



Population & Demographics Element

2016-2036

City of Central Point
Comprehensive Plan



Adopted Central Point City Council
Ordinance No.

DLCD Acknowledged



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1. INTRODUCTION

The purpose of the Population Element is to track the historic characteristics and growth of the City's population, and based on that information develop a 20-year forecast of the population. Based on the 20-year population forecast the City can plan for land and urban service needs to accommodate the population growth.

The City's Population & Demographics Element (Population Element) was last updated in 2008. Since 2008 two events have occurred, each of which has significantly affected the results of the City's 2008 Population Element. The first event was the Great Recession; the second was HB 2253 designating the Portland State University Population Research Center (PRC) as the sole and official provider of population forecasts for cities and counties throughout the state.¹ Together these two events necessitate an update of the City's Population Element.

The Great Recession

Within a year of completion of the *Jackson County 2007 Population Element* (Feb. 2007)², which was the basis for the City's 2008 Population Element, the national economy was hit hard by the *Great Recession* (December 2007 to June 2009). The economic impacts of the *Great Recession* were severe and the recovery period extremely sluggish and tenuous. Because job losses were deep across all sectors of the economy and the recovery in job creation slow, the reliance on net migration as a key component to population growth had a significant impact on the City's 2008 population forecasts.

HB 2253

Prior to 2013 Oregon law required that counties prepare coordinated population forecasts according to "generally accepted" demographic methods. The result was population projections throughout the state that were based on highly diverse methods of forecasting that varied from county to county, both in terms of frequency of completion and outcome. Recognizing that population forecasting is the foundation for long-term planning the Oregon legislature in 2013 approved House Bill 2253 assigning Portland State Population Research Center (PRC) the responsibility for preparing coordinated population forecasts for all counties and cities. The population forecasting requirements of HB 2253 were later adopted as ORS 195.033.

The population forecasts presented in this Population Element are from the *Coordinated Population Forecast 2015 through 2065 for Jackson County dated June 2015* prepared by PRC ("PRC Population Forecast") in accordance with ORS 195.033 and is attached to this Population Element as Appendix A. Typically, the City's Population Element is based on a 20-year planning period. The PRC Population Forecast uses a fifty (50) year forecasting period³ with a four (4) year update cycle⁴, allowing for consideration of both short and long term population change variables, and the re-evaluation of demographic trends and economic events used in prior forecasts. Consequently, every four years the City's Population Element will be updated using the latest PRC Jackson County forecast.

1 The Portland Metro is exempt from this requirement.

2 Basis for determining the City's 2008 population projections.

3 ORS 195.003(6)

4 ORS 195.033(4)

The first update for the PRC Population Forecast for Jackson County is tentatively scheduled to occur in 2019.

PRC's population forecasts are not considered land use decisions and as such are not subject to review or appeal other than as provided in ORS195.033. However, the City's Population Element, because it contains policies based on assumptions beyond the PRC Population Forecasts, is considered a land use action and therefore subject to the procedural requirements of Section 17.96, Comprehensive Plan and Urban Growth Boundary Amendments, City of Central Point Municipal Code..

With the completion of each 4-year cycle the Population Element will be reviewed for changes in forecasted population and any needed policy changes. If no policy changes are required then the Population Element will be re-certified by resolution of the City Council, including incorporation of the up-dated PRC Population Forecast as an appendix to the Population Element. If, for any reason, the policies of the Population Element need to be modified, then the Population Element shall be updated by ordinance in accordance with Section 17.96, Comprehensive Plan and Urban Growth Boundary Amendments, City of Central Point Municipal Code.

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2. SUMMARY

When factors such as the economy, fertility, social trends, etc. are factored into the latest population forecast for the planning period 2016-2036 the result was a 27% reduction in the City's initial 2008 population forecast figures⁵ (29,006 vs 22,882). When measured in terms of the population's average annual growth rate (AAGR) the forecasted AAGR for the planning period dropped from 4.3% to 1.1%. Based on the forecasted growth rate it is projected that between 2016 and 2036 the City of Central Point is expected to realize a net increase in population of 4,357. Based on a projected average household size of 2.5 persons⁶ the population increase will result in the formation of 1,743 new households by 2036.

The City's population is aging and is expected to continue to do so over the course of the planning period. Net in-migration will be the primary source of population growth (97%), while natural increases will continue to decline (3%). The City's population will also become ethnically more diverse, a trend which is expected to continue throughout the planning period.

3. POPULATION HISTORY & CHARACTERISTICS

The Town of Central Point was founded on February 26, 1889 and by 18907 had a population of

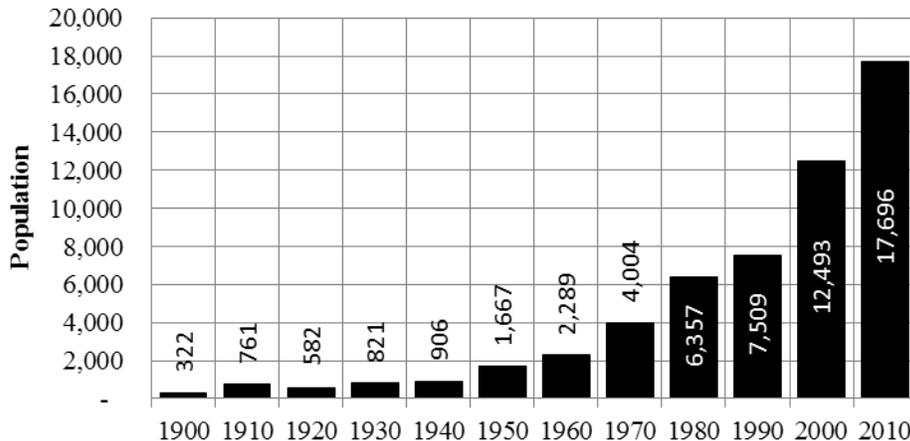
⁵ Extended to 2036 from the Jackson County 2007 Population Element.

⁶ City of Central Point Regional Plan Element

⁷ 1890 U.S. Census

543. With the exception of the decade between 1910 and 1920 the City has steadily grown (Figure 1), and today is the third largest city in Jackson County.

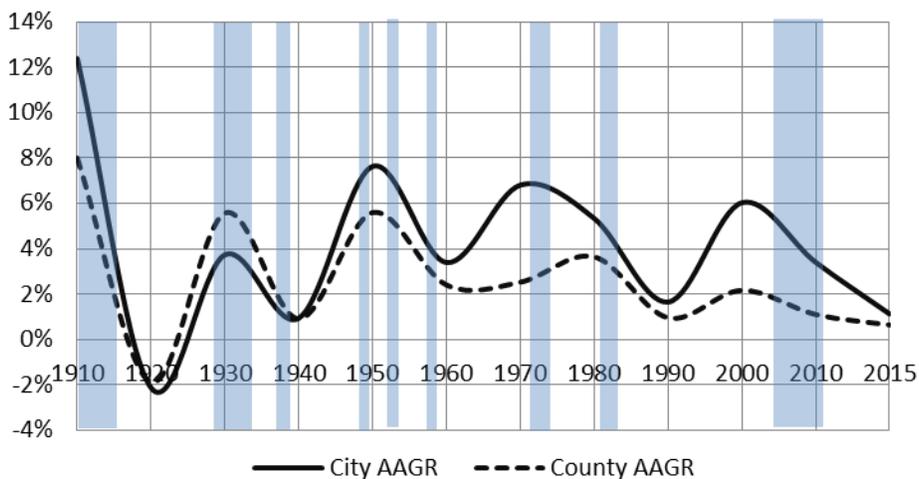
FIGURE 1. HISTORIC POPULATION GROWTH, CITY OF CENTRAL POINT, 1900-2036



3.1. Historic Growth Rate

Between 2000 and 2007 the City of Central Point’s average annual growth rate (AAGR) was 4.5%, three times Jackson County’s AAGR of 1.5% (Figure 2). Since the Great Recession the City and County have experienced a significant slowdown in population growth, particularly from net in-migration. For the period 2010-2015 the City’s AAGR dropped below 1%, while the County’s AAGR dropped to .6%. As Figure 2 illustrates the decline in AAGR is not an unusual event following recessions, but does bounce back as the economy improves.

FIGURE 2. CITY OF CENTRAL POINT HISTORIC AVERAGE ANNUAL GROWTH RATE 1910-2015



3.2. Percentage Share of the County Population.

The City’s percentage of the county population has consistently increased (Figure 3). In 1900 Central Point’s population accounted for 2.4% of the County’s population, and

remained fairly constant until 1970 when the City’s percentage participation jumped from 3.1% to 4.2%. By 2015, the City accounted for 8.7% of the County’s population.

3.3. Race and Ethnicity

Since the 2000 Census the City’s racial diversity has continued to increase, particularly within the Hispanic Community, which more than doubled in size from 4% in 2000 to 9% in 2014 (Figure 4). During this same period the County’s Hispanic population increased from 7% to 11% (Figure 5).

FIGURE 4. CITY OF CENTRAL POINT RACIAL POPULATION DISTRIBUTION BY PERCENTAGE, 2000 - 2014

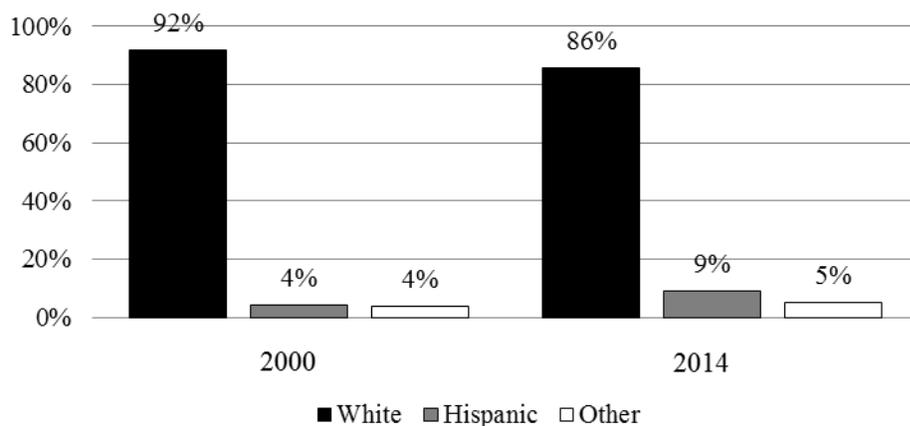
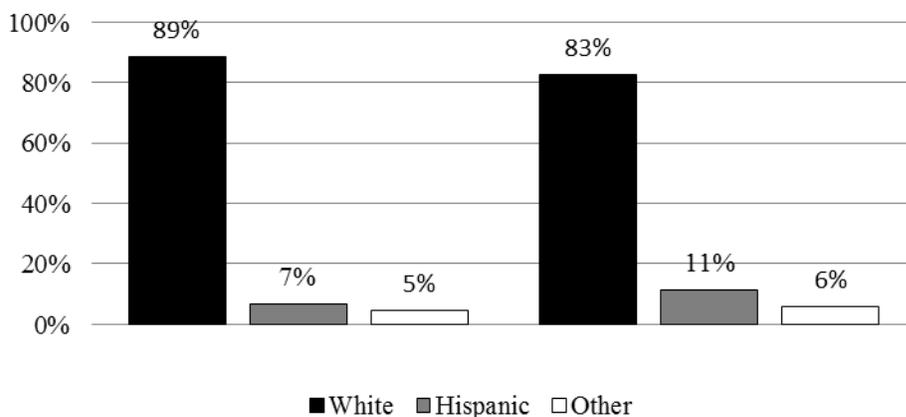


FIGURE 5. JACKSON COUNTY RACIAL POPULATION DISTRIBUTION BY PERCENTAGE, 2000 - 2014



3.4. Components of Population Growth.

There are two basic sources of population growth: natural increase (births minus deaths) and net migration (in-migration minus out-migration).

3.5. Natural Increase

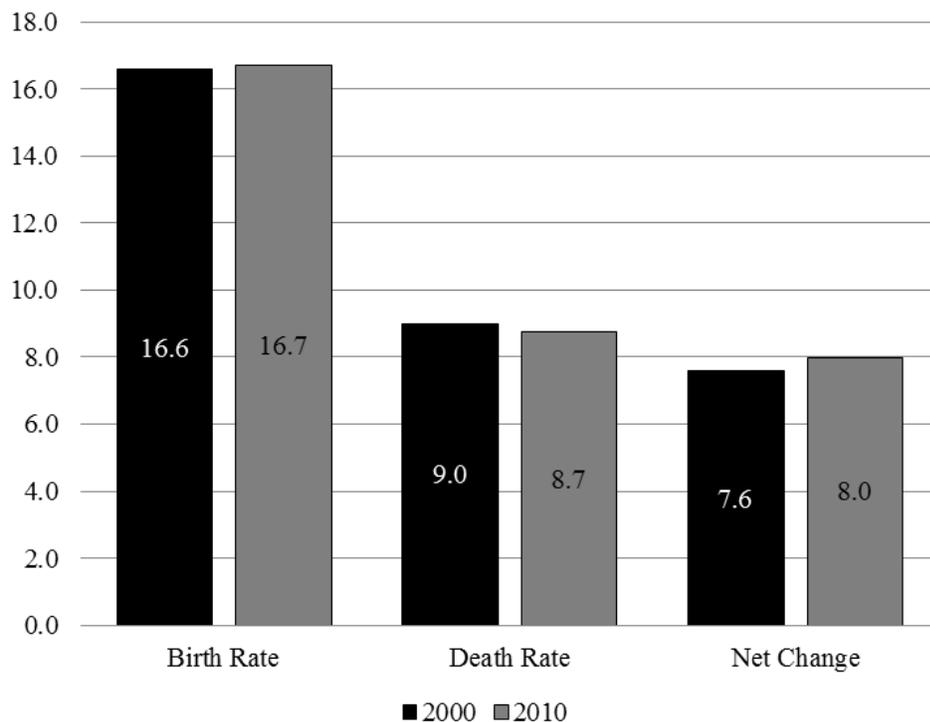
Growth occurring as a result of natural increase typically represents a very small percentage of a community’s population growth. Since 2000 the City’s net natural increase rate (Figure 6) went from 7.6 to 8.0 per thousand population, representing 3%

of the City's total population increase during that period. During the same period the County's rate of natural increase dropped from 1.0 to 0.8 (Figure 7).

3.6. Net Migration.

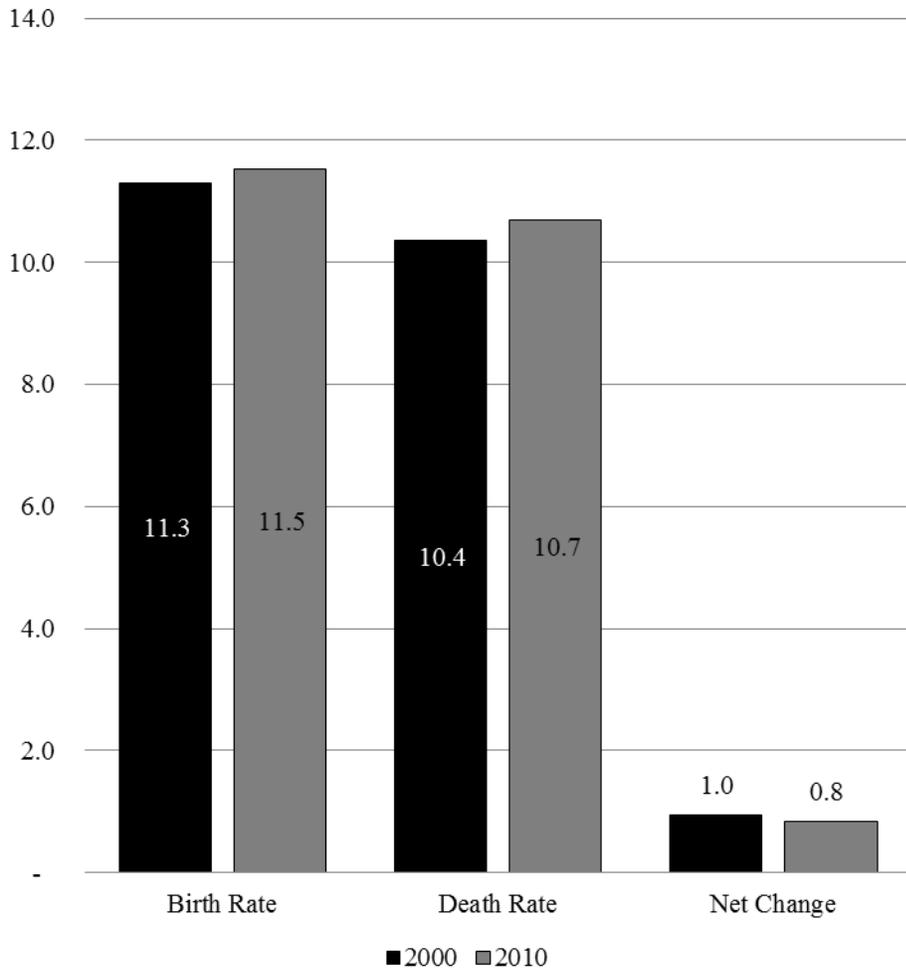
By far the most significant contributor to a community's population growth is net migration. Based on the 2010 U.S. Census, the predominant source of growth for Jackson County was due to net migration, which was responsible for over 80% of the county's population growth⁸.

FIGURE 6. CITY OF CENTRAL POINT NATURAL POPULATION RATE*, 2000 and 2010



⁸ U.S. Census Bureau, Census 2010

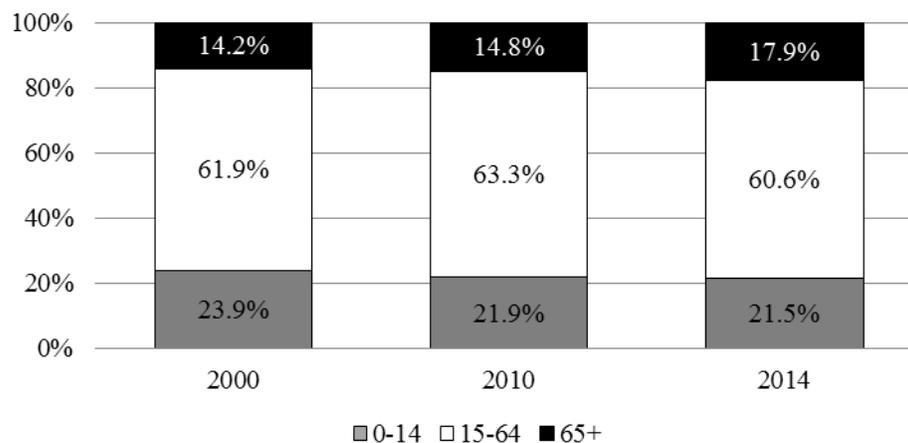
FIGURE 7. JACKSON COUNTY NATURAL POPULATION RATE*, 2000 and 2010



3.7. Age Characteristics.

Between 2000 and 2014 the City’s median age increased from 34.4 to 37.5 reflecting the continued aging of the Baby Boom generation. For the County the median age changed from 39.2 to 42.7 during the same period. Figure 10 and 11 illustrate the changes in the three major age cohort categories as a percentage of the City’s and County’s total

FIGURE 10. CITY OF CENTRAL POINT AGE STRUCTURE OF POPULATION, 2000 through 2014



population.

3.8. Household Types.

A by-product of population growth is household formation. The U.S. Census allocates the population to one of two household types; family and non-family. By definition a household consists of all the people occupying a housing unit⁹, which is the basic unit for residential land use planning.

Since the early 1900s (Figure 11) these two household types (family and non-family) have been gradually changing in response to socio-economic conditions. The following is a brief overview of these characteristics as they relate to the City. In addition to the decline in average household size, the distribution of households by type has been gradually shifting from family to non-family households.

3.8.1. Family Households.

Family households are comprised of two or more people who are related by marriage, birth, or adoption. Family households are most commonly represented by married-couples. Family households have, and continue to, dominate household types. Although the formation of family households continues to increase, it is doing so at a decreasing rate. In 1990, family households in the City accounted for 77% of all households. By the 2010 Census, and through 2014¹⁰, family households represented 71% of total households.

3.8.2. Non-Family Households:

Non-family households are comprised of single persons, or two or more people who are not related. In 1990, non-family households represented 23% of all households within the City. By 2010 non-family households represented 29% of all households. As the City's population grows older, the number of non-family households is expected to increase as the elderly lose spouses and the young postpone marriage.

3.8.3. Group Quarters.

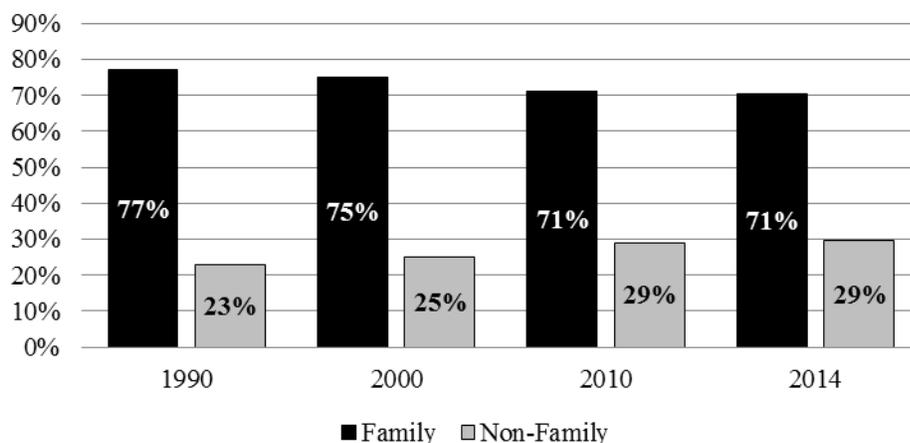
⁹ U.S. Census, Current Population Survey (CPS) - Definitions and Explanations

¹⁰ American Fact Finder, 2014

To a much lesser extent there is a third, and smaller segment of the population that is housed in what is referred to as group quarters. Group quarters are defined as non-institutional living arrangements for groups not living in conventional housing units or groups living in housing units containing ten or more unrelated people or nine or more people unrelated to the person in charge. Examples of people in group quarters include a person residing in a rooming house, in staff quarters at a hospital, college dormitories, or in a halfway house.

Group Housing accounts for Figure XX identifies the City's Group Housing population

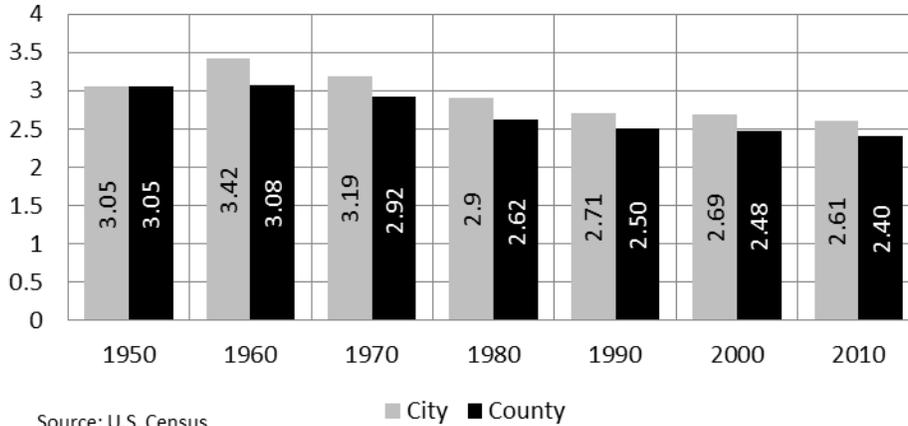
FIGURE 11. CITY OF CENTRAL POINT FAMILY vs. NON-FAMILY HOUSEHOLDS, 1990 - 2014



3.9. Average Household Size;

Historically, the City's average household size has been gradually declining from 3.42 average persons per households in 1960 to 2.61 in 2010 (Figure 12). At 2.61 the City's average household size exceeded the U.S. average, and although declining over the years in 2010 at 2.61 persons/household has remained slightly higher than the U.S. average of 2.58.

FIGURE 12. AVERAGE HOUSEHOLD SIZE, 1950-2010, CITY OF CENTRAL POINT & JACKSON COUNTY



3.10. Median Household Income.

Figure 13 compares the median household income for the City of Central Point and the County from 2000 to 2014. As illustrated the City’s median household income over the past 15 years peaked in 2010 and by 2014 declined to \$46,765.

As of 2014 The City of Central Point had the second highest median income of all cities in Jackson County (Figure 14).

FIGURE 13. MEDIAN HOUSEHOLD INCOME, 2000-2014, CITY OF CENTRAL POINT & JACKSON COUNTY

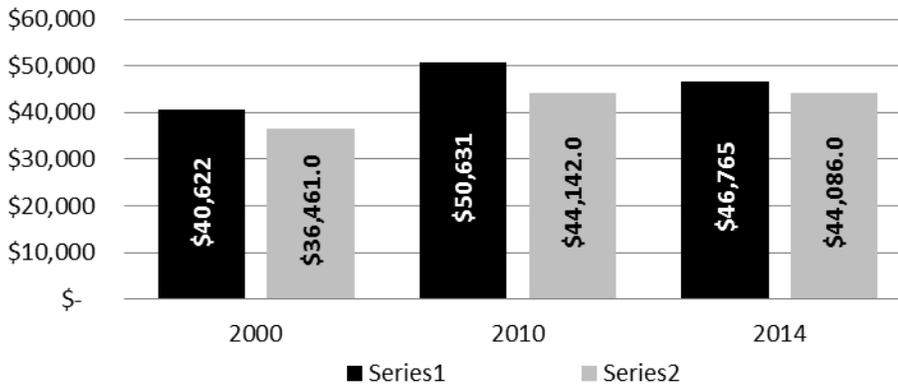
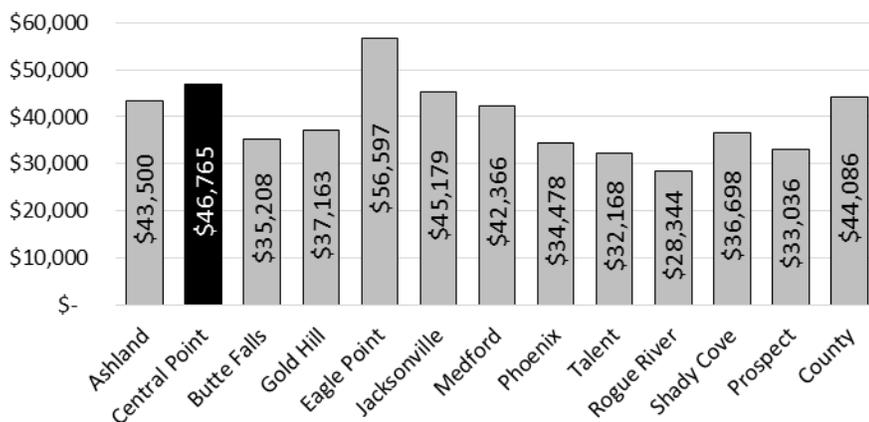
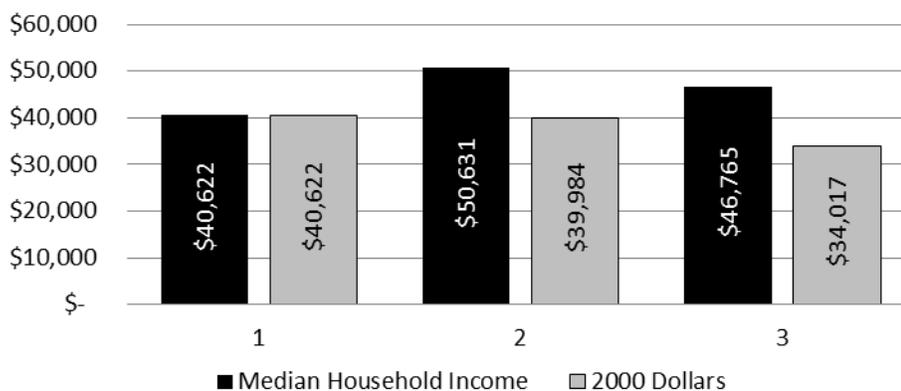


FIGURE 14. COUNTY 2014 MEDIAN HOUSEHOLD INCOME BY CITY



In Figure 15 the median household income for 2010 and 2014 has been compared against 2000 dollars. The Great Recession’s impact on median household income has not yet reached its 2000 equivalent.

FIGURE 15. CITY OF CENTRAL POINT MEDIAN HOUSEHOLD INCOME MEASURED 2014 and 2010 vs. 2000 DOLLARS



4. ASSUMPTIONS FOR FUTURE POPULATION CHANGE

The City’s future population projections are from the *Coordinated Population Forecast 2015 through 2065 Jackson County (Appendix A)*. These projections are based on the Cohort-Component method of population forecasting, which essentially relies on trends in age, fertility/births, mortality, and migration.

As the population of Jackson County continues to age the fertility rate will continue to decline. The decline in the fertility rate will be minimal, declining from 1.9 in 2015 to 1.8 by 2065¹¹. Historically changes in fertility rates have not had a significant impact on the City’s population

¹¹ *Coordinated Population Forecast 2015 through 2065 Jackson County*

growth. Similarly, the death rate, although increasing is expected to have a minimal impact on population growth over the next twenty years. When these two components are combined the net difference will not yield any significant increases in the population. As previously discussed, of all the components of population change migration is the greatest contributor to population growth and will continue to during the planning period. Migration is also the most volatile component and is very sensitive to changes in the economy, both positive and negative.

5. POPULATION PROJECTIONS 2016 to 2036

Over the course of the next twenty (20) years the City of Central Point’s population is expected to increase at an average annual growth rate of 1.1%, taking the population from 17,485 in 2015 to 22,882 in 2036 (Table 1). During this same period the City’s percentage of the County population is expected to increase from 8.7% to 8.9%.

TABLE 1. POPULATION PROJECTIONS 2016-2036, JACKSON COUNTY & CITY OF CENTRAL POINT

Year	Jackson County	City of Central Point	% of County
2016	213,286	18,525	8.7%
2020	222,583	19,332	8.7%
2025	234,561	20,484	8.7%
2030	245,963	21,638	8.8%
2036	257,741	22,882	8.9%

Source: Coordinated Population Forecast 2015 through 2065, Population Research Center, Portland State University, June, 2015

6. PROJECTED POPULATION GROWTH CHARACTERISTICS

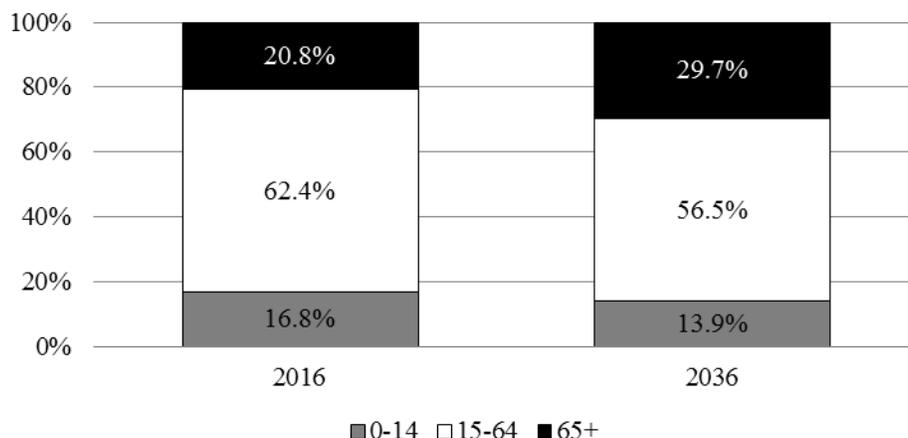
The following represents a general overview of the City’s population characteristics throughout the 2016-36 planning period.

6.1. Age Characteristics.

As illustrated in Figure 10 the County’s population will continue to get older with the 65+ cohort claiming a larger percentage of the population. Although the City has a younger overall population it will experience a similar increase in the 65+ cohort over the next 20-years. The aging of the population will also have an effect on the demand for housing services, ranging from reductions in household size to changing demand for housing types, i.e. senior housing.

Correlation, the statisticians frequently warn, is no guarantee of causation.

FIGURE 10. COUNTY AGE STRUCTURE OF THE POPULATION, 2016 through 2036



6.2. Growth Rate.

The City’s population will continue to grow, but at a decreasing average annual growth rate of 1.1% vs. the 2.9% experienced between 2000 and 2010. Similarly, the County’s average annual growth rate is expected to decline to 1.0% vs. 1.1%.

6.3. Percentage Share of County.

As illustrated in Table 2 the City’s percentage of the County’s population will continue to increase from 8.7% in 2016 to 8.9% by 2036.

6.4. Race & Ethnicity.

The race and ethnicity of both Jackson County and the City of Central Point are expected to continue to diversify. However, over the 20-year planning period the majority race will remain White, non-Hispanic population

6.5. Source of Growth.

The City’s primary source of growth will come from net migration, which is heavily dependent on the economy.

6.6. Household Characteristics.

As illustrated in Figure 4 the average household size has been declining since 1960. For the City of Central Point, the average household size has dropped from 3.42 in 1960, to 2.61 in 2010. It is expected that during the term of the planning period (2016 - 2036) the average household size will continue to decrease, but at a decreasing rate. The City of Central Point Regional Plan Element uses an average household size of 2.5.

6.7. Median Household Income.

Changes in median household income will be a function of the strength of the general economy and the rate of inflation.

7. Population & Demographic Goals & Policies

Goal - To maintain population and demographic forecasts as the primary data source for developing and implementing plans and programs for management of the City’s growth.

Policy 1 - Population Forecast: *The population data presented in Table 1 is the acknowledged population forecast for the period 2016 through 2036 and is to be used in maintaining and updating the City's Comprehensive Plan. It shall be the responsibility of the City to update the data presented in Table 1 based on the decennial U.S. Census and during the interim census periods population forecasts will be based on the latest PRC Forecast (4-year cycle).*

Policy 2 - Average Household Size. *For purposes of calculating household formation, the City will use an average household size of 2.5 for lands within the urban growth boundary. This figure will serve as the basis for determining the number of households expected to be formed throughout the planning period. It shall be the responsibility of the City to periodically monitor and, if necessary, update the average household size through data provided by the U.S. Census Bureau.*

Policy 3 - Household Distribution. *For purposes of calculating household formation, the City will use 70% as the percentage of households that are family households and 30% as Non-Family Households. These figures shall be used in maintaining and updating the City's Comprehensive Plan. It shall be the responsibility of the City to periodically monitor and, if necessary, update the percentage of family households through data provided by the U.S. Census Bureau.*

Policy 4 – Racial and Ethnic Diversity. Racial and Ethnic Diversity. *The City acknowledges the changing racial and ethnic diversity of the community and will continue to develop the strategies and tools necessary to ensure that the benefits of growth meet the needs of all people within the community regardless of race or ethnicity.*

APPENDIX A – *Coordinated Population Forecast, 2015 Through 2065, Jackson County*