



Oregon

Theodore R. Kulongoski, Governor

Department of Land Conservation and Development

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NOTICE OF ADOPTED AMENDMENT

March 6, 2007

TO: Subscribers to Notice of Adopted Plan
or Land Use Regulation Amendments

FROM: Mara Ulloa, Plan Amendment Program Specialist

SUBJECT: Jackson County Plan Amendment
DLCD File Number 005-06



The Department of Land Conservation and Development (DLCD) received the attached notice of adoption. A copy of the adopted plan amendment is available for review at the DLCD office in Salem and the local government office.

Appeal Procedures*

DLCD ACKNOWLEDGMENT or DEADLINE TO APPEAL: March 19, 2007

This amendment was submitted to DLCD for review 45 days prior to adoption. Pursuant to ORS 197.830 (2)(b) only persons who participated in the local government proceedings leading to adoption of the amendment are eligible to appeal this decision to the Land Use Board of Appeals (LUBA).

If you wish to appeal, you must file a notice of intent to appeal with the Land Use Board of Appeals (LUBA) no later than 21 days from the date the decision was mailed to you by the local government. If you have questions, check with the local government to determine the appeal deadline. Copies of the notice of intent to appeal must be served upon the local government and others who received written notice of the final decision from the local government. The notice of intent to appeal must be served and filed in the form and manner prescribed by LUBA, (OAR Chapter 661, Division 10). Please call LUBA at 503-373-1265, if you have questions about appeal procedures.

***NOTE: THE APPEAL DEADLINE IS BASED UPON THE DATE THE DECISION WAS MAILED BY LOCAL GOVERNMENT. A DECISION MAY HAVE BEEN MAILED TO YOU ON A DIFFERENT DATE THAN IT WAS MAILED TO DLCD. AS A RESULT YOUR APPEAL DEADLINE MAY BE EARLIER THAN THE ABOVE DATE SPECIFIED.**

Cc: Doug White, DLCD Community Services Specialist
John Renz, DLCD Regional Representative
Melissa Anderson, Jackson County

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FORM 2

DLCD

Notice of Adoption

THIS FORM **MUST BE MAILED** TO DLCD
WITHIN 5 WORKING DAYS AFTER THE FINAL DECISION
PER ORS 197.610, OAR CHAPTER 660 - DIVISION 18

In person electronic mailed

DATE STAMP

DEPT OF
FEB 29 2007
LAND CONSERVATION
AND DEVELOPMENT
For DLCD Use Only

Jurisdiction: **Jackson County**

Local file number: **LRP2006-00003**

Date of Adoption: **2/21/2007**

Date Mailed: **2/26/2007**

Was a Notice of Proposed Amendment (Form 1) mailed to DLCD? **Yes** Date: 5/24/2006

Comprehensive Plan Text Amendment

Comprehensive Plan Map Amendment

Land Use Regulation Amendment

Zoning Map Amendment

New Land Use Regulation

Other:

Summarize the adopted amendment. Do not use technical terms. Do not write "See Attached".
Jackson County is proposing to update the population element, including population projections of the Comprehensive Plan.

Does the Adoption differ from proposal? No, no explanation is necessary

Plan Map Changed from: **N/A**

to: **N/A**

Zone Map Changed from: **N/A**

to: **N/A**

Location: **N/A**

Acres Involved: **0**

Specify Density: Previous: **N/A**

New: **N/A**

Applicable statewide planning goals:

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Was an Exception Adopted? YES NO

Did DLCD receive a Notice of Proposed Amendment...

45-days prior to first evidentiary hearing?

Yes No

If no, do the statewide planning goals apply?

Yes No

If no, did Emergency Circumstances require immediate adoption?

Yes No

DLCD # 005-06 (15262)

DLCD file No. _____

Please list all affected State or Federal Agencies, Local Governments or Special Districts:

DLCD, DSL, DEQ, DOA, JACKSON COUNTY CITIES.

Local Contact: **Melissa Anderson, AICP**

Phone: **(541) 774-6918** Extension:

Address: **10 S. Oakdale Ave, Room 100**

Fax Number: **541-774-6791**

City: **Medford**

Zip: **97501-**

E-mail Address: **andersma@jacksoncounty.org**

ADOPTION SUBMITTAL REQUIREMENTS

This form **must be mailed** to DLCD **within 5 working days after the final decision**
per ORS 197.610, OAR Chapter 660 - Division 18.

1. **Send this Form and TWO Complete Copies** (documents and maps) of the Adopted Amendment to:

**ATTENTION: PLAN AMENDMENT SPECIALIST
DEPARTMENT OF LAND CONSERVATION AND DEVELOPMENT
635 CAPITOL STREET NE, SUITE 150
SALEM, OREGON 97301-2540**

2. **Electronic Submittals:** At least **one** hard copy must be sent by mail or in person, but you may also submit an electronic copy, by either email or FTP. You may connect to this address to FTP proposals and adoptions: **webserver.lcd.state.or.us**. To obtain our Username and password for FTP, call Mara Ulloa at 503-373-0050 extension 238, or by emailing **mara.ulloa@state.or.us**.
3. **Please Note:** Adopted materials must be sent to DLCD not later than **FIVE (5) working days** following the date of the final decision on the amendment.
4. Submittal of this Notice of Adoption must include the text of the amendment plus adopted findings and supplementary information.
5. The deadline to appeal will not be extended if you submit this notice of adoption within five working days of the final decision. Appeals to LUBA may be filed within **TWENTY-ONE (21) days** of the date, the Notice of Adoption is sent to DLCD.
6. In addition to sending the Notice of Adoption to DLCD, you must notify persons who participated in the local hearing and requested notice of the final decision.
7. **Need More Copies?** You can now access these forms online at **http://www.lcd.state.or.us/**. Please print on **8-1/2x11 green paper only**. You may also call the DLCD Office at (503) 373-0050; or Fax your request to: (503) 378-5518; or Email your request to **mara.ulloa@state.or.us** - ATTENTION: PLAN AMENDMENT SPECIALIST.

Approved: February 21, 2007

Effective: April 22, 2007

Volume: _____ Page: _____

**BEFORE THE BOARD OF COMMISSIONERS
STATE OF OREGON, COUNTY OF JACKSON**

ORDINANCE NO. 2007-3

**AN ORDINANCE RESCINDING THE PREVIOUSLY ADOPTED POPULATION ELEMENT
AND ADOPTING THE POPULATION ELEMENT OF THE JACKSON COUNTY
COMPREHENSIVE PLAN, FILE LRP2006-00003.**

RECITALS:

1. Pursuant to Chapters 197 and 215 of the Oregon Revised Statutes and in conformance with the Statewide Planning Goals, the Jackson County Comprehensive Plan (JCCP), Jackson County Land Development Ordinance (LDO) and associated implementing ordinances were acknowledged by the Oregon Land Conservation and Development Commission (LCDC) through Acknowledgment Order 83-ACK-93 on May 16, 1983. Today, after numerous post-acknowledgment plan amendments and periodic review adjustments, the County's plan and implementing ordinances (e.g., Ordinances 2004-1 and 2004-2RM) retain their "acknowledged" status.
2. Oregon State law requires that the designated coordinating body¹ prepare a coordinated population forecast within its boundary². Jackson County is the coordinating body responsible for developing the 20-year population forecast within its jurisdiction, and currently, the population forecast for the County is out of date and must be revised to meet this mandate.
3. Completing an update to the population forecast in the Population Element will bring the County into compliance with state law, as well as enable cities within the jurisdiction to plan for and initiate Urban Growth Boundary (UGB) expansions as needed to maintain consistency with Statewide Planning Goal 14
4. The revised Population Element of the Comprehensive Plan presents the coordinated population forecast for Jackson County and its incorporated communities consistent with the requirements of ORS 195.036, for the period 2006 to 2040.

¹ Oregon Revised Statute (ORS) 195.025: "In addition to the responsibilities stated in ORS 197.175, each county, through its governing body, shall be responsible for coordinating all planning activities affecting land uses within the county."

² ORS 195.036: "The coordinating body under ORS 195.025 shall establish and maintain a population forecast for the entire area within its boundary for use in maintaining and updating comprehensive plans, and shall coordinate the forecast with the local governments within its boundary".

5. The population control total for Jackson County was initially based on the Office of Economic Analysis' (OEA) forecast for the period 2005-2040³, and the ratio method was used to allocate the County's total forecast population to the eleven incorporated cities, White City and unincorporated areas of the County.
6. The OEA control total was increased by 3% to reflect a faster rate of growth in Jackson County, which is more consistent with the County's past growth rates. For the period from 1980 to 2005, Jackson County grew at a faster rate than the OEA forecast for the 2005 to 2040 period; the growth rate derived from the OEA forecast is 1.23%, as opposed to the actual average annual growth rate of 1.55% experienced by the County from 1980 to 2005.
7. The population allocation for the City of Jacksonville was reduced because their City Council voted to contain population growth⁴ within the 20-year planning period.
8. A trend extrapolation was used to allocate the 3% increase in the County control total and the Jacksonville adjustment. Population adjustments for the unincorporated County and the cities of Eagle Point and Medford were increased to reflect historic growth rates: 1) the unincorporated County population is projected to remain relatively static, and 2) the cities of Eagle Point and Medford are projected in 2026 to grow at a rate of 3.91% and 2.16%, respectively.
9. Comments received reflect an interest in maintaining consistency with the Regional Problem Solving (RPS) process, however, comparing the County's projected 2040 population allocation with the RPS' Double Population Target is difficult because the forecasts have different time-frames and different geographic focuses. Furthermore, each city within the RPS study area will not necessarily grow at the same pace. With these differences in mind, the proposed allocations are relatively consistent with the assumptions of growth from the RPS Double Population Target.
10. The Population Element of the Comprehensive plan should be reviewed in approximately five years, following release of the 2010 United States Census date and updated as necessary.

Now, Therefore, the Board of County Commissioners of Jackson County hereby make the following findings and conclusions:

SECTION 1. FINDINGS OF FACT

Based upon the evidence and argument presented, the Board of Commissioners makes the following findings of fact with respect to this application. Where factual conflicts arose, the Board has resolved them consistent with these findings.

³ OEA Projections are based on data and analysis provided by Portland State University's Center for Population Studies.

⁴ Jacksonville's population was limited to a total of 3,397 or an average annual growth rate of 1.49% for the 20-year planning period.

- 1.1 The Board of County Commissioners initiated amendments to the Population Element in 2006 under Board Order #169-06.
- 1.2 Following several months of research, interviews and a meeting on June 13th with the cities, two planning commission work sessions were held on July 13th and August 10th of 2006. These work sessions were followed by a public hearing with the Jackson County Planning Commission on September 28, 2006.
- 1.3 The Department of Land Conservation and Development (DLCD) received an advance copy of the proposed population report at least 45 days prior to the first evidentiary hearing, in accordance with ORS 197.610.
- 1.4 Media notice of the September 28, 2006 Planning Commission public hearing was published in the Mail Tribune on Sunday, September 17, 2006 in accordance with ORS 215.223. In addition, the notice of hearing was mailed to all cities, affected agencies and citizen's groups on the County's affected agency list on September 5, 2006. The staff report and all addenda were available seven days prior to the Planning Commission's hearing.
- 1.5 Following public notice in accordance with Statewide law and the Jackson County Land Development Ordinance, the Planning Commission opened a public hearing on September 28, 2006 to consider amendments to the Population Element, which included revised population allocations for cities and communities within the County. The Planning Commission closed the oral and written record on September 28, 2006 and scheduled October 12, 2006 for deliberations.
- 1.6 On October 12, 2006 the Planning Commission by motion and majority vote recommended approval of the revised Population Element to the Jackson County Board of Commissioners, directing staff to prepare a recommendation to forward to the Board of Commissioners.
- 1.7 On January 10, 2006 the Jackson County Board of Commissioners by motion and majority vote approved the revised Population Element and directed staff to prepare an ordinance for adoption.

SECTION 2. LEGAL FINDINGS

- 2.1 Jackson County is the coordinating body responsible for developing the 20-year population forecast within its jurisdiction. The Population Element of the Comprehensive Plan presents the coordinated population forecast for Jackson County and its incorporated communities consistent with the requirements of ORS 195.036.
- 2.2 The Jackson County Board of Commissioners initiated an update to the Population Element of the Comprehensive Plan on April 26, 2006 (Board Order #169-06). A revision to the Population Element is a major text amendment, which is legislative in nature, thus exempting the review from the processing time lines of ORS 215.427. The Type 4 review procedure is being implemented as dictated by LDO, Section 3.1.5.

- 2.3 The amendments comply with ORS 197.610-615 (post-acknowledgment plan amendments):
- 2.3.1 File LRP2006-00003 was initiated by the County and is legislative in nature, thus exempting it from the processing time lines of ORS 215.427.
 - 2.3.2 A properly noticed Jackson County Planning Commission public hearing was held on September 28, 2006. Oral and written responses are included in the record of the public hearing.
 - 2.3.3 On October 12, 2006, the Planning Commission deliberated and voted unanimously to recommend approval of the amendments to the Population Element of the Comprehensive Plan to the Board of County Commissioners.
 - 2.3.4 On January 10, 2006 the Jackson County Board of Commissioners by motion and majority vote approved the revised Population Element and directed staff to prepare an ordinance for adoption.

SECTION 3. CONCLUSIONS

- 3.1 Proper public and agency notice was given and the procedural requirements of ORS 197.610-615 have been met.
- 3.2 The amendments in File LRP2006-00003 are in compliance with and implement Oregon land use laws.
- 3.3 The amendments proposed through File No. LRP2006-00003 are in compliance with and further the intent of the Jackson County Comprehensive Plan by bringing the County into compliance with ORS 195.036.

SECTION 4. DECISION

The Board of County Commissioners of Jackson County ordains as follows:

- 4.1 Based on the record of the public hearing and the recommendation of the Jackson County Planning Commission, the Board of County Commissioners rescinds the previously adopted Population Element.
- 4.2 Based on the record of the public hearing and the recommendation of the Jackson County Planning Commission, the Board of County Commissioners adopts the Population Element of the Comprehensive Plan, attached hereto as Exhibit A.
- 4.3 Invalidity of a section or part of this ordinance shall not affect the validity of the remaining sections or parts of sections.

Volume: _____ Page: _____

APPROVED this 21st day of February, 2007, at Medford, Oregon.

JACKSON COUNTY BOARD OF COMMISSIONERS



Dennis C. W. Smith, Chair


absent

Jack Walker, Commissioner



Dave Gilmour, Commissioner

APPROVED AS TO FORM:



County Counsel

ATTEST:



By: Recording Secretary

The Board of County Commissioner's Ordinance is the final decision on this action. This decision may be appealed to the Oregon Land Use Board of Appeals (LUBA). You must appeal this decision within 21 days of the date it is mailed. This decision is being mailed on February 26, 2007, and the LUBA appeal period will expire on March 19, 2007. Please contact LUBA for specific appeal information. They are located at 550 Capitol Street N.E. Suite 235, Salem, Oregon 97301-2552. They can be reached at (503) 373-1265.

POPULATION¹

POLICY:

FOR PLANNING PURPOSES, JACKSON COUNTY SHALL MONITOR POPULATION TRENDS AND ASSIST IN THE DEVELOPMENT OF POPULATION FORECASTS. THESE FORECASTS SHALL BE DEVELOPED IN COOPERATION WITH OTHER JURISDICTIONS IN THE COUNTY AND LEVELS OF GOVERNMENT, AND SHALL BE USED TO PROVIDE THE BASIS FOR PLANNING POLICY DEVELOPMENT AND LAND USE DECISIONS.

IMPLEMENTATION STRATEGY:

Review and update as necessary the population data and the Population Element of the Comprehensive Plan, when the 2010 Census data is available and thereafter as ordered by the Planning Commissioners or Board of Commissioners as new United States Census information becomes available and State of Oregon forecast studies become available.

I. INTRODUCTION

The Population Element of the Jackson County Comprehensive Plan contains population information relating to Jackson County and its incorporated cities, with statistical analysis of past, present and potential future population growth. Policies directing future population increase or development are already included in the Agricultural, Forest and Urban Lands Elements of the Jackson County Comprehensive Plan.

The Population Element presents the coordinated population forecast for Jackson County and its incorporated communities consistent with the requirements of ORS 195.036, for the period 2006 to 2040. Population allocations are provided to Jackson County's eleven incorporated cities, four unincorporated communities, and other unincorporated areas of the County. The population allocation is based on the Office of Economic Analysis's (OEA) 2004 forecast for population growth for Jackson County from 2000 to 2040.

BACKGROUND

Local governments in Oregon have developed and adopted population forecasts for planning purposes since the inception of the statewide planning program. The forecasts are used for many purposes including determining the size of Urban Growth Boundaries (UGBs), capital improvement planning, and other planning activities. For example, Oregon State planning law (ORS 197.295 – 197.296) requires cities to plan for needed housing to accommodate population

¹ Adopted by Ordinance #2007-3 on 2/21/07; *Acknowledged by DLCD letter dated ###/07; Effective ##/##/07.* Adopted by Ordinance #96-32 on 7/24/96; *Acknowledged by DLCD letter dated 9/24/96; Effective 10/4/96.* Amended by Ordinance #99-44 on 12/15/99; Effective 02/13/00; File 1999-6-OA.

growth in urban growth boundaries. ORS 197.712 also requires cities to ensure that sufficient land is available in urban growth boundaries for commercial development and economic growth.

One problem that emerged from the forecasting process in Oregon was consistency. In many instances the forecasts of incorporated cities would sum to a figure far higher than the county forecast. In 1995, the Oregon Legislature recognized a need for local consistency in population forecasting and for a coordinated statewide forecast by adding a statute requiring counties to:

“...establish and maintain a population forecast for the entire area within its boundary for use in maintaining and updating comprehensive plans, and shall coordinate the forecast with the local governments within its boundary.” [ORS 195.036]²

The legislature designated the state Office of Economic Analysis (OEA), a division of the Department of Administrative Services, as the primary forecasting agency for the state of Oregon. The OEA prepares population and employment forecasts for the state and each county. The OEA prepared state and county population forecasts in 1997 and again in 2004. These forecasts are intended to serve as a basis for county-level population coordination.

Population forecasts must be coordinated by a designated “coordinating” agency; in this case Jackson County. The combined sum of forecasts for incorporated cities and rural areas must roughly equal the forecast for the county as a whole (the county “control total”).³ The control total usually comes from the long-term population and employment forecasts developed by the Office of Economic Analysis of the State Department of Administrative Services.⁴ The most recent OEA forecasts are from 2004.

II. DATA SOURCES AND METHODS

The population forecasts presented in this Element build from a range of secondary data sources. All of the data used in developing the forecasts are from easily available standard sources:

- The U.S. Census of population and housing (1980, 1990, and 2000) provides decennial population figures as well as a broad range of demographic and socioeconomic variables;
- The Oregon Office of Economic Analysis (OEA) provides long-term population forecasts;
- The Population Research Center at Portland State University provides annual population estimates and annexation history for incorporated cities; and
- Claritas, Inc. provides custom demographic and market reports for current years.

² 1995 House Bill 2709 (ORS 197.296)

³ The forecasts for incorporated cities includes all lands within the existing Urban Growth Boundaries (UGBs) of those cities. In short, the forecasts are for growth in the UGBs.

⁴ While most coordinating bodies use the OEA forecasts as the basis for coordination, there is no statutory requirement that the OEA forecasts be used.

OEA FORECASTS

The OEA uses a cohort component model to develop its forecasts. In general, a cohort component model adds *natural increase (births – deaths)* to *net migration* for specified age cohorts (usually five year increments). This method uses the age/sex groupings of the existing population and assumptions about future aging patterns to estimate birth and death rates to calculate the “natural change” in population. The natural change component is especially useful for areas with a stable population (like many Eastern Oregon cities and counties) or a city with a large retirement population (like Brookings, Oregon for example). However, this component by itself is less accurate when a large share of the forecast increase is due to people moving into the areas. For example, if an area has a high percentage of growth due to in-migration the in-migration numbers can “swamp” the natural increase numbers and make them less important.

Because migration can be a significant part of the growth calculation this method usually considers both the natural increase and migration patterns to generate the total population change. However, as the OEA states in its 2004 long-term forecast, “*Migration is the most complex and most volatile component of population change.*”⁵ The migration component cannot be easily predicted because the reasons people choose to move from one area to another are based on a variety of individual and family decisions including personal choice, economics, quality of life changes, quality of education, safety, political climate and others factors.

Table 1 shows the OEA’s population forecast for Jackson County from 1997 and 2004. In the 2004 forecast, the OEA estimated faster population growth for Jackson County than in the 1997 forecast. The 2004 forecast estimates that by 2040, Jackson County’s population will increase from 182,200 people in 2000 to 297,496 people in 2040, an overall increase of 63% or 115,296 people.

Table 1. OEA population forecast, Jackson County, 1997 and 2004

Year	1997	2004
2000	177,982	182,200
2005	188,746	194,005
2010	199,415	208,370
2015	210,373	223,464
2020	221,665	238,865
2025	233,081	253,881
2030	244,102	268,385
2035	254,759	282,669
2040	264,933	297,496
AAGR 2000 to 2010	1.1%	1.4%
AAGR 2010 to 2020	1.1%	1.4%
AAGR 2020 to 2030	1.0%	1.2%
AAGR 2030 to 2040	0.8%	1.0%

Source: Office of Economic Analysis (OEA)
AAGR – Average Annual Growth Rate

⁵ *Long-Term Population Forecast for Oregon and Its Counties, 2000-2040*, Office of Economic Analysis, 2004, first page.

ISSUES WITH SMALL AREA FORECASTS

Planning implies forecasting. To use policies to change the future in ways that decision makers think their constituents would find beneficial, one must first have an idea of what could or is likely to occur in the absence of those policy changes.

Forecasting is usually better, and better received, if it is based on a model of how the world works. In the context of housing and economic development, that understanding must certainly include how households and businesses make decisions about where to locate, and what types of buildings to occupy.

In the context of land use and growth management, the main variables that one must forecast are population and employment, which are then used to forecast the demand for new built space (housing, offices, warehouses, retail stores, and so on). The demand for built space creates a derived demand for land on which to build that space.

The amount of land needed depends on the type and density of space that will be built to accommodate population and employment growth. The type and density of development will be a function of market factors (demand and supply conditions) and public policy (especially about density and infrastructure, but also about transportation, economic development, environmental protection, and so on). This function of forecasting is central to Jackson County and its cities: it will allow cities to determine whether they have sufficient land available to accommodate 20 years of population and employment growth.

The main point is that (1) forecasting growth requires a consideration of many variables that interact in complicated ways, and (2) any forecast of a single future is bound to be inexact—there are many possible futures that are more or less likely depending on one's assessment of the likelihood of the assumptions.

It is useful to understand the limitations of small areas forecasts.⁶ The fact that the PSU estimates significantly underestimated the 2000 population of several Oregon cities, underscores one of the key problems that emerge with small area population estimates and forecasts. Following is a discussion of why small area forecasts are highly uncertain:

- Projections for population in most cities and counties are not based on deterministic models of growth; they are simple projections of past growth rates into the future. They have no quantitative connection to the underlying factors that explain why and how much growth will occur.
- Even if planners had a sophisticated model that links all these important variables together (which they do not), they would still face the problem of having to forecast the future of the variables that they are using to forecast growth (in, say, population or

⁶ In the context of the nation and the state, the amount of population in Jackson County is comparatively small. The subareas of the County this analysis presents allocations for (the cities and unincorporated areas) all have small populations, which increases uncertainty in the forecasting process.

employment). In the final analysis, all forecasting requires making *assumptions* about the future.

- Comparisons of past population projections to subsequent population counts have revealed that even much more sophisticated methods than the ones used in the study "are often inaccurate even for relatively large populations and for short periods of time."⁷ The smaller the area and the longer the period of time covered, the worse the results for any statistical method.
- Small areas start from a small base. A small change in the absolute number of population or housing in a small city produces a large percentage change. For example, a new subdivision of 200 homes inside the Portland Urban Growth Boundary has an effect on total population of 0.02%. That same subdivision in Talent would increase the community's housing stock by more than 8%—and population by a similar percentage.
- Especially for small cities in areas that can have high growth potential (e.g., because they are near to concentrations of demand in neighboring metropolitan areas, or because they have high amenity value for recreation or retirement), there is ample evidence of very high growth rates in short-term; there are also a few cases of high growth rates sustained over 10 to 30 years. Growth rates for small cities tend to decrease over time because the population base increases.
- Public policy makes a difference. Cities can affect the rate of growth through infrastructure, land supply, incentives and other policies. Such policies generally do not have an impact on growth rates in a region, but may cause shifts of population and employment among cities.

Because of the uncertainty associated with small area forecasts, many forecasts present ranges of future population. ORS 195.036 is not explicit on the issue of whether ranges are appropriate (or legally acceptable), however, the OEA forecasts are point forecasts (e.g., they reflect one rate and a single future population) as are coordinated forecasts at the city level.⁸ Cities have many reasons to use point forecasts: among the most important are projections of future revenues, need for infrastructure, and need for land. Moreover, Goal 14 requires cities to demonstrate "need" for UGB expansions. Range forecasts are ambiguous about need and it is not clear that need could be proven for any rate above the lowest rate in a range. These factors provide sufficient rationale for cities to develop and adopt point forecasts. That fact, however, does not mean they are more accurate.

In summary, the longer the forecast, the greater the potential that actual population growth will vary from the forecast. This implies that cities should closely monitor actual population growth

⁷Murdock, Steve H., et al. 1991. "Evaluating Small-Area Population Projections." *Journal of the American Planning Association*, Vol. 57, No. 4, page 432.

⁸ The County is unaware of any coordinated forecasts that present ranges. It is not uncommon, however, for cities to consider ranges of population and employment during planning exercises.

so that either (1) plans can be modified to account for variations, or (2) policies can be implemented that increase the likelihood of achieving the population growth.

One final comment on forecasts: population forecasts are often viewed as “self-fulfilling prophecies.” In many respects they are intended to be; local governments create land use, transportation, and infrastructure plans to accommodate the growth forecast. Those planning documents represent a series of policy decisions—and influence public investments for infrastructure and services. Thus, how much population a local government (particularly cities) chooses to accommodate is also a policy decision. In short, the forecast and the plans based on the forecast represent the city’s future vision.

ALLOCATION METHODS: OVERVIEW

The literature identifies many accepted approaches to projecting or forecasting population. More robust approaches use component models (natural increase plus migration).⁹ Simpler approaches extrapolate from historic trends. At large geographic levels, migration becomes less of a factor making component models more accurate. For smaller regions, migration and other factors are more difficult to document.

At the national or state level, population growth has a larger effect on employment growth. Standard cohort-component models can provide relatively accurate forecasts of population growth in larger areas where the migration component is small. Such models are frequently applied in areas where there is relative stability in demographic characteristics and vital statistics (e.g., birth and death rates).

Regional or city-level forecasts often use a step-down method based on a larger regional or national forecast. The general concept is to estimate the portion of population regional population growth that will occur in the subregion. There are several variations on the step-down method, summarized in Table 2.

Table 2. Basic population forecasting methods

Method	Description
Trend extrapolation	Uses historical population growth rates and extrapolates them into the future.
Ratio trend	Uses current city/county ratio of population and extrapolates to the future.
Comparative	Past growth pattern is compared with growth patterns of larger, older areas. Should consider social, economic, political, and other variables.

Source: ECONorthwest

These methods are relatively simple and rely on past trends as an indicator of future growth. A number of assumptions are implicit in these methods: (1) past growth is a good indicator of

⁹ The OEA long-range forecasts use this methodology.

future growth; (2) factors affecting local population growth will not change substantially; and (3) selection of base year can significantly affect the forecast.

The allocation of population to the cities of Jackson County uses a “ratio trend” method described in Table 2 to allocate population to Jackson County cities. Historical population trends were reviewed as a basis for future growth. Trend data reviewed as part of this analysis included annual population changes from the Census and from the Population Research Center at Portland State University.

Several different methods were considered for allocating population to subareas of the County including those cited above, as well as the compounding method and the straight-line method. The **ratio methodology** was selected because it is (1) consistent with historical population growth trends, (2) it is a relatively simple approach that builds from historical data and assumptions about future City and County growth policies, and (3) it assumes that the proportion of the County’s population in the cities will change over time, with faster growth in some cities and slower growth in other cities.

In summary, the ratio methodology was selected because:

- It provides the best approximation of historical growth trends in Jackson County and historical trends are an indicator of future growth;
- The County has not identified any constraints to population growth;
- It is a simple method that implicitly considers factors that have affected historical population growth;
- It provides a method of modeling annual variations in population growth that have occurred in the past and will continue in the future; and
- It is an accepted method for allocating population to the cities based on the OEA population forecast for Jackson County.

III. FACTORS AFFECTING LONG-TERM GROWTH IN JACKSON COUNTY

This section discusses some of the factors that affect long-term growth in Jackson County. These factors include statewide and regional population trends and population trends in Jackson County.

STATEWIDE AND REGIONAL POPULATION TRENDS

Population growth in Oregon tends to follow economic cycles. Oregon’s economy is generally more cyclical than the Nation’s, growing faster than the national economy during expansions and contracting more rapidly than the nation during recessions. This pattern is shown in Table 3, which presents data on population in the U.S., Oregon, and Southern Oregon, and Jackson County and its incorporated cities over the 1980–2005 period.

Table 3 shows Oregon grew more rapidly than the U.S. in the 1990s (which was generally an expansionary period) but lagged behind the U.S. in the 1980s. Oregon's slow growth in the 1980s was primarily due to the nationwide recession early in the decade. Oregon's population growth regained momentum in 1987, growing at annual rates of 1.4%–2.9% between 1988 and 1996. Population growth for Oregon and its regions slowed in 1997 and remained slow between 2000 to 2005, averaging 1.1% or 1.2% annually, the slowest rate since 1987.

Table 3. Population in the U.S., Oregon, Southern Oregon, Josephine County, Jackson County, and Cities in Jackson County, 1980 to 2005

Area	Population				Change 1980 to 2005		
	1980	1990	2000	2005	Number	Percent	AAGR
U.S.	226,545,805	248,709,873	281,421,906	296,410,404	69,864,599	31%	1.08%
Oregon	2,639,915	2,842,321	3,421,399	3,631,440	991,525	38%	1.28%
Southern Oregon	285,059	303,685	357,394	588,200	303,141	106%	2.94%
Josephine County	58,855	62,649	75,726	79,645	20,790	35%	1.22%
Jackson County	132,456	146,389	181,269	194,515	62,059	47%	1.55%
Ashland	14,943	16,234	19,522	20,880	5,937	40%	1.35%
Butte Falls	428	252	439	445	17	4%	0.16%
Central Point	6,357	7,509	12,493	15,640	9,283	146%	3.67%
Eagle Point	2,764	3,008	4,797	7,585	4,821	174%	4.12%
Gold Hill	904	982	1,073	1,080	176	19%	0.71%
Jacksonville	2,030	1,896	2,235	2,490	460	23%	0.82%
Medford	39,746	46,951	63,154	70,855	31,109	78%	2.34%
Phoenix	2,309	3,239	4,060	4,660	2,351	102%	2.85%
Rogue River	1,308	1,759	1,847	1,995	687	53%	1.70%
Shady Cove	1,097	1,351	2,340	2,645	1,548	141%	3.58%
Talent	2,577	3,274	5,589	6,255	3,678	143%	3.61%
White City	4,333	5,891	5,466	7,500	3,167	73%	2.22%
Other Unincorp.	53,660	54,043	58,254	52,485	-1,175	-2%	-0.09%

Source: U.S. Census and Population Research Center at Portland State University.

Note: The data from the U.S. Census and Population Research Center may undercount certain populations because of difficulty in counting them in the process. This data is widely accepted as the best estimates of population and demographics available.

*Note: White City 1980 population is an estimate from the 1998 Jackson County Comp Plan and the 2005 figure is an estimate from the Medford Water Commission.

Oregon's population is also related to economic conditions in other states—most notably, in California. During downturns in California's economy, people leave the state for opportunities in Oregon and elsewhere. As California's economy recovers, the population exodus tapers off. Such interstate migration is a major source of population change.

According to a U.S. Census study, Oregon had net interstate in-migration (more people moved to Oregon than moved from Oregon) during the period 1990-2004.¹⁰ Oregon had an annual average of 26,290 more in-migrants than out-migrants during the period 1990-2000. The annual average dropped to 12,880 during the period 2000-2004.¹¹

¹⁰ Marc J. Perry, 2006, *Domestic Net Migration in the United States: 2000 to 2004*, Washington, DC, Current Population Reports, P25-1135, U.S. Census Bureau.

¹¹ In contrast, California had net interstate *out-migration* over the same period. During 1990-2000, California had an annual average of 220,871 more out-migrants than in-migrants. The net outmigration slowed to 99,039 per year during 2000-2004.

The Oregon Department of Motor Vehicles collects data on out-of-state driver licenses surrendered by applicants for Oregon licenses. These data provide an indicator of the source of Oregon's in-migration. During the period 1999-2005, over 30% of surrendered licenses were from California and approximately 17% were from Washington. All other states each accounted for less than 5% of the surrendered licenses.¹² The DMV also collects data on Oregon driver licenses surrendered in other states. These data indicate that Washington and California are the top destinations for Oregon's out-migrants.¹³

The *1999 Oregon In-migration Study* found that migrants to Oregon tend to have the same characteristics as existing residents, with some differences—recent in-migrants to Oregon are, on average, younger and more educated, and are more likely to hold professional or managerial jobs, compared to Oregon's existing population. The race and ethnicity of in-migrants generally mirrors Oregon's established pattern, with one exception: Hispanics make up more than 7% of in-migrants but only 3% of the state's population. The number-one reason cited by in-migrants for coming to Oregon was family or friends, followed by quality of life and employment.¹⁴

JACKSON COUNTY POPULATION TRENDS

Table 3 shows that Jackson County grew faster than the US, Oregon, Southern Oregon, or Josephine County throughout the 1980–2005 period. Over the twenty-five year period, the County grew at an average annual rate of 1.55%, adding 62,059 residents.

Table 4 shows the population trends in five-year increments from 1980 and 2005 for Jackson County, the eleven incorporated cities, White City, and other unincorporated areas of the County for the period between 1980 and 2005. Tables D-1, D-2 and D-3 in Appendix A show annual population changes, including historical population, amount of population change per year, and yearly growth rates. Table 5 shows the average annual growth rates for selected time periods for cities within Jackson County between 1980 and 2005. These tables show that the cities within Jackson County experienced different amounts of growth at different points in time:

- **The majority of population growth in the County was in Medford.** Medford's population increased by 31,109 residents since 1980, accounting for half of the population growth in Jackson County. Medford's growth rate for the 1980 to 2005 period was 2.34% annually, with a 3% annual growth rate in the 1990's. It is reasonable to expect that Medford will account for a large share of the County's growth in the future.
- **Central Point was one of the County's fastest growth cities.** Central Point had one of the highest population growth rates in Jackson County for the twenty-five year period,

¹² See Oregon Department of Motor Vehicles, "Driver Issuance Statistics," http://www.oregon.gov/ODOT/DMV/news/driver_stats.shtml, accessed May 25, 2006.

¹³ For a discussion of the DMV data, see Ayre, A, 2004, *People Moved to Oregon Despite Recession*, Oregon Employment Department, July.

¹⁴ State of Oregon, Employment Department. 1999. *1999 Oregon In-migration Study*.

3.67% annual growth. Central Point's population grew by 9,238 people, from 6,357 residents in 1980 to 15,640 residents in 2005.

- **Ashland grew at a slower pace than Medford or Central Point.** Ashland is the second largest city in Jackson County, after Medford. Ashland's population grew by 1.35% annually from 14,943 residents in 1980 to nearly 20,880 residents in 2005. Ashland added 5,937 residents over the twenty-five year period, which accounted for 10% of the population growth in Jackson County over the period.
- **Eagle Point was the fastest growing city in the County.** Eagle Point grew at an annual rate of 4.12% from 1980 to 2005. Eagle Point's population grew from 2,764 residents in 1980 to 7,585 residents in 2005, an increase of 4,821 people. This rapid growth was due, in part, to a large supply of buildable land. It is reasonable to expect that Eagle Point will continue to grow during the planning period—but at a slightly slower rate than in the past because the population base is increasing.
- **Talent grew more rapidly than most cities in the County.** Talent grew from 2,577 people in 1980 to 6,255 people in 2005, an increase of 3,678 people at an annual growth rate of 3.61%. Talent will probably grow at a lower rate in the future due to a restricted land supply.
- **White City was the fastest growing unincorporated area in the County.** White City is the largest unincorporated area within Jackson County. It grew from an estimated 4,333 residents in 1980 to an estimated 7,500 residents in 2005, an increase of 3,167 residents. The majority of that growth occurred between 2000 and 2005, probably resulting in part from zoning changes that allowed smaller residential parcel sizes.
- **Phoenix grew more rapidly than the County.** Phoenix grew by 2,351 residents between 1980 and 2005, from 2,309 residents in 1980 to 4,660 residents in 2005. Phoenix grew at an annual rate of 2.85% for the twenty-five year period, with the fastest growth occurring in the 1980's.
- **Shady Cove was the quickest growing city in the northern part of the County.** Shady Cove grew at an annual rate of 3.58% over the twenty-five year period. Shady Cove's added 1,548 residents, from 1,097 residents in 1980 to 2,645 residents in 2005.
- **Rogue River grew at nearly the same rate as the County.** Rogue River's population increased by 687 residents from 1,308 in 1980 to 1,995 residents in 2005. Rogue River's growth rate was highest in 1980's, with slower growth in the 1990's and an increase in the growth rate since 2000.
- **Jacksonville's growth rate increased substantially between 1990 and 2005.** Jacksonville grew from 2,030 residents in 1980 to 2,490 residents in 2005. Jacksonville's

annual growth rate for the twenty-five year period was 0.82%, with a higher growth rate (2.18% annually) from 2000 to 2005¹⁵.

- **Gold Hill was one of the slowest growing cities in the County.** Gold Hill grew slowly for the entire twenty-five year period, at an average annual rate of 0.71%. Gold Hill's population grew from 904 people in 1980 to 1,080 in 2005, an increase of 176 people.
- **Butte Falls was the slowest growing city in the County.** Butte Falls population changed very little over the twenty-five years, from 428 residents in 1980 to 445 residents in 2005. Butte Falls growth varied from shrinking at a rate of -5.16% annually during the 1980's to growing by 5.71% annually during the 1990's.
- **Population in unincorporated areas of the County increased over the twenty-five year period.** Unincorporated Jackson County's population increased by 1,992 residents between 1980 and 2005, from 57,993 to 59,985. During this time period, White City grew by 3,167 residents, from 4,333 to 7,500 residents, whereas the unincorporated parts of the county aside from White City decreased in population by 1,175, from 53,660 to 52,485. During 2000-2005 this trend was especially pronounced: White City increased in population by 2,034 residents, a 6.53% rate of growth, and the other unincorporated parts of the county decreased in population by 5,769 residents, or -2.06%.

¹⁵ These growth rates reflect that the City of Jacksonville was under a moratorium during 15 of the past 25 years.

Table 4. Population data, Jackson County and cities, 1980 to 2005

	1980	1985	1990	1995	2000	2005
Jackson County	132,456	137,900	146,387	167,330	181,269	194,515
Ashland	14,943	15,860	16,234	17,985	19,522	20,880
Butte Falls	428	450	252	410	439	445
Central Point	6,357	6,740	7,509	9,620	12,493	15,640
Eagle Point	2,764	3,010	3,008	3,415	4,797	7,585
Gold Hill	904	910	982	1,235	1,073	1,080
Jacksonville	2,030	1,990	1,896	2,010	2,235	2,490
Medford	39,746	41,975	46,951	55,090	63,154	70,855
Phoenix	2,309	2,510	3,239	3,615	4,060	4,660
Rogue River	1,308	1,440	1,759	1,950	1,847	1,995
Shady Cove	1,097	1,190	1,351	1,950	2,340	2,645
Talent	2,577	2,660	3,274	4,530	5,589	6,255
White City	4,333	n/a	5,891	n/a	5,466	7,500
Unincorporated	57,993	59,165	59,932	65,520	63,720	59,985

Source: U.S. Census and Population Research Center at Portland State University, US Census 1990 & 2000.

Note: Population in White City is not tracked by the Population Research Center because White City is not an incorporated city. The population estimates for White City come from the following sources: the 1980 estimate is from the 1998 Jackson County Comp Plan, the 1990 and 2000 estimates are from the U.S. Census, and the 2005 estimate was developed by the Medford Water Commission. *ECONorthwest* estimated population in unincorporated Jackson County by subtracting the population of the eleven incorporated cities from the County's total population. White City's population is included within the unincorporated population estimate for consistency (so that the unincorporated population does not appear to change radically for the years that we have population estimates for White City).

Table 5. Compound growth rates, Jackson County and cities, 1980-2005

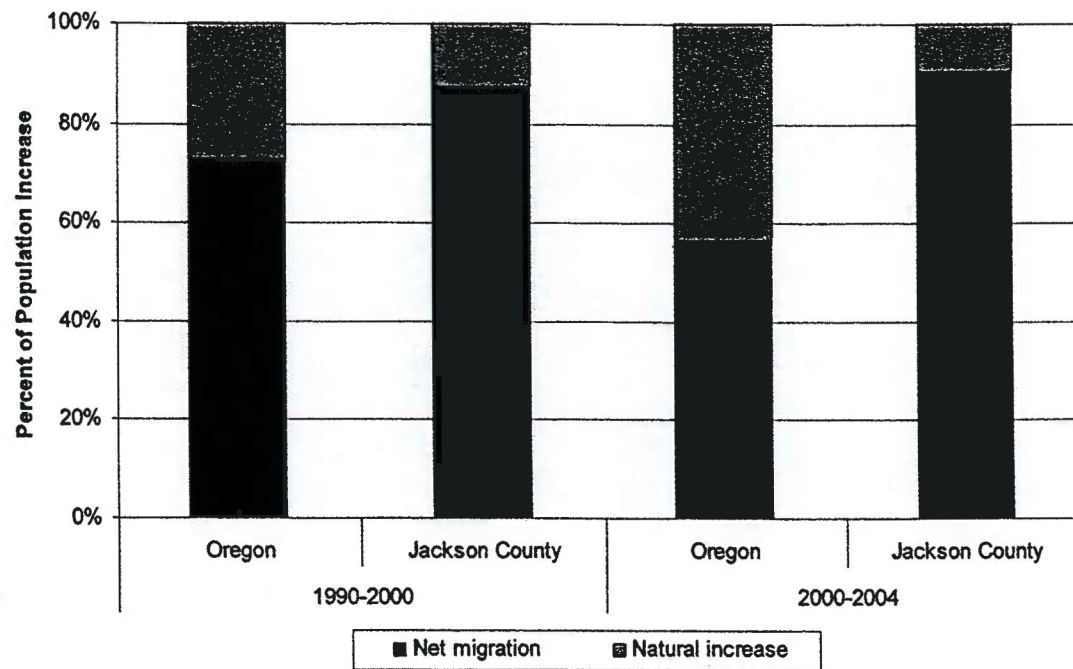
	1980- 2005	1980- 1990	1990- 2000	2000- 2005
Jackson County	1.55%	1.01%	2.16%	1.42%
Ashland	1.35%	0.83%	1.86%	1.35%
Butte Falls	0.16%	-5.16%	5.71%	0.27%
Central Point	3.67%	1.68%	5.22%	4.60%
Eagle Point	4.12%	0.85%	4.78%	9.60%
Gold Hill	0.71%	0.83%	0.89%	0.13%
Jacksonville	0.82%	-0.68%	1.66%	2.18%
Medford	2.34%	1.68%	3.01%	2.33%
Phoenix	2.85%	3.44%	2.28%	2.79%
Rogue River	1.70%	3.01%	0.49%	1.55%
Shady Cove	3.58%	2.10%	5.65%	2.48%
Talent	3.61%	2.42%	5.49%	2.28%
White City	2.22%	3.12%	-0.75%	6.53%
Unincorporated	0.14%	0.33%	0.61%	-1.20%

Source: U.S. Census and Population Research Center at Portland State University, US Census 1990 & 2000. Calculations by *ECONorthwest*.

Migration is a major source of population growth for Jackson County. Since 1990, Jackson County has added nearly 40,000 residents from migration. Figure 1 shows the percentage of population growth resulting from net migration (in-migration minus out-migration) and natural increase (births minus deaths) for Jackson County and Oregon for 1990 to 2000 and 2000 to 2004. During both periods, a larger proportion of Jackson County's population increase resulted from net migration than the state average. The percentage of population growth from migration

has increased in Jackson County since 2000. In the 1990's about 85% of population growth was from net migration. Between 2000 and 2004 about 90% of population growth was from net migration.

Figure 1. Percentage of population increase from net migration and natural increase, Jackson County and Oregon, 1990-2000 and 2000-2004.



U.S. Census and Population Research Center at Portland State University.

SUMMARY OF FINDINGS

The following is a summary of findings about growth in Jackson County from 1980 to 2005.

- Jackson County grew at a faster rate than Oregon or the U.S. Over the twenty-five year period, the County grew from 132,456 people to 194,515 people, at an average annual rate of 1.55%, adding 62,059 residents.
- The majority of growth in the County occurred in Medford. Medford's population increased by 31,109 residents since 1980, accounting for half of the population growth in Jackson County.
- Other areas of high growth included Central Point, Ashland, and Eagle Point. These cities grew by about 20,000 people combined, which accounted for one-third of the County's population growth over the twenty-five year period.

- Migration has played an important role in population growth in Jackson County. Net migration has accounted for more than 80% of the population increase in the County since 1990, adding about 40,000 new residents.

IV. JACKSON COUNTY POPULATION ALLOCATION: 2006-2040

This section presents the population allocation for Jackson County for two periods: 2026 and 2040.

POPULATION ALLOCATION

Table 6 shows the population allocations for the eleven incorporated cities, White City, and other unincorporated areas of Jackson County. The allocations are based on PSU's 2005 estimates of the population for Jackson County and each incorporated city.

The allocations use the OEA forecast for Jackson County for 2000 to 2040 (shown in Table 1) to provide a County control. For example, the OEA predicts that about 297,496 people will live in Jackson County in 2040. The population allocations in 2040 for the eleven cities, White City, and unincorporated areas of the County total 297,496 people.

Table 6. Population allocation and projected growth rates for incorporated cities, White City, and unincorporated areas of Jackson County, 2005-2040

	2005 Pop.	2026 Pop.	2040 Pop.	Change 2005 to 2026			Change 2005 to 2040		
				Difference	Percent change	AAGR	Difference	Percent change	AAGR
Ashland	20,880	22,319	23,056	1,439	7%	0.32%	2,176	10%	0.28%
Butte Falls	445	552	580	107	24%	1.03%	135	30%	0.76%
Central Point	15,640	23,875	31,237	8,235	53%	2.03%	15,597	100%	2.00%
Eagle Point	7,585	16,964	21,449	9,379	124%	3.91%	13,864	183%	3.01%
Gold Hill	1,080	1,476	1,901	396	37%	1.50%	821	76%	1.63%
Jacksonville	2,490	3,397	4,383	907	36%	1.49%	1,893	76%	1.63%
Medford	70,855	111,025	133,397	40,170	57%	2.16%	62,542	88%	1.82%
Phoenix	4,660	6,675	8,032	2,015	43%	1.73%	3,372	72%	1.57%
Rogue River	1,995	2,542	3,137	547	27%	1.16%	1,142	57%	1.30%
Shady Cove	2,645	3,594	3,867	949	36%	1.47%	1,222	46%	1.09%
Talent	6,255	8,472	9,817	2,217	35%	1.45%	3,562	57%	1.30%
White City	7,500	11,424	13,090	3,924	52%	2.02%	5,590	75%	1.60%
Applegate	27	37	43	10	36%	1.47%	16	57%	1.31%
Ruch	376	511	593	135	36%	1.47%	216	57%	1.31%
Other Unincorp.	52,082	51,557	51,837	-524	-1%	-0.05%	-244	0%	-0.01%
Total County	194,515	264,419	306,421	69,904	36%	1.47%	111,906	58%	1.31%

Source: 2005 population estimates from Portland State University Center for Population Research; 2005 White City population estimate from the Medford Water Commission; 2005 Applegate and Ruch population estimates based on Jackson County Buildable Lands Inventory and average household size in Jackson County according to the 2005 U.S. Census American Households Survey; Calculations by ECONorthwest.

Table 7. Population forecast, for incorporated cities, White City, and unincorporated areas of Jackson County, 2005-2040

Year	Jackson County	Butte Falls	Central Point	Eagle Point	Gold Hill	Jacksonville	Medford	Phoenix	Rogue River	Shady Cove	Talent	White City	Applegate	Ruch	Other Unincorp	
2005	194,515	20,880	445	15,640	7,585	1,080	2,490	70,855	4,660	1,995	2,645	6,255	7,500	27	376	52,082
2006	197,963	20,945	440	15,896	7,919	1,090	2,653	72,613	4,951	1,976	2,768	6,524	7,722	28	383	52,056
2007	202,002	21,049	448	16,358	8,362	1,113	2,701	75,066	5,055	2,013	2,820	6,648	7,922	28	391	52,030
2008	206,124	21,128	455	16,793	8,780	1,136	2,749	77,667	5,160	2,050	2,874	6,774	8,127	29	399	52,003
2009	210,329	21,243	463	17,239	9,211	1,160	2,799	80,278	5,268	2,088	2,928	6,902	8,337	29	407	51,976
2010	214,621	21,355	471	17,696	9,656	1,185	2,849	82,941	5,378	2,126	2,984	7,033	8,552	30	415	51,950
2011	217,626	21,436	476	18,050	10,052	1,202	2,882	84,682	5,456	2,152	3,021	7,122	8,718	30	421	51,925
2012	220,672	21,516	482	18,411	10,457	1,220	2,916	86,444	5,535	2,178	3,059	7,211	8,886	31	427	51,901
2013	223,762	21,593	487	18,778	10,871	1,238	2,950	88,228	5,615	2,205	3,098	7,302	9,057	31	433	51,876
2014	226,894	21,668	492	19,152	11,295	1,256	2,984	90,034	5,696	2,231	3,137	7,394	9,232	32	439	51,852
2015	230,168	21,751	498	19,541	11,734	1,275	3,020	91,924	5,781	2,259	3,178	7,490	9,413	32	445	51,827
2016	233,257	21,809	503	19,918	12,171	1,293	3,053	93,693	5,861	2,285	3,216	7,580	9,588	32	451	51,802
2017	236,387	21,866	508	20,301	12,617	1,311	3,087	95,483	5,942	2,311	3,254	7,671	9,767	33	457	51,778
2018	239,559	21,920	513	20,691	13,073	1,330	3,121	97,294	6,025	2,338	3,293	7,763	9,948	33	464	51,753
2019	242,773	21,971	518	21,087	13,540	1,349	3,155	99,127	6,109	2,365	3,333	7,856	10,132	34	470	51,729
2020	246,031	22,020	524	21,491	14,016	1,368	3,190	100,981	6,193	2,392	3,373	7,950	10,320	34	476	51,704
2021	249,049	22,116	528	21,877	14,486	1,385	3,221	102,606	6,272	2,417	3,409	8,036	10,499	35	482	51,679
2022	252,105	22,185	533	22,269	14,966	1,403	3,253	104,274	6,352	2,442	3,446	8,123	10,680	35	488	51,655
2023	255,197	22,202	538	22,667	15,455	1,422	3,285	106,009	6,433	2,467	3,484	8,211	10,865	36	494	51,630
2024	258,328	22,216	543	23,072	15,954	1,440	3,317	107,763	6,515	2,493	3,521	8,300	11,052	36	500	51,606
2025	261,497	22,227	548	23,483	16,463	1,459	3,350	109,536	6,598	2,518	3,559	8,390	11,243	36	506	51,581
2026	264,704	22,236	553	23,900	16,982	1,478	3,383	111,327	6,682	2,543	3,597	8,481	11,437	37	512	51,557
2027	267,374	22,393	554	24,364	17,265	1,504	3,463	112,624	6,768	2,562	3,616	8,566	11,542	37	517	51,577
2028	270,361	22,467	557	24,861	17,571	1,533	3,530	114,238	6,862	2,623	3,637	8,662	11,662	38	523	51,597
2029	273,382	22,539	559	25,367	17,881	1,563	3,597	115,869	6,958	2,664	3,659	8,759	11,783	38	529	51,617
2030	276,437	22,610	562	25,880	18,197	1,592	3,666	117,516	7,055	2,707	3,681	8,857	11,905	38	535	51,637
2031	279,318	22,662	564	26,382	18,503	1,621	3,734	119,053	7,148	2,747	3,700	8,949	12,019	39	540	51,657
2032	282,230	22,714	566	26,892	18,814	1,651	3,802	120,603	7,242	2,789	3,719	9,042	12,135	39	546	51,678
2033	285,173	22,764	568	27,410	19,129	1,681	3,871	122,168	7,337	2,830	3,738	9,137	12,251	40	552	51,698
2034	288,146	22,813	569	27,935	19,449	1,711	3,942	123,748	7,433	2,873	3,757	9,232	12,369	40	558	51,718
2035	291,150	22,860	571	28,469	19,773	1,742	4,013	125,342	7,531	2,916	3,776	9,328	12,488	41	563	51,738
2036	294,142	22,902	573	29,006	20,099	1,773	4,085	126,924	7,629	2,959	3,794	9,424	12,606	41	569	51,758
2037	297,165	22,943	575	29,552	20,429	1,804	4,158	128,521	7,728	3,003	3,812	9,521	12,725	41	575	51,778
2038	300,219	22,982	577	30,105	20,765	1,836	4,232	130,132	7,828	3,047	3,831	9,619	12,846	42	581	51,798
2039	303,304	23,020	578	30,667	21,105	1,868	4,307	131,757	7,930	3,092	3,849	9,718	12,967	42	587	51,817

Source: 2005 population estimates from Portland State University Center for Population Research; 2005 White City population estimate from the Medford Water Commission; 2005 Applegate and Rush population estimates based on Jackson County Buildable Lands Inventory and average household size in Jackson County according to the 2005 U.S. Census American Households Survey; Calculations by ECONorthwest.

V. DEMOGRAPHIC DATA

This section provides additional data about population growth and demographics for Jackson County.

HISTORICAL POPULATION CHANGE

Tables D-1, D-2, and D-3 provide year-by-year data about the County's historical population growth. Table D-1 shows the actual amount of population for each year during the twenty-five year period. Table D-2 shows the amount of population change on a yearly basis. Table D-3 shows the annual percent change in population.

Table D-1. Population data, Jackson County and cities, 1980 to 2005

Year	Jackson County	Ashland	Butte Falls	Central Point	Eagle Point	Gold Hill	Jacksonville	Medford	Phoenix	Rogue River	Shady Cove	Talent	White City	Unincorp.
1980	133,700	15,230	445	6,325	2,800	900	2,000	40,215	2,350	1,360	1,120	2,550	n/a	58,405
1981	133,725	15,180	445	6,370	2,800	895	1,970	40,000	2,350	1,365	1,130	2,580	n/a	58,640
1982	133,350	15,360	445	6,425	2,890	890	1,950	40,225	2,340	1,370	1,170	2,575	n/a	57,710
1983	135,100	15,600	445	6,525	2,940	890	1,950	40,950	2,425	1,385	1,170	2,575	n/a	58,245
1984	138,400	15,855	470	6,945	3,050	920	2,020	42,460	2,590	1,645	1,195	2,790	n/a	58,460
1985	141,700	16,010	480	7,095	3,150	935	2,085	43,875	2,810	1,720	1,235	2,850	n/a	59,455
1986	143,400	16,310	485	7,200	3,170	960	2,210	45,000	2,950	1,855	1,305	2,875	n/a	59,080
1987	145,000	16,740	480	7,215	3,115	965	2,195	45,290	2,990	1,855	1,335	3,080	n/a	59,740
1988	150,930	17,060	265	7,715	3,075	1,035	1,955	49,050	3,265	1,765	1,385	3,625	n/a	60,735
1989	154,940	17,320	410	8,195	3,100	1,175	2,005	49,900	3,190	1,815	1,465	3,830	n/a	62,535
1990	159,020	17,445	410	8,540	3,155	1,225	2,010	51,215	3,230	1,820	1,555	4,010	n/a	64,405
1991	163,490	17,725	410	8,930	3,325	1,235	2,005	53,280	3,440	1,830	1,715	4,205	n/a	65,390
1992	170,660	18,360	415	10,295	3,605	1,240	2,025	57,155	3,730	1,965	2,135	4,765	n/a	64,970
1993	173,460	18,560	420	10,750	3,850	1,230	2,050	57,610	3,770	1,955	2,205	5,010	n/a	66,050
1994	176,570	19,220	425	11,255	4,325	1,240	2,090	58,895	3,905	1,960	2,315	5,050	n/a	65,890
1995	179,610	19,490	440	11,700	4,665	1,225	2,190	59,990	3,970	1,940	2,345	5,065	n/a	66,590
1996	184,700	19,770	440	13,460	5,410	1,110	2,360	64,730	4,270	1,860	2,400	5,580	n/a	63,310
1997	187,600	20,130	440	14,120	5,950	1,070	2,370	66,090	4,420	1,850	2,450	5,520	n/a	63,190
1998	189,100	20,430	440	14,750	6,630	1,070	2,370	68,080	4,510	1,900	2,540	5,700	n/a	60,680
1999	191,200	20,590	440	14,950	6,980	1,080	2,410	69,220	4,570	1,950	2,580	5,890	n/a	60,540
2000	184,700	19,770	440	13,460	5,410	1,110	2,360	64,730	4,270	1,860	2,400	5,580	n/a	63,310
2001	187,600	20,130	440	14,120	5,950	1,070	2,370	66,090	4,420	1,850	2,450	5,520	n/a	63,190
2002	189,100	20,430	440	14,750	6,630	1,070	2,370	68,080	4,510	1,900	2,540	5,700	n/a	60,680
2003	191,200	20,590	440	14,950	6,980	1,080	2,410	69,220	4,570	1,950	2,580	5,890	n/a	60,540
2004	191,200	20,590	440	14,950	6,980	1,080	2,410	69,220	4,570	1,950	2,580	5,890	n/a	60,540
2005	191,200	20,590	440	14,950	6,980	1,080	2,410	69,220	4,570	1,950	2,580	5,890	n/a	60,540

Source: U.S. Census and Population Research Center at Portland State University, US Census 1990 & 2000.
 Note: Population in White City is not tracked by the Population Research Center because White City is not an incorporated city. The population estimates for White City come from the following sources: the 1980 estimate is from the 1998 Jackson County Comp Plan, the 1990 and 2000 estimates are from the U.S. Census, and the 2005 estimate was developed by the Medford Water Commission. *ECONorthwest* estimated population in unincorporated Jackson County by subtracting the population of the eleven incorporated cities from the County's total population. White City's population is included within the unincorporated population estimate for consistency (so that the unincorporated population does not appear to change radically for the years that we have population estimates for White City).

Table D-2. Annual population increase, Jackson County and cities, 1980-2005

	Jackson County	Ashland	Butte Falls	Central Point	Eagle Point	Gold Hill	Jackson ville	Medford	Phoenix	Rogue River	Shady Cove	Talent	Unincor porated
1980													
1981	1244	287	17	-32	36	-4	-30	469	41	52	23	-27	412
1982	25	-50	0	45	0	-5	-30	-215	0	5	10	30	235
1983	-375	180	0	55	90	-5	-20	225	-10	5	40	-5	-930
1984	1750	240	0	100	50	0	0	725	85	15	0	0	535
1985	2500	260	5	215	70	20	0	1025	85	55	20	35	920
1986	500	-5	20	205	40	10	30	485	80	205	5	130	-705
1987	3300	155	10	150	100	15	65	1415	220	75	40	60	995
1988	1700	300	5	105	20	25	125	1125	140	135	70	25	-375
1989	1600	430	-5	15	-55	5	-15	290	40	0	30	205	660
1990	1987	505	220	245	117	1	-29	155	29	50	60	194	210
1991	4543	826	13	206	67	71	59	2099	26	6	34	351	785
1992	4010	260	145	480	25	140	50	850	-75	50	80	205	1800
1993	4080	125	0	345	55	50	5	1315	40	5	90	180	1870
1994	4470	280	0	390	170	10	-5	2065	210	10	160	195	985
1995	3240	260	1	590	90	5	5	1810	175	120	255	125	80
1996	3330	375	5	675	190	5	15	2065	115	15	185	235	-550
1997	2800	200	5	455	245	-10	25	455	40	-10	70	245	1080
1998	3110	660	5	505	475	10	40	1285	135	5	110	40	-160
1999	3040	270	15	445	340	-15	100	1095	65	-20	30	15	700
2000	1859	30	1	798	122	12	5	1121	50	50	58	321	357
2001	3431	248	1	967	613	37	125	1576	210	13	93	-9	-443
2002	2900	360	0	660	540	-40	10	1360	150	10	50	-60	-140
2003	1500	300	0	630	680	0	0	1990	90	30	90	180	-2490
2004	2100	160	0	200	350	10	40	1140	60	50	40	190	-140
2005	2215	240	0	340	500	0	30	1525	50	45	50	165	335

Source: U.S. Census and Population Research Center at Portland State University, US Census 1990 & 2000.
 Note: White City does not have annual population estimates so is not included in this chart. Unincorporated includes White City because of lack of population estimates between census years. Therefore, Unincorporated is the total unincorporated area within Jackson County (Jackson County minus Ashland, Butte Falls, Central Point, Eagle Point, Gold Hill, Jacksonville, Medford, Phoenix, Rogue River, Shady Cover and Talent).

Table D-3. Population percent change, Jackson County and incorporated cities, 1980-2005

	Jackson County	Ashland	Butte Falls	Central Point	Eagle Point	Gold Hill	Jacksonville	Medford	Phoenix	Rogue River	Shady Cove	Talent	Unincorporated
1980													
1981	1%	2%	4%	-1%	1%	0%	-1%	1%	2%	4%	2%	-1%	1%
1982	0%	0%	0%	1%	0%	-1%	-2%	-1%	0%	0%	1%	1%	0%
1983	0%	1%	0%	1%	3%	-1%	-1%	1%	0%	0%	4%	0%	-2%
1984	1%	2%	0%	2%	2%	0%	0%	2%	4%	1%	0%	0%	1%
1985													
1986	0%	0%	4%	3%	1%	1%	2%	1%	3%	14%	0%	5%	-1%
1987	2%	1%	2%	2%	3%	2%	3%	3%	8%	5%	3%	2%	2%
1988	1%	2%	1%	1%	1%	3%	6%	3%	5%	8%	6%	1%	-1%
1989	1%	3%	-1%	0%	-2%	1%	-1%	1%	1%	0%	2%	7%	1%
1990													
1991	3%	5%	5%	3%	2%	7%	3%	4%	1%	0%	3%	11%	1%
1992	3%	2%	5%	6%	1%	14%	3%	2%	-2%	3%	6%	6%	3%
1993	3%	1%	0%	4%	2%	4%	0%	3%	1%	0%	6%	5%	3%
1994	3%	2%	0%	5%	5%	1%	0%	4%	7%	1%	10%	5%	2%
1995													
1996	2%	2%	1%	7%	6%	0%	1%	4%	3%	1%	9%	5%	-1%
1997	2%	1%	1%	4%	7%	-1%	1%	1%	1%	-1%	3%	5%	2%
1998	2%	4%	1%	5%	12%	1%	2%	2%	4%	0%	5%	1%	0%
1999	2%	1%	4%	4%	8%	-1%	5%	2%	2%	-1%	1%	0%	1%
2000													
2001	2%	1%	0%	8%	13%	3%	6%	2%	5%	1%	4%	0%	-1%
2002	2%	2%	0%	5%	10%	-4%	0%	2%	4%	1%	2%	-1%	0%
2003	1%	1%	0%	4%	11%	0%	0%	3%	2%	2%	4%	3%	-4%
2004	1%	1%	0%	1%	5%	1%	2%	2%	1%	3%	2%	3%	0%
2005													

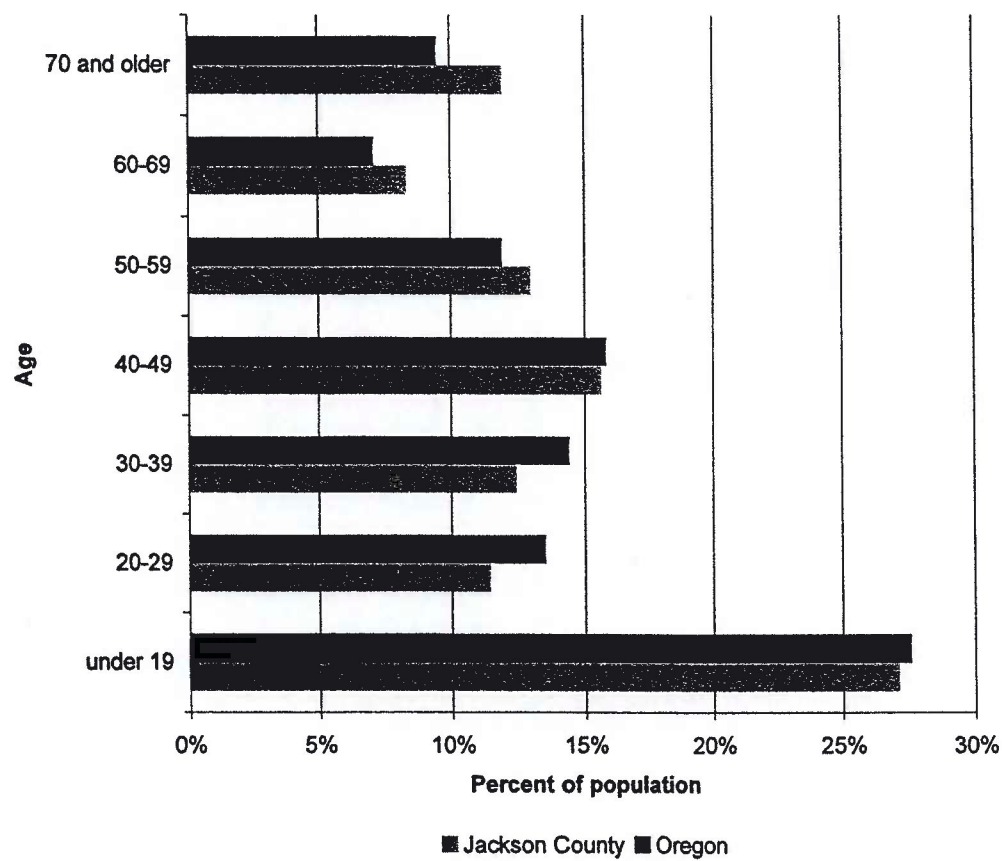
Source: U.S. Census and Population Research Center at Portland State University, US Census 1990 & 2000.
 Note: White City does not have annual population estimates so is not included in this chart. Unincorporated includes White City because of lack of population estimates between census years. Therefore, Unincorporated is the total unincorporated area within Jackson County (Jackson County minus Ashland, Butte Falls, Central Point, Eagle Point, Gold Hill, Jacksonville, Medford, Phoenix, Rogue River, Shady Cover and Talent).

SOCIOECONOMIC TRENDS

This section reviews historical socioeconomic trends in Jackson County. Socioeconomic trends provide a broader context for growth in a city; factors such as age, income, migration and other trends show how communities have grown and shape future growth. To provide context, we compare Jackson County with Oregon. Characteristics such as age and race are indicators of how population has grown in the past and provide insight into factors that may affect future growth.

Figure D-1 compares age in Jackson County and Oregon for 2000. The data show that Jackson County has a lower percentage of residents under age 39 (51%) than Oregon (56%), but a higher percentage of residents over age 50 (33%) than Oregon (29%). This suggests that Jackson County is attracting people who are retiring or soon to retire.

Figure D-1. Age distribution, Jackson County and Oregon, 2000



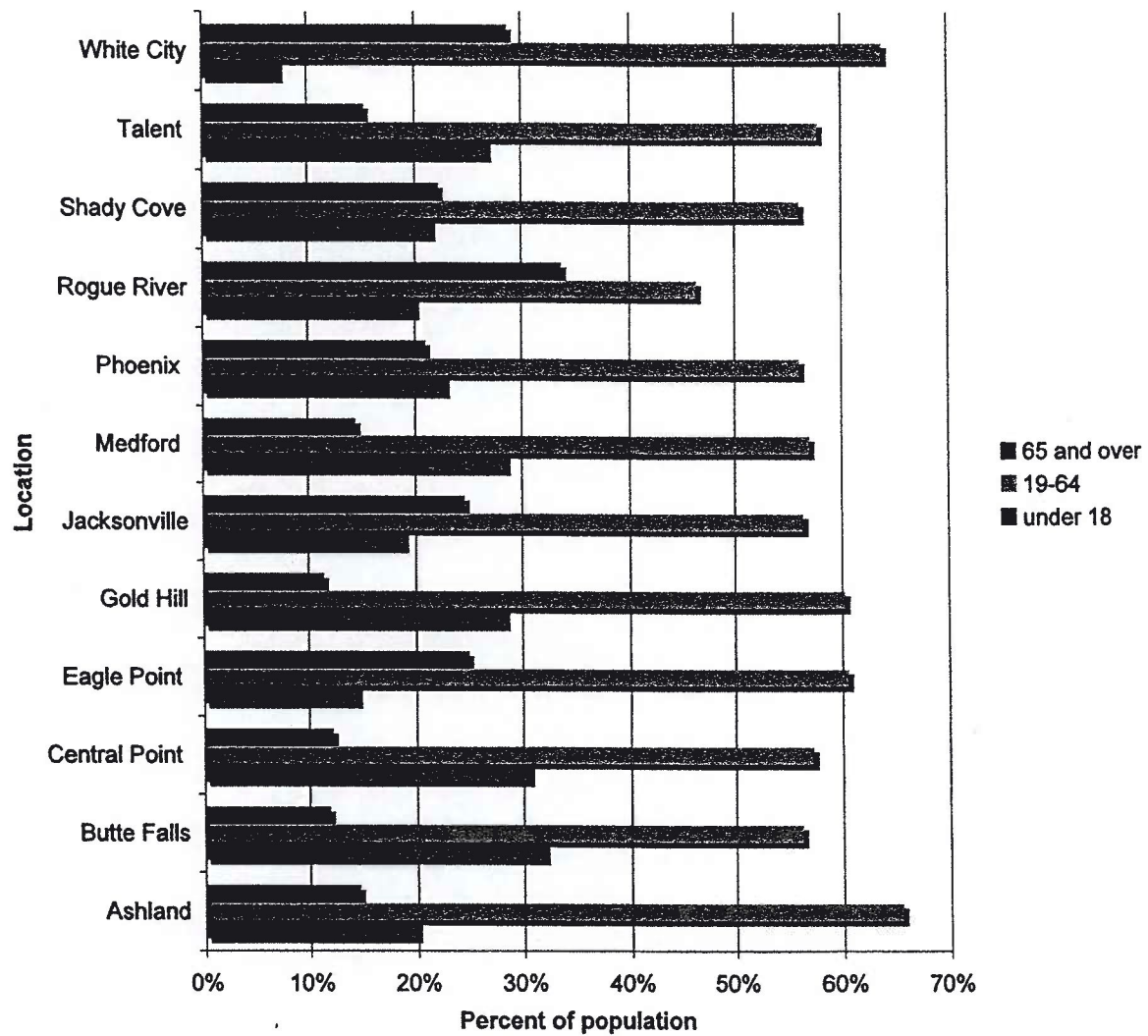
Source: U.S. Census, SF-1

Figure D-2 compares age distribution among the cities within Jackson County. The data show that cities fall into two groups: those with a greater percentage of residents over 65 than under 18, and those with a greater percentage of residents under 18 than over 65.

- *Cities with a greater percentage of residents under 18 than over 65:* Medford, Phoenix, Talent, Central Point, Butte Falls, Gold Hill, and Ashland. Butte Falls has the highest percentage of population under 18, with 32%.
- *Cities with a greater percentage of residents over 65 than under 18:* Rogue River, Jacksonville, Eagle Point, and White City. The city with the highest percentage of residents 65 years and over is Rogue River, with 34%.
- *Cities with approximately equal percentages of residents over 65 and under 18:* Shady Cove had approximately equal proportions of residents over 65 and under 18 years.

The majority of the cities in Jackson County have populations that have a greater percentage of residents under 18 than over 65. The populations of these cities made up 62% of the population of the county in 2005.

Figure D-2. Age distribution, cities within Jackson County, 2000



Source: U.S. Census, SF-1

During the 1990's Jackson County experienced changes in the age structure of its residents. Tables D-4 and D-5 show population by age for Jackson County and Oregon for 1990 and 2000. The Census data show that Jackson County grew by 32,735 people between 1990 and 2000, which is a 22% increase.

The County experienced an increase in population for every age group except among children under 5 years, with the fastest growth in residents 45 to 64 years. Growth in residents under 17 years was proportionately less for Jackson County than the State average. Jackson County experienced a greater increase in residents over 65 than Oregon. The Census data suggest that Jackson County is attracting older people and is attractive to retirees.

Table D-4. Population by age, Jackson County, 1990 and 2000

Age Group	1990		2000		Change		
	Number	Percent	Number	Percent	Number	Percent	Share
Under 5	9,758	7%	10,880	6%	1,122	11%	-1%
5-17	26,947	18%	33,380	18%	6,433	24%	0%
18-24	12,375	8%	15,730	9%	3,355	27%	0%
25-44	43,897	30%	46,260	26%	2,363	5%	-4%
45-64	29,700	20%	46,028	25%	16,328	55%	5%
65 and over	23,712	16%	28,991	16%	5,279	22%	0%
Total	148,534	100%	181,269	100%	32,735	22%	0%

Source: U.S. Census, 1990 and 2000

Table D-5. Population by age, Oregon, 1990 and 2000

Age Group	1990		2000		Change		
	Number	Percent	Number	Percent	Number	Percent	Share
Under 5	201,421	7%	223,005	7%	21,584	11%	-1%
5-17	522,709	18%	623,521	18%	100,812	19%	0%
18-24	267,528	9%	327,884	10%	60,356	23%	0%
25-44	926,395	33%	997,269	29%	70,874	8%	-3%
45-64	532,944	19%	811,543	24%	278,599	52%	5%
65 and over	391,324	14%	438,177	13%	46,853	12%	-1%
Total	2,842,321	100%	3,421,399	100%	579,078	20%	0%

Source: U.S. Census, 1990 and 2000

Tables D-6, D-7, and D-8 show population by age for the cities within Jackson County. Some of the trends in changes in age distribution include:

- Baby boomers (residents age 45-64) are the fastest growing age group in all the cities in Jackson County except for Medford, Talent, and White City.
- Medford, Talent and Central Point show the greatest increase in younger residents. Medford experienced the high growth in residents aged 5-17 years, who grew by 3,627 people—a 44% increase. Talent experienced rapid growth in residents 18-24 years, adding 396 residents (an increase of 171% since 1990). The group that grew by the most residents in Central Point was residents 25-44 years, who grew by 1,362 (an increase of 60%).
- Population under age 5 decreased for the following cities: Ashland, Gold Hill, Jacksonville, Phoenix, Rogue River, White City, and unincorporated Jackson County.

The implications of Figures D-1 and D-2 and Tables D-4 through D-8 are that compared with Oregon, Jackson County has a greater percentage of residents over age 50 and a smaller percentage of residents under age 17. Baby boomers are the fastest growing age group across the county but younger residents grew faster in some communities (Medford, Talent, and Central Point) and slower in others (Ashland, Gold Hill, Jacksonville, Rogue River, and White City)

Table D-6. Population by Age, Ashland, Butte Falls, Central Point, Eagle Point, and Gold Hill, 1990 and 2000

Ashland		1990		2000		Change		
Age Group	Number	Percent	Number	Percent	Number	Percent	Share	
Under 5	793	5%	802	4%	9	1%	-1%	
5-17	2,679	17%	2,874	15%	195	7%	-2%	
18-24	2,712	17%	3,413	17%	701	26%	1%	
25-44	5,126	32%	4,552	23%	-574	-11%	-8%	
45-64	2,691	17%	4,985	26%	2,294	85%	9%	
65 and over	2,233	14%	2,896	15%	663	30%	1%	
Total	16,234	100%	19,522	100%	3,288	20%	0%	
Butte Falls		1990		2000		Change		
Age Group	Number	Percent	Number	Percent	Number	Percent	Share	
Under 5	20	8%	32	7%	12	60%	-1%	
5-17	60	24%	108	25%	48	80%	1%	
18-24	16	6%	30	7%	14	88%	0%	
25-44	76	30%	125	28%	49	64%	-2%	
45-64	34	13%	92	21%	58	171%	7%	
65 and over	46	18%	52	12%	6	13%	-6%	
Total	252	100%	439	100%	187	74%	0%	
Central Point		1990		2000		Change		
Age Group	Number	Percent	Number	Percent	Number	Percent	Share	
Under 5	519	7%	976	8%	457	88%	1%	
5-17	1,623	22%	2,596	21%	973	60%	-1%	
18-24	589	8%	978	8%	389	66%	0%	
25-44	2,289	30%	3,651	29%	1,362	60%	-1%	
45-64	1,429	19%	2,521	20%	1,092	76%	1%	
65 and over	1,060	14%	1,771	14%	711	67%	0%	
Total	7,509	100%	12,493	100%	4,984	66%	0%	
Eagle Point		1990		2000		Change		
Age Group	Number	Percent	Number	Percent	Number	Percent	Share	
Under 5	252	8%	408	9%	156	62%	0%	
5-17	777	26%	1,154	24%	377	49%	-2%	
18-24	233	8%	451	9%	218	94%	2%	
25-44	909	30%	1,403	29%	494	54%	-1%	
45-64	489	16%	943	20%	454	93%	3%	
65 and over	348	12%	438	9%	90	26%	-2%	
Total	3,008	100%	4,797	100%	1,789	59%	0%	
Gold Hill		1990		2000		Change		
Age Group	Number	Percent	Number	Percent	Number	Percent	Share	
Under 5	74	8%	79	7%	5	7%	0%	
5-17	226	23%	225	21%	-1	0%	-2%	
18-24	71	7%	75	7%	4	6%	0%	
25-44	320	33%	294	27%	-26	-8%	-6%	
45-64	133	14%	278	26%	145	109%	12%	
65 and over	140	15%	122	11%	-18	-13%	-3%	
Total	964	100%	1,073	100%	109	11%	0%	

Source: U.S. Census, 1990 and 2000

Table D-7. Population by Age, Jacksonville, Medford, Phoenix, Rogue River, 1990 and 2000

Jacksonville		1990		2000		Change		
Age Group	Number	Percent	Number	Percent	Number	Percent	Share	
Under 5	82	4%	80	4%	-2	-2%	-1%	
5-17	307	16%	343	15%	36	12%	-1%	
18-24	75	4%	95	4%	20	27%	0%	
25-44	498	26%	450	20%	-48	-10%	-6%	
45-64	469	25%	716	32%	247	53%	7%	
65 and over	465	25%	551	25%	86	18%	0%	
Total	1,896	100%	2,235	100%	339	18%	0%	
Medford		1990		2000		Change		
Age Group	Number	Percent	Number	Percent	Number	Percent	Share	
Under 5	3,575	8%	4,398	7%	823	23%	-1%	
5-17	8,274	18%	11,901	19%	3,627	44%	1%	
18-24	4,126	9%	5,453	9%	1,327	32%	0%	
25-44	14,496	31%	17,214	27%	2,718	19%	-4%	
45-64	8,314	18%	13,753	22%	5,439	65%	4%	
65 and over	8,166	17%	10,435	17%	2,269	28%	-1%	
Total	46,951	100%	63,154	100%	16,203	35%	0%	
Phoenix		1990		2000		Change		
Age Group	Number	Percent	Number	Percent	Number	Percent	Share	
Under 5	250	8%	257	6%	7	3%	-1%	
5-17	505	16%	684	17%	179	35%	1%	
18-24	283	9%	304	7%	21	7%	-1%	
25-44	856	26%	1,004	25%	148	17%	-2%	
45-64	618	19%	953	23%	335	54%	4%	
65 and over	727	22%	858	21%	131	18%	-1%	
Total	3,239	100%	4,060	100%	821	25%	0%	
Rogue River		1990		2000		Change		
Age Group	Number	Percent	Number	Percent	Number	Percent	Share	
Under 5	88	5%	102	6%	14	16%	1%	
5-17	250	14%	268	15%	18	7%	0%	
18-24	105	6%	113	6%	8	8%	0%	
25-44	340	19%	350	19%	10	3%	0%	
45-64	331	19%	393	21%	62	19%	2%	
65 and over	645	37%	621	34%	-24	-4%	-3%	
Total	1,759	100%	1,847	100%	88	5%	0%	

Source: U.S. Census, 1990 and 2000.

Table D-8. Population by Age, Shady Cove, Talent, White City, and Unincorporated Jackson County, 1990 and 2000

Shady Cove		1990		2000		Change		
Age Group	Number	Percent	Number	Percent	Number	Percent	Share	
Under 5	85	6%	137	6%	52	61%	0%	
5-17	226	17%	361	16%	135	60%	-1%	
18-24	79	6%	138	6%	59	75%	0%	
25-44	345	26%	515	22%	170	49%	-3%	
45-64	342	25%	642	28%	300	88%	3%	
65 and over	274	20%	514	22%	240	88%	2%	
Total	1,351	100%	2,307	100%	956	71%	0%	
Talent		1990		2000		Change		
Age Group	Number	Percent	Number	Percent	Number	Percent	Share	
Under 5	204	6%	421	8%	217	106%	1%	
5-17	618	19%	1,033	18%	415	67%	0%	
18-24	232	7%	628	11%	396	171%	4%	
25-44	895	27%	1,524	27%	629	70%	0%	
45-64	542	17%	1,035	19%	493	91%	2%	
65 and over	783	24%	948	17%	165	21%	-7%	
Total	3,274	100%	5,589	100%	2,315	71%	0%	
White City		1990		2000		Change		
Age Group	Number	Percent	Number	Percent	Number	Percent	Share	
Under 5	573	10%	465	9%	-108	-19%	-1%	
5-17	1,367	23%	1,406	26%	39	3%	3%	
18-24	448	8%	531	10%	83	19%	2%	
25-44	1,811	31%	1,664	30%	-147	-8%	0%	
45-64	1,114	19%	995	18%	-119	-11%	-1%	
65 and over	578	10%	405	7%	-173	-30%	-2%	
Total	5,891	100%	5,466	100%	-425	-7%	0%	
Unincorp.		1990		2000		Change		
Age Group	Number	Percent	Number	Percent	Number	Percent	Share	
Under 5	3,816	6%	3,188	5%	-628	-16%	-1%	
5-17	11,402	19%	11,833	19%	431	4%	0%	
18-24	3,854	6%	4,052	6%	198	5%	0%	
25-44	17,747	30%	15,178	24%	-2,569	-14%	-6%	
45-64	14,308	24%	19,717	31%	5,409	38%	7%	
65 and over	8,825	15%	9,785	15%	960	11%	1%	
Total	59,952	100%	63,753	100%	3,801	6%	0%	

Source: U.S. Census, 1990 and 2000. Note: Unincorporated includes White City because of lack of population estimates between census years. Therefore, Unincorporated is the total unincorporated area within Jackson County (Jackson County minus Ashland, Butte Falls, Central Point, Eagle Point, Gold Hill, Jacksonville, Medford, Phoenix, Rogue River, Shady Cove and Talent).

The U.S. Census collects information about migration patterns. Specifically, it asks households where their residence was in 1995 (5 years prior to the Census count). Table D-9 shows place of residence in 1995 for Oregon and Jackson County. The data show that residents of Jackson County are equally mobile with other residents of Oregon except that a greater percentage of Jackson County residents lived in a different state compared with Oregon in 1995.

Table D-9. Place of residence in 1995, Oregon and Jackson County, persons 5 years and over

Location	Oregon		Jackson County	
	Persons	Percent	Persons	Percent
Population 5 years and older	3,199,323	100%	170,324	100%
Same house in 1995	1,496,938	47%	79,138	46%
Different house in 1995:	1,702,385	53%	91,186	54%
Same county	863,070	27%	51,851	30%
Different county:	755,954	24%	37,536	22%
Same state	356,626	11%	11,766	7%
Different state:	399,328	12%	25,770	15%

Source: U.S. Census, SF-3

Table D-10 shows place of residence in 1995 for cities within Jackson County. The data show that in many cities, residents of cities within Jackson County are more mobile than other residents of Oregon. In other cities, residents are less mobile than Oregonians.

- The cities with the greatest percentage of residents who lived out-of-state in 1995 are: Ashland (25%), Shady Cove (20%), Rogue River (18%) and Phoenix (17%).
- The cities with the greatest percentage of residents who lived in the same county but moved houses between 1995 and 2000 are: Butte Falls (50%), White City (40%) and Eagle Point (38%).
- The cities with the greatest percentage of people who did not move between 1995 and 2000 are: Gold Hill (54%), Jacksonville (48%), and Rogue River (46%).

Table D-10. Place of residence in 1995, cities within Jackson County, persons 5 years and over

Location	Ashland		Butte Falls		Central Point		Eagle Point	
	Persons	Percent	Persons	Percent	Persons	Percent	Persons	Percent
Population 5 years and older	18,711	100%	431	100%	11,450	100%	4,277	100%
Same house in 1995	6738	36%	146	34%	4,895	43%	1,594	37%
Different house in 1995:	11973	64%	285	66%	6,555	57%	2,683	63%
Same county	4969	27%	215	50%	3,995	35%	1,616	38%
Different county:	6739	36%	64	15%	2,507	22%	1,044	24%
Same state	2333	12%	13	3%	761	7%	390	9%
Different state:	4406	24%	51	12%	1,746	15%	654	15%
			Jacksonville		Medford		Phoenix	
			Persons	Percent	Persons	Percent	Persons	Percent
Population 5 years and older	1,002	100%	2,161	100%	58,901	100%	3,873	100%
Same house in 1995	541	54%	1,031	48%	24,913	42%	1,506	39%
Different house in 1995:	461	46%	1,130	52%	33,988	58%	2,367	61%
Same county	329	33%	604	28%	20,540	35%	1,334	34%
Different county:	132	13%	524	24%	12,625	21%	939	24%
Same state	49	5%	187	9%	4,212	7%	283	7%
Different state:	83	8%	337	16%	8,413	14%	656	17%
			Rogue River		Talent		White City	
			Persons	Percent	Persons	Percent	Persons	Percent
Population 5 years and older	1,692	100%	2,127	100%	5,105	100%	4,792	100%
Same house in 1995	773	46%	875	41%	2,163	42%	2,075	43%
Different house in 1995:	919	54%	1,252	59%	2,942	58%	2,717	57%
Same county	470	28%	656	31%	1,770	35%	1,927	40%
Different county:	442	26%	588	28%	1,117	22%	696	15%
Same state	131	8%	157	7%	316	6%	235	5%
Different state:	311	18%	431	20%	801	16%	461	10%

Source: U.S. Census, SF-3

Table D-11 shows the number of persons of Hispanic or Latino origin for Jackson County and cities in Jackson County for 1990 and 2000. The Census data show that the percentage of Hispanic or Latino residents in Jackson County has increased from 4.1% to 6.7%, and increase of 6,177 people.

The majority of the increase in Hispanic or Latino population occurred in Medford, which had an increase of 3,454 residents over the ten year period. Hispanic and Latino population also grew rapidly in the unincorporated areas of the County, increasing by 1,231 residents.

Table D-11. Persons of Hispanic or Latino origin, Jackson County and cities, 1990 and 2000

	Jackson County	Ashland	Butte Falls	Central Point	Eagle Point	Gold Hill	Jacksonville
1990							
Total Population	146,389	16,234	252	7,509	3,008	964	1,896
Hispanic or Latino	5,949	382	2	201	93	21	40
Percent Hispanic or Latino	4.1%	2.4%	0.8%	2.7%	3.1%	2.2%	2.1%
2000							
Total Population	181,269	19,522	439	12,493	4,797	1,073	2,235
Hispanic or Latino	12,126	695	11	527	169	36	55
Percent Hispanic or Latino	6.7%	3.6%	2.5%	4.2%	3.5%	3.4%	2.5%
Change 1900-2000							
Hispanic or Latino	6,177	313	9	326	76	15	15
Percent Hispanic or Latino	104%	82%	450%	162%	82%	71%	38%
	Medford	Phoenix	Rogue River	Shady Cove	Talent	White City	Unincorporated
1990							
Total Population	46,951	3,239	1,759	1,351	3,274	5,891	59,952
Hispanic or Latino	2,387	136	40	42	259	321	2,346
Percent Hispanic or Latino	5.1%	4.2%	2.3%	3.1%	7.9%	5.4%	3.9%
2000							
Total Population	63,154	4,060	1,847	2,307	5,589	5,466	63,753
Hispanic or Latino	5,841	361	94	67	693	902	3,577
Percent Hispanic or Latino	9.2%	8.9%	5.1%	2.9%	12.4%	16.5%	5.6%
Change 1900-2000							
Hispanic or Latino	3,454	225	54	25	434	581	1,231
Percent Hispanic or Latino	145%	165%	135%	60%	168%	181%	52%

Source: U.S. Census, SF-1, 1990 and 2000. Note: Unincorporated includes White City because of lack of population estimates between census years. Therefore, Unincorporated is the total unincorporated area within Jackson County (Jackson County minus Ashland, Butte Falls, Central Point, Eagle Point, Gold Hill, Jacksonville, Medford, Phoenix, Rogue River, Shady Cove and Talent)

JACKSON COUNTY NOTICE OF ADOPTION

Pursuant to Oregon Revised Statutes (ORS) 197.615, you are hereby being notified that the Jackson County Board of Commissioners adopted Ordinance No. 2007-3 at a properly advertised public hearing on January 10, 2007, at 1:30 p.m., in the Auditorium of the Jackson County Offices, 10 South Oakdale, Medford, Oregon 97501.

The ordinance will go into effect on April 22, 2007 (60 days from the date of adoption). A description of the ordinance follows:

Ordinance No. 2007-3 updates the Population Element of the Jackson County Comprehensive Plan. The Population Element includes a revised population projection for the County and revised population allocations for communities and cities within the jurisdiction. File LRP2006-00003.

This notice is being mailed to you on February 26, 2007, which is within five working days after the adoption date of the ordinance(s) as required by ORS 197.615. If you have any questions on the effect of this ordinance, please contact **Melissa Anderson** at Development Services, Room 100, County Offices, 10 South Oakdale, Medford, Oregon 97501. Telephone: Medford 774-6918; Jackson County residents outside of Medford's local calling area 1-800-452-5021 and enter the next four digit extension 6918.

You may review this ordinance, or you may purchase a copy for \$.25 for the first page and \$.10 for each additional page, at Development Services, Room 100, County Offices, 10 South Oakdale, Medford, Oregon 97501, between the hours of 8:00 a.m. and 4:00 p.m., Monday, Tuesday, Thursday and Friday; and 1:00 p.m. to 4:00 p.m on Wednesday.

The Board of County Commissioner's Ordinances are the final decisions on this action. Pursuant to State law, Jackson County is hereby notifying all persons who participated in the hearings, either in writing or orally. This decision may be appealed to the Oregon Land Use Board of Appeals (LUBA). You must appeal this decision within 21 days of the date it is mailed. This decision is being mailed on February 26, 2007, and the LUBA appeal period will expire on March 19, 2007. Please contact LUBA for specific appeal information. They are located at 550 Capitol Street N.E. Suite 235, Salem, Oregon 97301-2552. They can be reached at (503) 373-1265.

Attachments: Notary Packet

NOTARY PAGE

STATE OF OREGON)
)
COUNTY OF JACKSON)

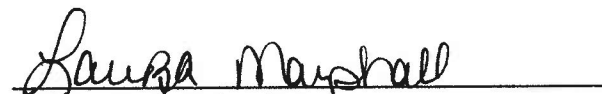
I, Patricia A. Guida, being first duly sworn, depose and say that on behalf of Jackson County Development Services, I gave notice of Board of Commissioners Ordinance No. 2007-3 by mailing a copy of the Notice of Adoptions by regular mail to each of the following named persons at their respective last known addresses, to wit: (as attached)

Each of said copies of the Notice were enclosed in a sealed envelope addressed to the persons at the addresses above set forth, with postage thereon fully prepaid and was deposited in the post office at Medford, Oregon, on February 26, 2007.


Signature

Personally appeared before me this 26th day of February, 2007, the above named Patricia A. Guida who acknowledged the foregoing affidavit to be her voluntary act and deed.




Notary Public for Oregon
My Commission Expires: 2-16-2008

NOTICE OF ADOPTION SENT TO: AGENCIES AND INTERESTED PERSONS.

APPLICANT NAME: JACKSON COUNTY

FILE NO: LRP2006-00003

BoC ORDINANCE #2007-3
File #LRP2006-00003
Parties/Witnesses/Staff
Mailed: 2/26/2007

		STAFF MELISSA ANDERSON PLANNER	LRP2006-00003	STAFF THOMAS BIZEAU CURRENT PLANNING MANAGER	LRP2006-00003
STAFF SUSAN LEE PLANNING DIRECTOR	LRP2006-00003	STAFF KELLY MADDING DIRECTOR	LRP2006-00003	AGENCY DOUG MCGEARY COUNTY COUNSEL	LRP2006-00003
BOARD OF COMMISSIONERS C. W. SMITH, CHAIR COMMISSIONER	LRP2006-00003	IP CHRISTOPHER ARNOLD 340 MARY ANN DR JACKSONVILLE OR 97530	LRP2006-00003	IP ALAN DEBOER 2260 MORADA LN ASHLAND OR 97520	LRP2006-00003
IP DUANE MALLAMS 2855 HERITAGE RD CENTRAL POINT OR 97502	LRP2006-00003	IP TOM MURPHY CITY OF CENTRAL POINT 140 3 RD ST CENTRAL POINT OR 97502	LRP2006-00003	IP JAY HARLAND 712 CARDLEY AVE MEDFORD OR 97504	LRP2006-00003
IP CLARA WENDT PO BOX 300 JACKSONVILLE OR 97530	LRP2006-00003	IP LINDA MEYER 230 WELLS FARGO DR JACKSONVILLE OR 97530	LRP2006-00003	IP PAUL WYNTERGREEN CITY OF JACKSONVILLE PO BOX 7 JACKSONVILLE OR 97530	LRP2006-00003
DLCD ATTN: PLAN AMEND SPECIALIST 635 CAPITOL ST NE STE 150 SALEM OR 97301-2540	LRP2006-00003	IP K MALLAMS 2855 HERITAGE RD CENTRAL POINT OR 97503	LRP2006-00003	IP BUNNY LINCOLN EAGLE POINT CITY HALL PO BOX 779 EAGLE POINT OR 97524	LRP2006-00003
IP CITY PLANNER MEDFORD CITY HALL 200 S IVY RM 240 MEDFORD OR 97501	LRP2006-00003	IP MICHAEL QUILTY/STEVE REHN RVMPO PO BOX 3275 CENTRAL POINT OR 97502	LRP2006-00003	IP LAUREL PRAIRIE-KUNTZ ROGUE RIVER CITY HALL PO BOX 1137 ROGUE RIVER OR 97537	LRP2006-00003
IP JEANNELL WYNTERGREEN CITY OF PHOENIX PO BOX 300 PHOENIX OR 97535	LRP2006-00003	IP JOHN RENZ DLCD-SO OR REGIONAL REP RURAL DIVISION PO BOX 3275 CENTRAL POINT OR 97502	LRP2006-00003	AA-A2 CITY PLANNER TALENT CITY HALL PO BOX 445 TALENT OR 97540	LRP2006-00003
AA-A3 CITY PLANNER ASHLAND CITY HALL 20 E MAIN ST ASHLAND OR 97520	LRP2006-00003	AA-A4 CITY PLANNER CITY OF SHADY COVE PO BOX 1210 SHADY COVE OR 97539	LRP2006-00003	AA-A5 CITY PLANNER CITY OF GOLD HILL PO BOX 308 GOLD HILL OR 97525	LRP2006-00003
AA-A6 CITY PLANNER BUTTE FALLS CITY HALL 431 BROAD BUTTE FALLS OR 97522	LRP2006-00003	AA-A10 CITY PLANNER CITY OF PHOENIX PO BOX 300 PHOENIX OR 97535	LRP2006-00003	AA-A12 RON WILSON W C COMM IMPROVEMENT ASSOC PO BOX 2403 WHITE CITY OR 97503	LRP2006-00003