

The following quotes from interviewees highlight the many challenges regarding Latinos in the region:

*Language barrier. I'm not anti-Latino but if they live in Fortuna and do business with me they should speak English. -Fortuna*

*Jobs. I would just say this... it's jobs, they don't really have any other problems. -Rio Dell*

*They (Latinos) don't have work. -Loleta*

*English. I don't think there's any other. -Carlotta/Hydesville*

*They need more opportunity for physical activities, the Boys and Girls Club, but a lot of the Latinos don't perceive that as safe for their kids to travel to along the rural roads [of Loleta]. -Loleta*

*They have become a factor to deal with. I don't have a sales person who speaks Spanish. I've often thought about having a Latino sales person who is bilingual. They come in with their kids and they are smart. -Fortuna*

*Certain prejudices, racism. -Carlotta/Hydesville*

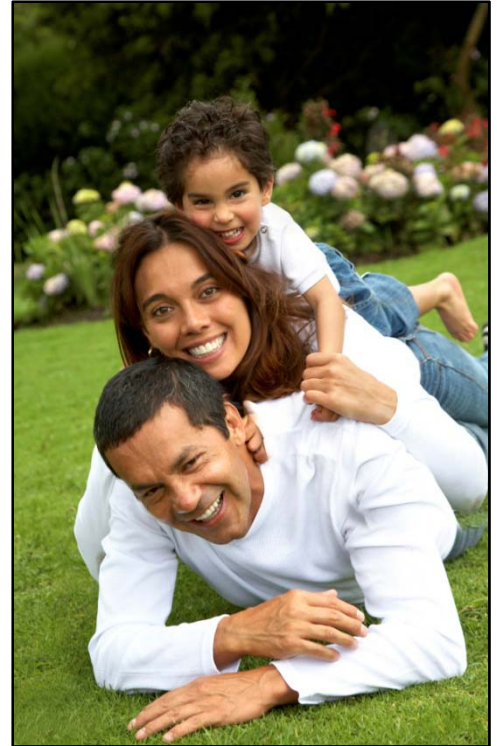
*I think one of the biggest is just themselves... if Latinos come to the community, they need to become Americans and make the break with their former home and become assimilated. -Rio Dell*

*I don't think many people want to cater towards them if they don't speak well. There's a bit of prejudice there. There's a growing influx and there's some resistance to that. -Fortuna*

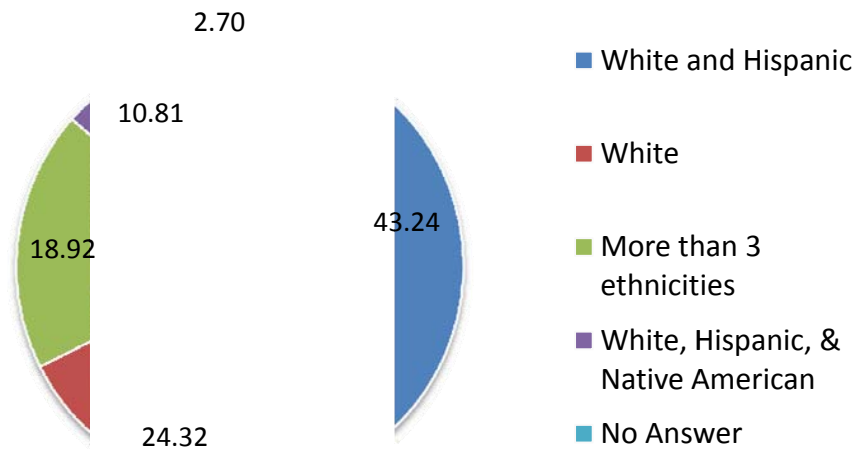
### **Perception of Community Ethnicity**

Key informants were asked the following question, "How would you describe the ethnicity of most people who live in your community?"

Answers were coded into the following 5 categories: White and Hispanic; White; More than 3 ethnicities; White Hispanic and Native American and No Answer.



*The demographics of Fortuna. Previously it was 90% or more Caucasian, now 30% Latino. -Fortuna*



**Figure 31: Key Informants- Perceptions of Community Ethnicity**  
*Note: For individual community-level data, see Appendix A, Table 20A*

The top three answers to this question were:

1. White and Hispanic
2. White
3. More than Three Ethnicities

This question addressed perceptions of the community’s ethnic composition. The top answer was White and Hispanic reported by 43.24% of informants, followed by White, reported by 24.32% of informants. The third most common answer was More than Three Ethnicities, reported by close to one-fifth (18.92%) of all key informants. The more than one ethnicity included a diversity ethnicities such as African-American, Asian, Native American, Hispanic, Puerto Rican.

## Future for McLean Study Area

This section examines the future of communities including potential areas for growth and directions for future leadership, perceptions about the future and local planning efforts.

### Growing Industries

The question was asked, “What industries are growing in your community?” Answers were coded into the following 9 categories:

Table 16: Metadata- Growing Industries in Community

Themes	Coded Description of Themes
Service Industry	Restaurants, tourism, recreation
Government	Dept. of Fish and Game, Cal-Fire
Declining	Decreasing, going away
Retail	Boutiques, manicurist, salons
Senior Related	Care homes, doctors
Specialty Agriculture	Goat cheese, organic dairy, plant nurseries, grass fed beef
Tech/Internet	Internet based companies, printing services
Marijuana Cultivation	Underground economy
None/Don't Know	None/don't know

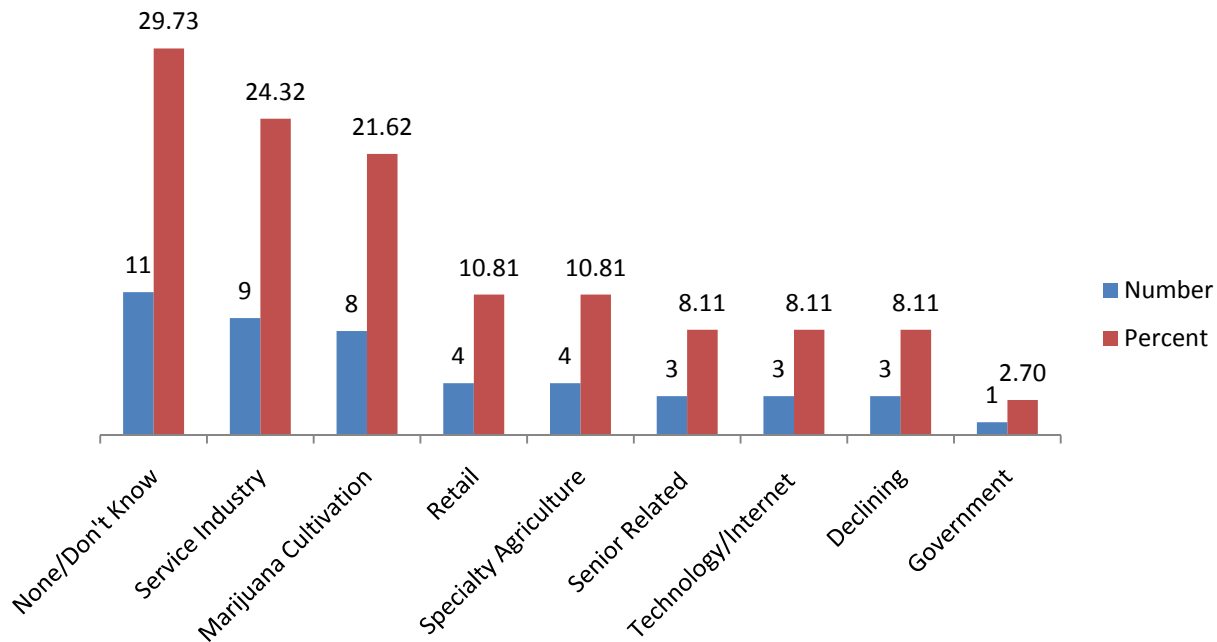


Figure 32: Key Informants- Growing Industries

Note: For individual community-level data, see Appendix A, Table 21A



The top three answers to this question were:

1. None/Don't Know
2. Service Industry
3. Marijuana Cultivation

Interestingly, when asked to identify the growing industries in the area, respondents' most common answer was None/Don't Know reported by 29.73%. The next most common answer was the Service Industry reported by one-fourth of all interviewees (24.32%). Finally, the third industry area was Marijuana Cultivation reported by one-fifth (21.62%) of key informants.

The following quotes elaborate on the industries that key informants perceive as growing in their area:

*Service industry not high in pay, no health care/retirement, home business. -Fortuna*

*Specialty agriculture, dairy, organic, grass feed beef, milk products. Internet economy, catalogue economy, wholesales who work with it, small segment, but growing. -Fortuna*

*Marijuana is growing. -Carlotta/Hydesville*

*I don't know if there is one, lumber going down, retirement industry growing. -Fortuna*

*I don't know. -Loleta*

*I don't see anything. The underground economy is totally out of hand. I think it's ok to deal in cash, but they don't seem to need to pay consequences. When they have a spill in the river, suddenly, they want help and resources. -Fortuna*

*I think the service industry is the only thing happening. The auto repair is going, but no others are really happening. -Rio Dell*

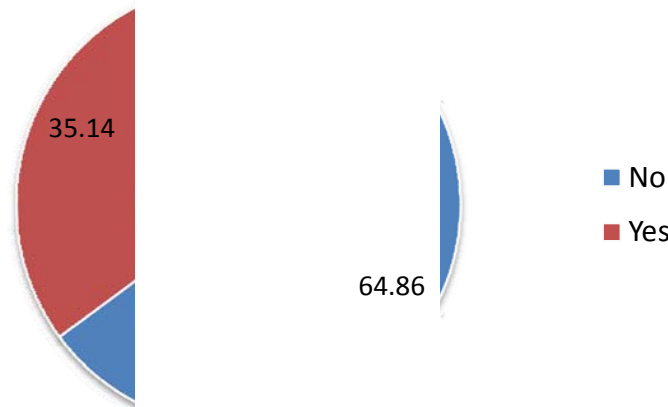
*I don't really see any growth out here as far as industry. -Carlotta/Hydesville*

*I don't, well, I can't answer to tell you the truth. I was raised in the timber industry since I was just a kid. I don't know what they could work on to make it better unless they get good transportation. Maybe electronics? -Fortuna*

## Meeting Daily Needs

Individuals were asked, “Can residents in your community typically meet their daily service needs?” Answers were coded into the following two categories, “Yes,” or “No.”

The most common answer to this question was “No” reported by 64.86% of interviewees. Slightly over one-third (35.14%) of interviewees reported that residents could meet their daily service needs locally.



**Figure 33: Key Informants- Meeting Daily Needs**

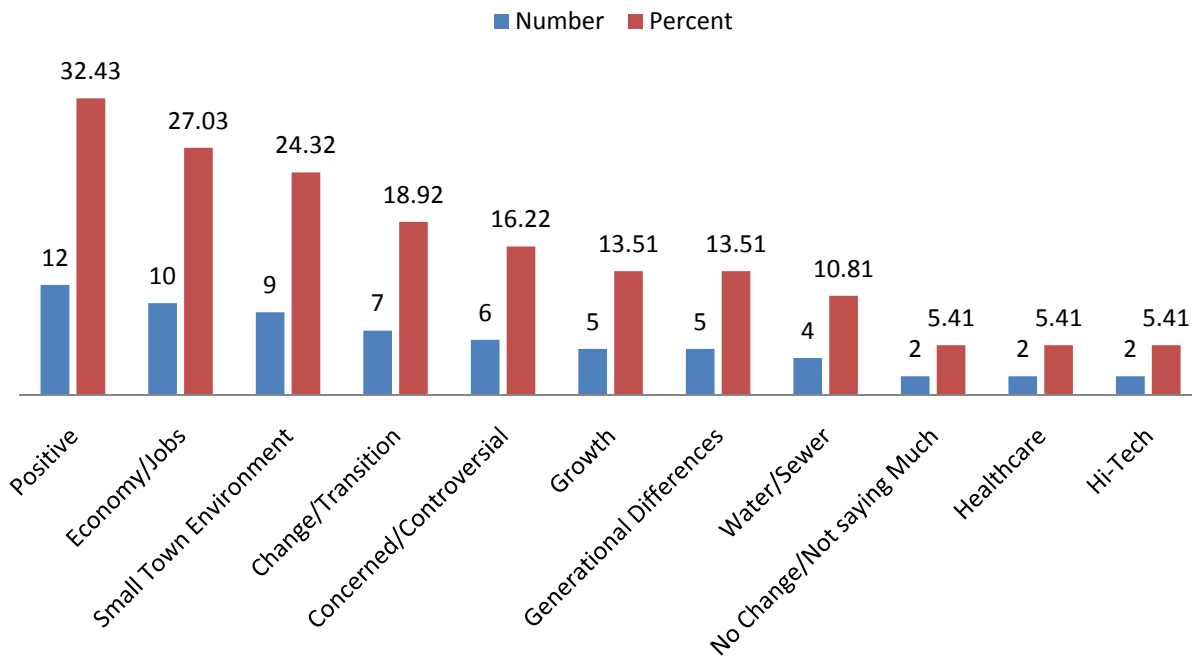
*Note: For individual community-level data, see Appendix A, Table 22A*

## Future of Community

To determine the view of the future for communities the question was asked, “What are people saying about the future of your community?” Answers to this open-ended question were coded into the following 11 categories:

**Table 17: Metadata- Future of Community**

Themes	Coded Description of Themes
Positive Opportunities	Optimistic, positive, moving forward, hopeful, promising
Concerned/Controversial	Concern for future, controversial, cooperation, business retention, immigration
Water/Sewer	Infrastructure improving, regulations, increase in rates
Change/Transition	Seeing change, people leaving, mills closing, dismal, worried, transition
Growth	Development, room for growth, research options, balanced, slum lords
Economy/Jobs	Agriculture, availability of jobs, less manufacturing, casino, potential, attracting business, recession
Small Town/Environment	Friendly, great location, climate, small town, donations, safe, community identity
Generational Differences	Different perspectives, older, younger, retirees, old establishment
No Change	Change, not saying much
Healthcare	Long term liability of the hospital, cuts in health insurance
Hi-Tech	More telecommuting, web design, hi-tech



**Figure 34: Key Informants- Perceptions of Future**

Note: For individual community-level data, see Appendix A, Table 23A

The top three answers to this question were:

1. Positive [Perceptions of Future]
2. Economy/Jobs
3. Small Town Environment

The most popular answer to this question was Positive reported by about one-third (32.43%) of all key informants. This was followed by Economy/Jobs reported by 27.03% and Small Town Environment (24.32%). Interestingly, Change/Transition was noted as the fourth most reported response by key informants, reported by 18.92% of all people interviewed.

The following quotes elaborate on the categorized responses about perceptions of the future:

*Optimistic about the future, people want parks, shopping, park atmosphere, Fortuna is a good place with nice parks, good events, rodeo, auto shows, better than Arcata and Eureka. -Fortuna*

*Very positive. Lots of room for growth with people here in Fortuna. -Fortuna*

*Well, there's a number that would like to stay like it used to be... small, cozy, apart from the rest of the world. -Carlotta/Hydesville*

*Well eight years ago it was pretty bad. With the beautification and things it was good. The economy scares people and we're all wondering what's going to happen with the mills. -Rio Dell*

*I don't know. A lot of people that I take care of want to go back to Mexico. -Loleta*

*Really worried about it, worried about what problems with timber mean, housing means, changes in fisheries mean. -Fortuna*

*They say it's bleak. The Cheese Factory is looking to relocate to Scotia and that would be devastating. The water and sewer rates have tripled. -Loleta*

*Feeling positive, seeing change, infrastructure improving. -Rio Dell*

*The future is closely tied with Palco that's very much on the precipice. Either Mendocino will take over, chapter 7, or SPI. -Rio Dell*

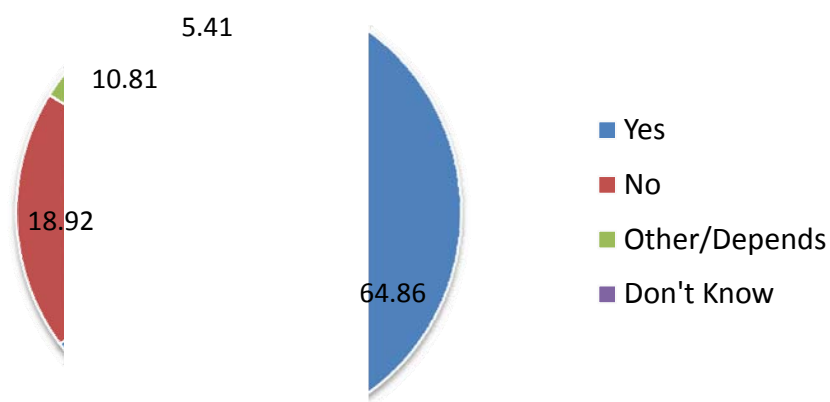
*It won't be long 'til there is a boom here. Great location, friendly city, climate, land availability. -Fortuna*

### Community Optimism

To further investigate opinions about the future in the McLean Study site, we asked the following open-ended question: "Are local residents optimistic about the future of your community?" Answers were coded into the following 4 categories:

Table 18: Metadata- Optimistic About Future

Themes	Coded Description of Themes
Yes	Yes
No	No
Other/Depends	Depends (yes and no)
I Don't Know	I don't know



**Figure 35: Key Informants- Optimistic About Future**

*Note: For individual community-level data, see Appendix A, Table 24A*

Interestingly, the majority of interviewees, (64.86%) answered, Yes that they are optimistic about their future. This was followed by about one-fifth (18.92%) who reported, No, they were not optimistic about the future. Finally, 10.81% reported, Other or It Depends.

The following quotes highlight key informants' responses about the future:

*Some see the need to be [guarded] because of possible recession, but people see potential.*  
-Rio Dell

*Young people need good paying jobs to sustain yourself. Here easier than a lot of places, expectation not as high as urban area.* -Fortuna

*Some are some aren't, timber bitter, optimistic tourism and high-tech and small town business is the future.* -Fortuna

*We have an active chamber, the school is good, good fire department, we're optimistic. Would like to clean up the drug element.* -Loleta

*For sure, but I don't think they see any great plans for airports or anything out here.*  
-Carlotta/Hydesville

*Yes. A majority are, certainly not everyone. We're in a good position with housing.* -Rio Dell

*I don't think the local residents know where the community is going.* -Loleta

*I think people are asleep. If they have optimism, it's related to a profession they work in someplace else.* -Carlotta/Hydesville

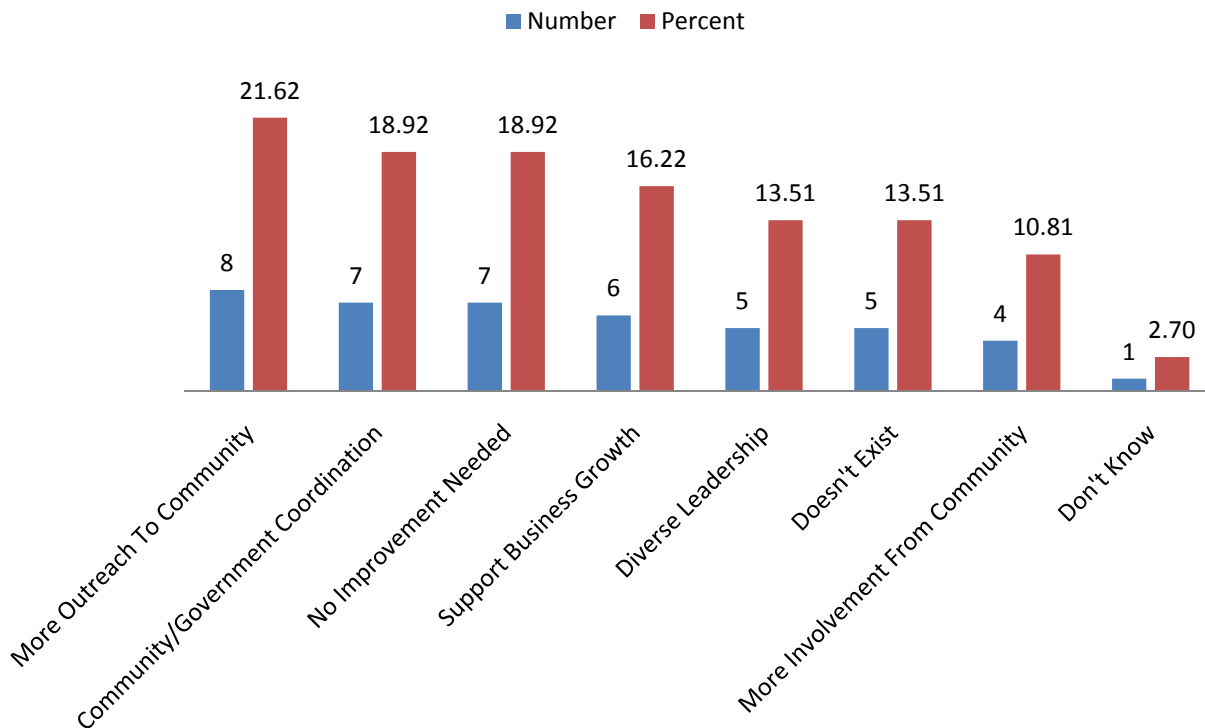
*Well, that's a yes and no. The old guard nope, new folks in the area, yes a bright future for the new families who have just bought their homes here.* -Rio Dell

## Local Leadership.

To focus on leadership in the communities, the following question was asked: “How could local leadership be improved?” Answers to this open-ended question were coded into the following eight categories:

Table 19: Metadata- Improving Local Leadership

Themes	Coded Description of Themes
Diverse Leadership	Involving younger people, variety in opinions,
Community/Government Collaboration	Needs unification, listen/respond to constituents, city employees, seek examples of solutions, professionalism, approachability
More Outreach to Community	More outreach to community, community leaders, civic clubs, churches, schools
More Involvement from Community	Support, involvement, understanding, leadership, local boards
Support Business Growth	Attract business, maximize community assets, General Plan
No Improvement Needed	Doing fine, no improvement needed, doing great
Doesn't Exist	Doesn't exist, not incorporated, county jurisdiction, no leadership development
Don't Know	I don't know



**Figure 36: Key Informants- Improving Local Leadership**

Note: For individual community-level data, see Appendix A, Table 25A

The top three answers to this question were:

- 1.) More Outreach to Community
- 2.) Community/Government Coordination
- 3.) No Improvement Needed

The most common answer provided by key informants was More Outreach to the Community reported by one fifth (21.62%) of interviewees. This was followed by Community/Government Coordination reported by 18.92% and No Improvement Need also reported by 18.92%. The next most common answer was Support Business Growth, reported by 16.22% of informants.

The following quotes further highlight how local leadership might be improved in the McLean Study Area:

Listening and responding to needs of community or listening to people, outreach into community-Fortuna

*More diversity in leadership, city council and city manager are all middle aged, white guys. Doing a great job. -Fortuna*

*Here's a big one. They need more support and understanding for the community. It's easy to critique when you haven't stuck your neck out. Try to have activities that promote empathy and understanding about the issues that leaders face. Most do the best they can; it's a tough job. Maybe that means getting more people involved in the process. -Loleta*

*We aren't an incorporated city, no mayor or anything, so there's really is no organization. There's a few isolated agencies, like a group of families that have kids in the school, the church and the water district. -Carlotta/Hydseville*

*I think that younger people in the community need to be more involved in the decisions that are made at the community levels. -Fortuna*

*People go to church... that's a great place to begin organizing things. -Fortuna*

*I think local leadership needs to be more involved with the churches in the area. That's an untapped resource right there who genuinely cares about the community, kids, and druggies. -Rio Dell*

*Hydesville is county, it's not incorporated so there really no leadership to speak of. It's already being developed with Fortuna because the fire districts have merged. -Carlotta/Hydesville*

*We actually do quite a bit- local leadership, the fire department and our church. We do "Music in the Park" once a month. -Rio Dell*

*We had a community leadership, but it has fallen by the wayside. That needs to be rejuvenated. It involved a lot of community leaders. So even though we're small, there was a disconnect. The community leader brought together the schools, churches, and business. -Rio Dell*

*It sounds like that's a given, but they need to get people who want to be local leaders. They would want to need to do it. Maybe young families could help. Everyone is so concerned with making ends meet. -Loleta*

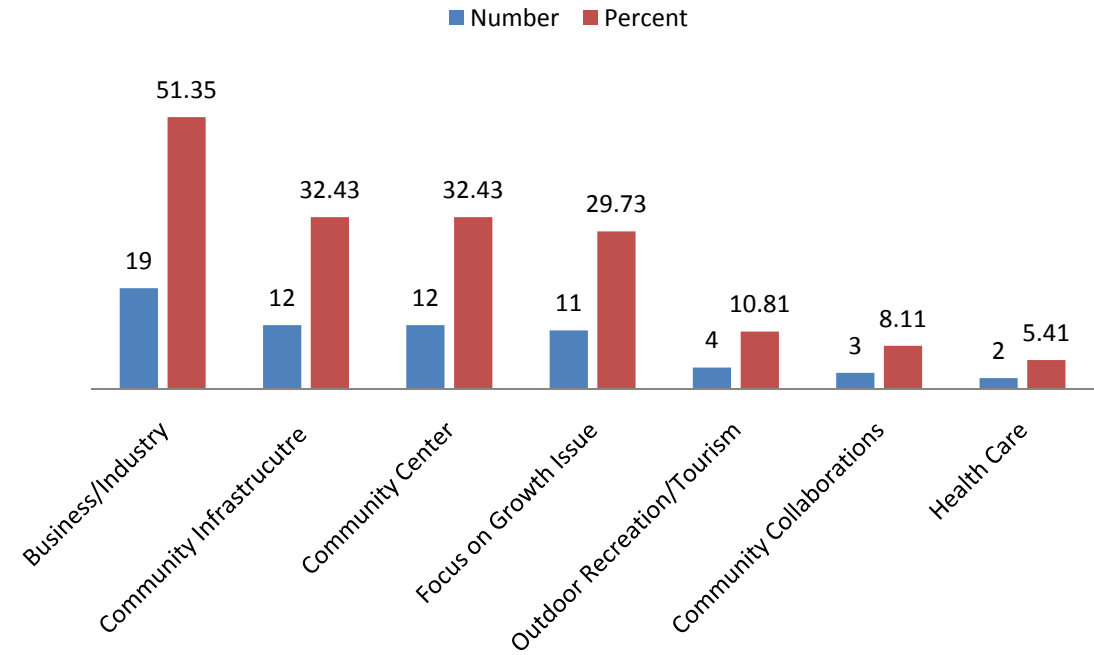
**Planning for the Future**

To determine a direction for future planning efforts, interviewees were asked, “What direction would you like to see local planning efforts take?”

Answers were coded into the following 7 categories:

Table 20: Metadata- Direction for Local Planning Efforts

Planning Themes	Coded Description of Themes
Business	Daily services, goods, services, light industrial
Growth issues	Development, agricultural based, rural atmosphere, small community size, big box, housing
Community infrastructure	Transportation, public transit, general
Community center	Teen and senior activities, community center, multi-generational
Outdoor recreation/tourism	Tourism, industry, outlet mall, less restrictions, attractive downtown
Health care	County wide programs, CNA needs
Community collaborations	Region working together, Newburg property



**Figure 37: Key Informants- Future Directions for Local Planning**  
*Note: For individual community-level data, see Appendix A, Table 26A*



The top three answers to this question were:

1. Business/Industry
2. Community/Infrastructure
3. Community Center

The most common answer to this question reported by one-half of the key informants (51.35%) was Business/Industry. This was followed by Community Infrastructure reported by 32.43% and Community Center also reported by 32.43% of key informants. The next most common issue was Focus on Growth, reported by 29.73% of key informants.

The following quotes further highlight directions for local planning efforts in the region:

*Attracting businesses and continued effort in the facelift and better image projection of the community. -Rio Dell*

*An expanded retail base to consider all people and not necessarily just the current business owners. Less restrictions on those who wish to be here. -Carlotta/Hydesville*

*I would like to see local planning efforts help the economic community. You look at, not that our communities are isolated, but they should work towards some self sufficiency in commercial and residential. Right now Fortuna is heavily oriented towards residential so we need more retail and diversity; industrial, good paying jobs. -Fortuna*

*A community center would be a great thing. -Loleta*

*Community center, reach out to people of all generations, areas designated for each age group and a common area. Not one building for everyone but divided building into sections. Run by people in community who live here, interest invested in this community. -Fortuna*

*More youth oriented, parks try to do stuff and put programs out there. Kids do not participate. Youth friendly. Kids do stuff at school and church. -Fortuna*

*In this community I would like to see more services brought to the rural areas. -Carlotta/Hydesville*

*Planning is always important. Senior and youth in community terribly under served. -Fortuna*

*Development of Palco lumber property, not big box but better shopping situation, provide service and products. -Fortuna*

*One, the community get behind the Boys and Girls Club in building a community center. We have about half of the funds secured and the property has been allocated by the school... what we need is the older segment of the population to not block or hinder this project. -Loleta*

*If we could get away from winner/loser and more toward a more mutual dialogue. -Loleta*

*We need to focus on developing businesses. How can we be pulled into the tourist industry? We meet with resistance from old timers who don't want things in the community to change. -Rio Dell*

## Community Skill Sets

To better understand existing community assets, interviewees were asked, “What are some special skills that people in your community have?”

Answers were coded into the following 11 categories:

Table 21: Key Informants- Community Skill Sets

Themes	Coded Description of Themes
Business	Administrative support, small business, professional, Chief Operations Officer, accountant, attorneys
Educators	Teachers, program directors
Timber	Woodsmen, mills, biologists, fallers, foresters, environmental scientists
Good Work Ethic	Work ethic, pioneer spirit, dedication, commitment, hard working
Artists/Craftsmen	Artists, wood workers, writers
Fishing	Fisherman
Internet Business	Internet businesses, web design, high tech
Health	Doctors, physicians, nurses
Agriculture	Dairy, ranchers, farmers, plant nursery, production, processing
Construction	Construction contractor
Trade Labor	Welding, manual labor, automotive, blue collar

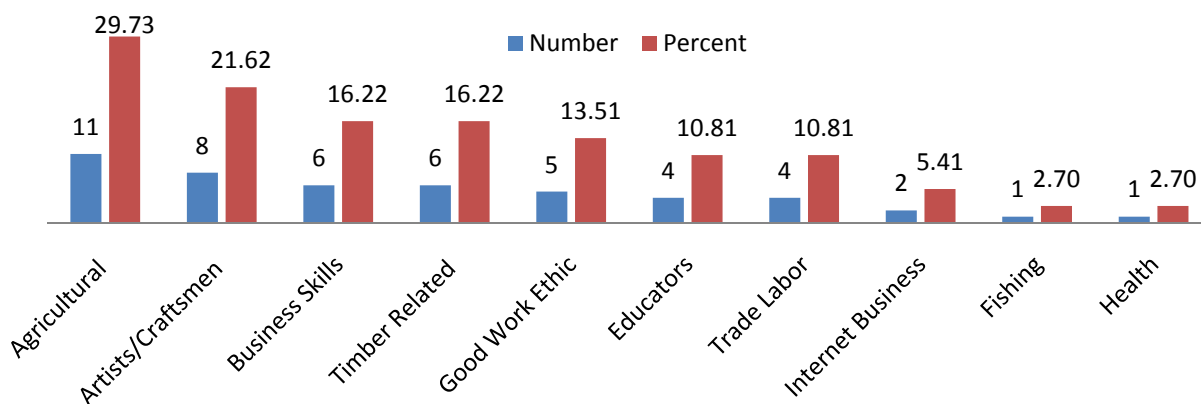


Figure 38: Key Informants- Community Skill Sets

Note: For individual community-level data, see Appendix A, Table 27A

The top three answers to this question were:

1. Agricultural
2. Artists/Craftsmen
3. Business Skills

The most common answer to this question reported by about one-third of the key informants (29.73%) was, Agricultural. This was followed by Artists/Craftsmen reported by 21.62% and Business Skills, reported by 16.22% of key informants and Timber also reported by 16.22% of key informants.

The following quotes further highlight the variety of skills sets people in the McLean Study Area possess:

*People here are good at growing things, agricultural skills. -Loleta*

*Hard working people, more blue collar, I don't know. -Rio Dell*

*They're pretty handy with a lot of kinds of tools and landscape, remodels, real practical skill type things. -Fortuna*

*Special skills, most of them [Latinos] are from Oaxaca so they know each other... mostly agricultural skills. They come from agricultural towns far away from city places. I love to see their houses because they're planting a lot of food. -Fortuna*

*Timber conversion of mills, woods, trackers, fisherman, dairy, skill based in rural area home based industry. -Rio Dell*

*Dairy production opportunities are there. Specialty positions are there. We've been looking for a QA (quality assurance) person and mid-level marketing support position. Not entry, but niche positions are always looking for hard-working, drug-free employees. -Loleta*

*A lot of people desire to work, good work ethic, a lot of opportunity to bring things in. Big potential here. -Fortuna*

*I'd say a lot of people here have outdoor skills, tree falling and trimming... all the CDF guys, a lot of outdoors skills people. -Carlotta/Hydesville*

*There is a small artist community and most of the folks are, there's not one specific type of niche. They come from all over. We are a bedroom community. That doesn't bring a particular type of trade. -Loleta*

## Discussion and Conclusions

This project drew on a variety of research methods and examined diverse sources of information related to community issues for residents in the McLean Study Area. There are some clear themes that emerged through the analysis:

- Economy is the number one issue for people in McLean Study Area
- Latinos are the fastest growing population in McLean Study Area
- People over age 64 are increasing in McLean Study Area
- People value small town features
- People maintain strong family ties
- Retaining youth is a priority
- People are positive about the future
- Planning efforts in the future focus on business/industry
- Leadership improved by greater community connection
- Small businesses promote communities
- People possess diverse skill sets

**Economy is an issue:** Throughout the study, the issue of desiring a stronger and more stable economy emerged numerous times. This is the number one issue for residents in the McLean Study Area.

**Latinos are the Fastest Growing Population in the McLean Study Area:** Between 1990 and 2000 the Latino population in the McLean Study Area experienced a 359.25% change (see Table 2). Despite its size, it is a population that is not largely integrated into local politics, decision-making and planning. Challenges facing this population are residency status, language and cultural integration.

**People Over Age 64 are Increasing in McLean Study Area:** Between 1990 and 2000 people over age 64 experienced a 108.79 percent change. This is the largest change experienced by any age group for the region. Challenges currently facing the elderly are as transportation, access to services and place for social recreation and interaction.

**People Value Small Town Features:** This is the main reason key informants report as to why they live here. They value the friendly people, social connections, opportunities for involvement and safety of their communities. People feel that McLean Study area is a great place to raise kids.

**People Maintain Strong Family Ties:** Key informants report that family is one of the main reasons people choose to live in the area. People are born and raised in the area, develop deep roots and want to raise their own families here. These ties are strong and often keep people in the area, despite limited job opportunities.

**Retaining Youth is a Priority:** People are concerned about being able to provide opportunities for the youth. Youth need activities, jobs and places to gather. Over one-half of the key informants interviewed indicated that there are no job opportunities for youth; job opportunities that do exist are found in the service industry and in agriculture.

**People are Positive About the Future:** Despite recognizing the current economic hardships faced by the region, people are positive about the future. When we asked what people were saying about the future of the community, one-third of the key informants shared positive views. Additionally, when we asked if residents were optimistic about the future, 64.86% answered Yes they were optimistic about the future.

**Planning Efforts in the Future Focus on Business/Industry:** People report that future planning efforts could be enhanced by focusing on Business/Industry. When we asked what direction people would like to see planning efforts take, the top answer was Business/industry reported by over one-half of the informants. This includes focusing on light industry and providing daily goods and services.

**Leadership Improved by Greater Community Connection:** People feel that local leadership could be improved through more outreach to the community and greater community/government coordination. More outreach to the community involves connecting with civic clubs, community leaders, churches and schools. Increasing community and government coordination involves listening and responding to constituents, a greater unification between the groups, being approachable and seeking examples of solutions. Additionally, leadership could be strengthened by involving more diverse constituents.

**Small Businesses Promote Communities:** People felt that the number one thing they would like to change about their communities is the economy, including jobs and industry. Informants also suggested that local leadership could further support business growth and development. A movement in this direction would strengthen economic development of the region.

**People Possess Diverse Skill Sets:** People in the study area possess a variety of skills, including: agricultural, artists/craftsmen, business skills timber related and good work ethic. These are skills based on the types of industries common to the region. These skills sets have long histories in the area and are closely tied to the history and development.

## Study Limitations

The project was limited by the number of key-informant interviews (N=37). This study lays the groundwork for future, more expansive research on any one of the topics generated from this qualitative investigation. Future research efforts may include surveys, focus groups and groundtruthing sessions with the rural public to verify and gather further input on the findings.

## Policy Suggestions

The following policy recommendations are the product of analysis of the overall data in the CCRP McLean Community Area:

- Focus on Developing Industry that Fits with the Region
- Actively Engage Latinos in Local Planning Efforts
- Develop a Strong Economic Base to Retain Youth
- Create a Community/Senior Center for Youth and Elderly
- Tap into Existing Community Networks (churches, non-profits, clubs, schools)
- Diversify Participation in Local Leadership
- Provide Greater Local Access to Goods and Services
- Focus on Improving Regional Transportation
- New Businesses Should Draw on Existing Local Skill Sets

**Focus on Developing Industry that Fits with the Region:** For a local business to be successful, it needs to fit with the local population and surrounding environment. Residents of this area have a strong desire to stay here and work. If industries could be developed that draw upon local resources (environmental and social) they would have a greater chance of sustaining the economy over the long term.

**Actively Engage Latinos in Local Planning Efforts:** Latinos are the fastest growing group in the McLean Study Area. This group should be actively engaged in discussions around future directions for the community. Latinos are an excellent untapped social resource; they bring significant contributions to the local economy, schools and general community.

**Develop a Strong Economic Base to Retain Youth:** Without economic opportunity, youth will leave this area. The decline of the timber industry has created a void for good-paying jobs for people of all ages, but especially for youth. Developing a strong economic foundation for the community will foster greater diversity of populations being attracted to and staying in the area.

**Create a Community/Senior Center for Youth and Elderly:** It is clear that elderly in this region are perceived to suffer from social and physical isolation. A great need exists in the McLean Study Site to provide a center for community interaction and socials. This will promote the social fabric of the community and will ultimately contribute to creating a healthier community overall.

**Tap into Existing Community Networks** (churches, non-profits, clubs, schools): The existing social networks in the region are an untapped resource that could be drawn upon to promote the strength of the local area. Organizations desiring community input and involvement should partner with existing loci of community interaction to get the best and most diverse results.

**Diversify Participation in Local Leadership:** Local leadership could benefit by diversifying community participation to include new ideas, thoughts and actions. This can occur through existing leadership reaching out to populations and groups (youth, Latinos, young professionals) who previously may not have been involved in directing community actions.

**Provide Greater Local Access to Goods and Services:** People in the McLean Study Area do not have easy access to goods and services. This could be improved by bringing in stores and services that meet the local people's needs and do not require them to travel 20 miles to buy groceries or other basic necessities (such as underwear).

**Focus on Improving Regional Transportation:** Transportation is a major issue for many residents in the McLean Study Area. This could be improved by coordinating existing transportation services and perhaps providing more frequent stops in areas like Carlotta/Hydesville, Rio Dell and Loleta, instead of just Fortuna. Perhaps new transportation routes could be developed for places that are currently not served by existing transportation.

**New Businesses Should Draw on Existing Local Skill Sets:** The population of the McLean Study Area possesses a diversity of skills based on some main industries in the region. Future economic development efforts to create new industry could be strengthened by harnessing existing local talent, especially in the areas of agriculture, arts and crafts, business and timber-related industries.



*I like the fact it's not a big city. It's got a beautiful location among the bluffs and river, the most beautiful site in Humboldt County. You know almost everybody.*

*There is a closeness to nature. -Rio Dell*

*Photo: Wildwood Avenue, Rio Dell*



## Final Thoughts

The findings from this project provide baseline data issues for the McLean Study area region. It employs a spatial perspective to facilitate clear understanding of people and places.

It appears that future efforts could build upon existing strengths and networks in the region, such as faith-based networks, school, community and neighborhood networks. People recognize that opportunities in the McLean Study Area are limited, but are still optimistic about the future. Small businesses and entrepreneurship are seen as a positive force for the region, which many hope will continue to grow. Such growth could be further encouraged by building on existing community assets.

Finally, mapping technology such as that used in the McLean Community Project is beginning to be adopted in various social sciences, and is effective in displaying patterns of people and place. Sociospatial research can provide a better understanding of people and their context within place (Steinberg and Steinberg 2006). Sociospatial means giving an active consideration to space, place and social indicators in a holistic fashion (Steinberg and Steinberg 2008). It can also serve as a strategic means for addressing critical issues for growing populations in particular geographic areas (Gesler et al. 2004). The key to meeting the needs of people in the McLean Study Area is to first understand who they are and what issues they face. The next step is to take this information and move forward in place-based coalitions building on existing resources, ideas and strategies to strengthen local communities.

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## Appendix A

**Table 1A: News Content Media Themes McLean Community Study Area 2006-2008**

THEMES	Carlotta/ Hydesville N = 61		Loleta N = 51		Fortuna N = 417		Rio Dell N = 39		Region N = 570	
	Number	%	Number	%	Number	%	Number	%	Number	%
	Growth/Development	4	6.56	10	19.61	65	15.59	20	51.28	<b>99</b>
Government	15	24.59	10	19.61	66	15.83	7	17.95	<b>98</b>	<b>17.19</b>
Community	10	16.39	8	15.69	71	17.03	1	2.56	<b>90</b>	<b>15.79</b>
Jobs/Economy	18	29.51	8	15.69	51	12.23	6	15.38	<b>83</b>	<b>14.56</b>
Drugs/Crime	2	3.28	2	3.92	78	18.71	1	2.56	<b>83</b>	<b>14.56</b>
Health	5	8.20	5	9.80	35	8.39	4	10.26	<b>49</b>	<b>8.60</b>
Youth	3	4.92	1	1.96	28	6.71	0	0.00	<b>32</b>	<b>5.61</b>
Agriculture	2	3.28	6	11.76	5	1.20	0	0.00	<b>13</b>	<b>2.28</b>
Education	0	0.00	0	0.00	12	2.88	0	0.00	<b>12</b>	<b>2.11</b>
Latino/Immigration	0	0.00	1	1.96	6	1.44	0	0.00	<b>9</b>	<b>1.58</b>
Religion	2	3.28	0	0.00	0	0.00	0	0.00	<b>2</b>	<b>0.35</b>
<b>TOTAL</b>	<b>61</b>	<b>100.00</b>	<b>51</b>	<b>100.00</b>	<b>417</b>	<b>100.00</b>	<b>39</b>	<b>100.00</b>	<b>570</b>	<b>100.00</b>

**Table 2A: Letters to the Editor Media Themes McLean Community Study Area 2006-2008**

THEMES	Carlotta/ Hydesville N = 38		Fortuna N = 117		Loleta N = 18		Rio Dell N = 19		Region N = 264	
	Number	%	Number	%	Number	%	Number	%	Number	%
Government	15	39.47	46	39.32	9	50.00	36	39.56	<b>106</b>	<b>40.15</b>
Community	3	7.89	24	20.51	1	5.56	23	25.27	<b>51</b>	<b>19.32</b>
Growth/Development	5	13.16	6	5.13	2	11.11	8	8.791	<b>21</b>	<b>7.95</b>
Education	2	5.26	12	10.26	1	5.56	4	4.396	<b>19</b>	<b>7.20</b>
Health	2	5.26	11	9.40	1	5.56	4	4.396	<b>18</b>	<b>6.82</b>
Latino/Immigration	4	10.53	3	2.56	1	5.56	7	7.692	<b>15</b>	<b>5.68</b>
Jobs/ Economy	3	7.89	5	4.27	1	5.56	4	4.396	<b>13</b>	<b>4.92</b>
Drugs/Crime	1	2.63	7	5.98	1	5.56	4	4.396	<b>13</b>	<b>4.92</b>
Religion	2	5.26	3	2.56	1	5.56	1	1.099	<b>7</b>	<b>2.65</b>
Agriculture	1	2.63	0	0.00	0	0.00	0	0.00	<b>1</b>	<b>0.38</b>
<b>Total</b>	<b>38</b>	<b>100.00</b>	<b>117</b>	<b>100.00</b>	<b>18</b>	<b>100.00</b>	<b>91</b>	<b>100.00</b>	<b>264</b>	<b>100.00</b>

**Table 3A: How Would You Describe Your Own Ethnicity?**

	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	N=37	%
<b>Theme</b>						
White	6	17	4	5	32	86.49
Latino	0	2	0	0	2	5.41
Other	0	1	1	1	3	8.11
<b>Total</b>	6	20	5	6	37	100.00

**Table 4A: Gender of Key Informants for McLean Study Area**

	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	N=37	%
<b>Theme</b>						
Male	4	14	3	2	23	<b>62.16</b>
Female	2	6	2	4	14	<b>37.84</b>
<b>Total</b>	6	20	5	6	37	<b>100.00</b>

**Table 5A: Level of Education for McLean Study Area Key Informants**

	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	N=37	
<b>Theme</b>					<b>Number</b>	<b>Percent</b>
More than College	2	3	5	2	<b>12</b>	<b>32.43</b>
College Graduate	1	9	0	1	<b>11</b>	<b>29.73</b>
Some College	2	6	0	3	<b>11</b>	<b>29.73</b>
High School Graduate	1	1	0	0	<b>2</b>	<b>5.41</b>
Less than High School	0	1	0	0	<b>1</b>	<b>2.70</b>
<b>Total</b>	6	20	5	6	<b>37</b>	<b>100.00</b>

**Table 6A: Occupation for Key Informants in McLean Study Area**

Category Name	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=5	N=20	N=6	N=37	
					Number	Percent
Education	0	2	5	2	9	24.32
Health/Social Services	1	1	3	0	5	13.51
Retired	1	0	3	0	4	10.81
Agriculture/Dairy	1	2	1	0	4	10.81
Government	0	0	2	1	3	8.11
Retail/Restaurant	0	0	2	1	3	8.11
Construction/Industrial	1	0	2	0	3	8.11
Other	1	0	2	0	3	8.11
Religious	1	0	0	1	2	5.41
Timber	0	0	0	1	1	2.70
<b>Total</b>	<b>6</b>	<b>5</b>	<b>20</b>	<b>6</b>	<b>37</b>	<b>100.00</b>

**Table 7A: Communities of Association For McLean Study Area Key Informants**

Communities of Association	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	Percent
	N=6	N=20	N=5	N=6	N=37	
Fortuna	0	20	0	0	20	54.05
Rio Dell	0	0	0	6	6	16.22
Loleta	0	0	5	0	5	13.51
Hydesville	3	0	0	0	3	8.11
Carlotta	3	0	0	0	3	8.11
<b>Total</b>	<b>6</b>	<b>20</b>	<b>5</b>	<b>6</b>	<b>37</b>	<b>100.00</b>

**Table 8A: Length of Residence for McLean Study Area Key Informants**

Time	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	N=37	
					Number	Percent
36+ years	3	11	1	1	16	43.24
26-35 years	0	3	2	2	7	18.92
16-25 years	2	3	1	1	7	18.92
6-15 years	1	2	1	2	6	16.22
1-5 years	0	1	0	0	1	2.70
<b>Total</b>	<b>6</b>	<b>20</b>	<b>5</b>	<b>6</b>	<b>37</b>	<b>100.00</b>

**Table 9A: What is the Main Reason That You Live in Your Community?**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	N=37	
						Number
Small Town	4	8	3	3	18	<b>48.65</b>
Family	3	9	2	1	15	<b>40.54</b>
Jobs & Economy	1	7	2	3	13	<b>35.14</b>
Natural Environment	3	1	1	2	7	<b>18.92</b>

**Table 10A: What do You Like About Your Community?**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	N=37	
						Number
Community Closeness	4	12	4	3	23	<b>62.16</b>
Small Town	3	10	2	5	23	<b>62.16</b>
Family	2	7	1	2	17	<b>45.95</b>
Natural environment	2	1	1	4	10	<b>27.03</b>

Note: Since individuals provided more than one answer to a question, totals do not equal 100%.

**Table 11A: What is the Main Source of Income for People in Your Community?**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	N=37	
						Number
Agriculture/Dairy	2	6	4	3	15	<b>40.54</b>
Timber	2	7	2	3	14	<b>37.84</b>
Government	2	11	1	0	14	<b>37.84</b>
Service Industry	1	8	1	2	12	<b>32.43</b>
Education	2	5	1	0	8	<b>21.62</b>
Health	0	6	1	0	7	<b>18.92</b>
Small Business/ Professional	1	5	0	0	6	<b>16.22</b>
Public assistance	0	2	1	2	5	<b>13.51</b>
Retired	0	4	0	0	4	<b>10.81</b>
Drugs	1	1	1	1	4	<b>10.81</b>
Recreation/Tourism	0	3	0	0	3	<b>8.11</b>



**Table 12A: What do You See as the Most Important Issues Facing Local Residents?**

Theme	Carlotta/ Hydesville		Loleta		Fortuna		Rio Dell		Region	
	N=6	%	N=5	%	N=20	%	N=6	%	N=37	%
									Number	Percent
Economy	2	33.33	1	20.00	10	50.00	1	16.67	14	37.84
Employment	1	16.67	1	20.00	8	40.00	3	50.00	13	35.14
Growth & Services	3	50.00	0	0.00	8	40.00	0	0.00	11	29.73
Quality Community Community Center & Activities	0	0.00	4	80.00	4	20.00	0	0.00	8	21.62
Poverty	1	16.67	1	20.00	4	20.00	0	0.00	6	16.22
Community Infrastructure	0	0.00	1	20.00	3	15.00	1	16.67	5	13.51
Health Issues	2	33.33	2	40.00	1	5.00	0	0.00	5	13.51
	1	16.67	0	0.00	2	10.00	1	16.67	4	10.81

**Table 13A: If You Could Change Two Things About Your Community, What Would They Be?**

Theme	Carlotta/ Hydesville		Fortuna		Loleta		Rio Dell		Region	
	N=6	%	N=20	%	N=5	%	N=6	%	N=37	
									Number	Percent
Economy Jobs & Industry	4	66.667	19	95.00	3	60.00	1	16.67	27	<b>72.97</b>
Infrastructure	2	33.333	5	25.00	2	40.00	3	50.00	12	<b>32.43</b>
Senior Center/Teen Center	1	16.667	8	40.00	1	20.00	1	16.67	11	<b>29.73</b>
Growth issues	3	50.00	4	20.00	0	0.00	2	33.33	9	<b>24.32</b>
Community collaboration	0	0.00	6	30.00	0	0.00	1	16.67	7	<b>18.92</b>
Services	1	16.667	5	25.00	0	0.00	0	0.00	6	<b>16.22</b>
Substance abuse & health	0	0.00	3	15.00	2	40.00	1	16.67	6	<b>16.22</b>

Note: Since individuals provided more than one answer to a question, totals do not equal 100%.

**Table 14A: What Are Past Challenges That Your Community Has Successfully Faced?**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	Number	Percent
City Infrastructure	2	5	1	1	9	24.32
Health	0	4	3	2	9	24.32
Community Building	1	4	1	2	8	21.62
Economy/Job Loss	0	4	1	1	6	16.22
Youth Activities	0	2	1	2	5	13.51
Growth/Development	1	3	0	0	4	10.81
I don't Know/Nothing	2	2	0	0	4	10.81
Latino Integration	0	2	1	0	3	8.11

Note: Since individuals provided more than one answer to a question, totals do not equal 100%.

**Table 15A: What Are Past Challenges Your Community Has Not Successfully Faced?**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	Number	Percent
Community Building	2	3	3	2	10	27.03
Economy/Job Loss	0	6	1	2	9	24.32
Growth/Development	0	6	1	0	7	18.92
Health	0	5	0	2	7	18.92
Youth	2	3	1	0	6	16.22
Access to services	1	2	1	1	5	13.51
Drugs	1	1	0	2	4	10.81
Latino integration	0	1	2	0	3	8.11
I don't Know/No problems	1	1	0	1	3	8.11

Note: Since individuals provided more than one answer to a question, totals do not equal 100%.

**Table 16A: How Has Your Community Changed over the Past 10-15 Years?**

Themes	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	Number	Percent
Economic stability	3	16	5	4	28	75.68
Population	5	13	2	1	21	56.76
Infrastructure	2	4	0	5	11	29.73
Community Vision	3	5	1	2	11	29.73
Housing	1	4	2	2	9	24.32

Note: Since individuals provided more than one answer to a question, totals do not equal 100%.

**Table 17A : What are Challenges for Senior Citizens Living in Your Community?**

	Carlotta/ Hydesville N=6	Fortuna N=20	Loleta N=5	Rio Dell N=6	Region N=37	
<b>Category Name</b>					<b>Number</b>	<b>Percent</b>
Transportation	3	13	1	5	<b>22</b>	<b>59.46</b>
Services	4	11	1	4	<b>20</b>	<b>54.05</b>
Community Center/ Activities	3	11	4	1	<b>19</b>	<b>51.35</b>
Limited income	0	4	0	3	<b>7</b>	<b>18.92</b>
Support Groups	0	3	1	0	<b>4</b>	<b>10.81</b>
Housing/Home	0	2	1	0	<b>3</b>	<b>8.11</b>
Full hospital	0	2	0	0	<b>2</b>	<b>5.41</b>

Note: Since individuals provided more than one answer to a question, totals do not equal 100%.

**Table 18A: What Job Opportunities Exist for Youth in Your Community?**

	Carlotta/ Hydesville N=6	Fortuna N=20	Loleta N=5	Rio Dell N=6	Region N=37	
<b>Theme</b>					<b>Number</b>	<b>Percent</b>
None	5	8	3	4	<b>20</b>	<b>54.05</b>
Service industry	2	12	0	3	<b>17</b>	<b>45.95</b>
Dairy/Agriculture	2	5	2	0	<b>9</b>	<b>24.32</b>
Government	0	5	0	1	<b>6</b>	<b>16.22</b>
Small Business	0	6	0	0	<b>6</b>	<b>16.22</b>
Skilled Trade	1	4	0	0	<b>5</b>	<b>13.51</b>
Small Business	0	5	0	0	<b>5</b>	<b>13.51</b>
Healthcare	0	4	0	0	<b>4</b>	<b>10.81</b>
Mills	0	3	0	0	<b>3</b>	<b>8.11</b>
Drugs	0	0	1	0	<b>1</b>	<b>2.70</b>

Note: Since individuals provided more than one answer to a question, totals do not equal 100%.

**Table 19A: What Are Some Challenges for Latinos Living in Your Community?**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	Number	Percent
Residency Status	3	11	3	2	<b>19</b>	<b>51.35</b>
Language	3	8	1	3	<b>15</b>	<b>40.54</b>
Cultural Integration	1	7	3	3	<b>14</b>	<b>37.84</b>
Access to Services	1	4	1	3	<b>9</b>	<b>24.32</b>
Education		6	1	2	<b>9</b>	<b>24.32</b>
Jobs/Poverty	0	5	1	1	<b>7</b>	<b>18.92</b>

Note: Since individuals provided more than one answer to a question, totals do not equal 100%.

**Table 20A: Describe the Ethnicity of Most People who Live in Your Community**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	Number	Percent
White and Hispanic	2	9	1	4	<b>16</b>	<b>43.24</b>
White	3	3	1	2	<b>9</b>	<b>24.32</b>
More than 3 Ethnicities	1	5	1	0	<b>7</b>	<b>18.92</b>
White, Hispanic, & Native American	0	2	2	0	<b>4</b>	<b>10.81</b>
No Answer	0	1	0	0	<b>1</b>	<b>2.70</b>
<b>Total</b>	<b>6</b>	<b>20</b>	<b>5</b>	<b>6</b>	<b>37</b>	<b>100.00</b>

**Table 21A: What Industries are Growing in Your Community?**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	N=37	
					Number	Percent
None/Don't Know	2	4	4	1	11	29.73
Service Industry	0	5	0	4	9	24.32
Marijuana Cultivation	3	5	0	0	8	21.62
Retail	0	2	0	2	4	10.81
Specialty Agriculture	0	3	1	0	4	10.81
Senior Related	0	3	0	0	3	8.11
Technology/Internet	1	2	0	0	3	8.11
Declining	0	3	0	0	3	8.11
Government	0	1	0	0	1	2.70

Note: Since individuals provided more than one answer to a question, totals do not equal 100%.

**Table 22A: Can Residents Typically Meet their Daily Service Needs in Community?**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	N=37	
					Number	Percent
No	6	9	5	4	24	64.86
Yes	0	11	0	2	13	35.14
<b>Total</b>	6	20	5	6	37	100.00

**Table 23A: What are People Saying about the Future of Your Community?**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	N=37	
					Number	Percent
Positive	1	6	2	3	12	32.43
Concerned/Controversial	0	3	2	1	6	16.22
Water/Sewer	0	1	2	1	4	10.81
Change/Transition	0	5	0	2	7	18.92
Growth	0	5	0	0	5	13.51
Economy/Jobs	0	7	1	2	10	27.03
Small Town Environment	0	5	2	2	9	24.32
Generational Differences	3	0	1	1	5	13.51
No Change/Not saying Much	2	0	0	0	2	5.41
Healthcare	0	2	0	0	2	5.41
Hi-Tech	0	2	0	0	2	5.41

Note: Since individuals provided more than one answer to a question, totals do not equal 100%.

**Table 24A: Are Residents Optimistic about the Future of Your Community?**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	N=37	
					Number	Percent
Yes	4	14	2	4	24	64.86
No	2	2	2	1	7	18.92
Other/Depends	0	3	0	1	4	10.81
Don't Know	0	1	1	0	2	5.41
<b>Total</b>	6	20	5	6	37	100.00

**Table 25A: How Could Local Leadership be Improved?**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	N=37	
					Number	Percent
More Outreach to Community	0	3	1	4	8	21.62
Community/Government Coordination	2	5	0	0	7	18.92
No Improvement Needed	0	6	0	1	7	18.92
Support Business Growth	0	4	0	2	6	16.22
Diverse Leadership	1	4	0	0	5	13.51
Doesn't Exist	3	0	2	0	5	13.51
More Involvement From Community	0	1	2	1	4	10.81
Don't Know	0	0	1	0	1	2.70

Note: Since individuals provided more than one answer to a question, totals do not equal 100%.

**Table 26A: What Direction Would You Like to See Local Planning Efforts Take?**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	N=37	
					Number	Percent
Business/Industry	2	12	1	4	19	51.35
Community Infrastructure	2	6	0	4	12	32.43
Community Center	1	9	2	0	12	32.43
Focus on Growth Issue	4	6	0	1	11	29.73
Outdoor Recreation/Tourism	1	2	0	1	4	10.81
Community Collaborations	0	2	1	0	3	8.11
Health Care	0	2	0	0	2	5.41

Note: Since individuals provided more than one answer to a question, totals do not equal 100%.

**Table 27A: What Are Some Special Skills That People In Your Community Have?**

Theme	Carlotta/ Hydesville	Fortuna	Loleta	Rio Dell	Region	
	N=6	N=20	N=5	N=6	Number	Percent
Agricultural	1	4	5	1	<b>11</b>	<b>29.73</b>
Artists/Craftsmen	2	4	1	1	<b>8</b>	<b>21.62</b>
Business Skills	0	4	1	1	<b>6</b>	<b>16.22</b>
Timber Related	2	1	0	3	<b>6</b>	<b>16.22</b>
Good Work Ethic	0	4	0	1	<b>5</b>	<b>13.51</b>
Educators	1	3	0	0	<b>4</b>	<b>10.81</b>
Trade Labor	1	1	0	2	<b>4</b>	<b>10.81</b>
Internet Business	0	2	0	0	<b>2</b>	<b>5.41</b>
Fishing	0	0	0	1	<b>1</b>	<b>2.70</b>
Health	0	1	0	0	<b>1</b>	<b>2.70</b>

Note: Since individuals provided more than one answer to a question, totals do not equal 100%.