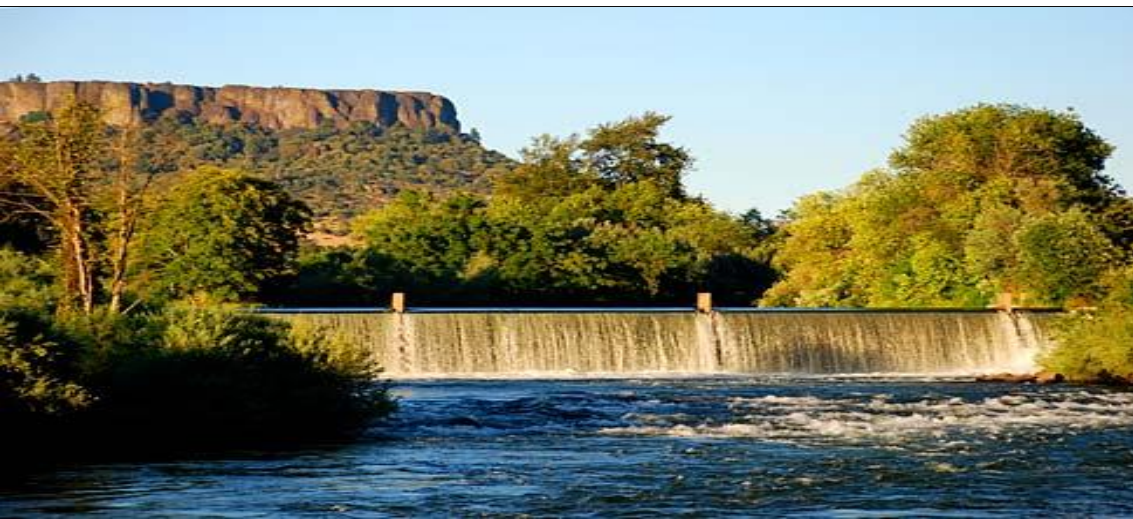


Coordinated Population Forecast



2022

Through

2072

**Jackson
County**

Urban Growth

Boundaries (UGB)

& Area Outside UGBs

How to Read this Report

This report should be read with reference to the documents listed below, which are downloadable on the Forecast Program website (<https://www.pdx.edu/population-research/population-forecasts>).

- *Methods and Data for Developing Coordinated Population Forecasts*: Provides a detailed description and discussion of the forecast methods employed. This document also describes the assumptions that feed into these methods and determine the forecast output.
- *Forecast Tables*: Provides complete tables of population forecast numbers by county and all sub-areas within each county for each five-year interval of the forecast period (2022-2072).

Population Research Center (PRC) Project Staff

Cindy Chen, Population Forecast Program Manager

Ethan Sharygin, Director

Meisha Whyte, Graduate Research Assistant

Deborah Loftus, Accounting Technician

Charles Rynerson, Oregon State Data Center Coordinator

Huda Alkitkat, Population Estimates Program Manager

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The PRC project staff wish to acknowledge and express gratitude for support from the Forecast Advisory Committee (DLCD) and the hard work of many people who contributed to the development of these forecasts by answering questions, lending insight, providing data, or giving feedback.

Cover Photo Credit: Gary Halvorson, July 2008.

[https://commons.wikimedia.org/wiki/File:Gold_Ray_Dam_\(Jackson_County,_Oregon_scenic_images\)_j acDA0065\).jpg](https://commons.wikimedia.org/wiki/File:Gold_Ray_Dam_(Jackson_County,_Oregon_scenic_images)_j acDA0065).jpg)

**Coordinated Population Forecast for Jackson County, its Urban
Growth Boundaries (UGB), and Area Outside UGBs**

2022 – 2072

Prepared by

Population Research Center

College of Urban and Public Affairs

Portland State University

June 30, 2022

This project is funded by the State of Oregon through the Department of Land Conservation and Development (DLCD). The contents of this document do not necessarily reflect the views or policies of the State of Oregon.

Table of Contents

1. Methodology.....	3
2. County Overview.....	4
3. Historical Trend and Population Forecast.....	4
3.1 County Population	4
3.2 Births and Deaths.....	6
3.3 Migration.....	7
3.4 Age Structure	9
3.5 Race/Ethnicity	11
3.6 Component of Change	11
3.7 Sub-Area Population	12
3.7.1 Larger UGBs.....	13
3.7.2 Smaller UGBs.....	14
4. Glossary of Key Terms.....	15
5. Appendix A: General Survey for Oregon Forecast Program	16
6. Appendix B: Detail Population Forecast Results.....	25
7. Appendix C: Comparison of Current and Previous Forecast.....	26

List of Figures

Figure 1. Historical total county population and AAGR, 1950-2020.....	5
Figure 2. Forecasted total county population and AAGR, 2022-2072.	5
Figure 3. Historical and projected total fertility rate (TFR), 2000-2047.....	6
Figure 4. Historical and projected annual births/deaths trend, 2000-2047.	7
Figure 5. Percentage of net migrations by broad age groups in Jackson County, 2015-2019.....	8
Figure 6. Historical and projected total county net migration, 2000-2047.	9
Figure 7. Population structure by age and sex, historical (2000 and 2010) and forecast (2022, 2035, and 2047).	10
Figure 8. Historical and forecast components of population change, 2015-2072.	12

List of Tables

Table 1. County population by race/ethnicity.	11
Table 2. Historical and forecasted population and AAGR in Jackson County and its sub-areas.....	13
Table 3. Population forecast for larger sub-areas and their shares of county population.....	13
Table 4. Population forecast for smaller sub-areas and their shares of county population.	14

1. Methodology

Counties were forecast using the cohort component method. Deaths and survival rates were projected based on historical trends (2000-2020) and based on the methodology published by Clark and Sharrow 2011¹. Mortality rates for the 85+ age group were further divided into 5-year age groups up to 100+ (i.e., 85-89, 90-94, 95-99, and 100+) using the proportion of each age group calculated from the single-year age group data in the 2010 decennial census. Age specific fertility rates were projected based on historical trends up to 2035 and held constant afterwards. The 2021 births data was not included in the projection model for two reasons: 1) the 2021 vital statistics were not finalized at the time of this report, and 2) due to uncertainties related to COVID-19 impacts on births and deaths, incorporating the 2021 births data into births and fertility rate projection may lead to errors such as underestimation. Nonetheless, the 2021 births and deaths numbers are included in Figures 3 and 4 to provide a more consistent visualization. Since the 2020 deaths data may be impacted by COVID-19, deaths were adjusted based on CDC's estimated excess deaths when forecasting future mortality rates to ensure these rates were not affected by short-term pandemic-related deaths.

Annual net migrants were calculated based on published data gathered from the IRS and the U.S. Census Bureau's American Community Survey (ACS) Public Use Microdata Sample (PUMS) and Population Estimates Program (PEP). Historical county level in-, out-, and net migration (domestic and foreign) were obtained from IRS and PEP (1991 – 2020). IRS provides domestic in- and out- while PEP provides domestic and foreign net. Age structures of gross migrants by direction (domestic in- and out- and foreign in-migration) were calculated for ACS Public Use Microdata Areas (PUMAs) which were used for migration to or from constituent counties. Future total net migrants were projected by applying an ARIMA model appropriate for each individual county.

The PRC estimate formed the baseline of the forecast for individual UGBs, with the difference in population between incorporated city and UGB boundaries estimated based on assignment of population in individual census blocks in each county into a UGB area and or city area, or balance of county. Populations in individual UGBs or in the balance of county were forecast by projections of individual components of the housing unit method of population estimation. Historical rates of population and housing unit change since 1990 were used to generate a weighted average annual rate of change. Jurisdiction-level vacancy rates and average household size were held constant from the 2020 decennial census. Population forecasts for sub-areas were then controlled by the county-level forecasts, e.g., sub-area populations were allocated using the county total (top-down approach), and the population summation of the sub-areas does not exceed the county population.

Forecast Program surveys were used to make adjustments to the baseline results for counties and UGB areas. Recent development and plans obtained from surveys were generally implemented in the first 5-10 years of the forecast, except where they indicate a change in long-run outlook. For the immediate period (2022-2030), the development rate derived from the surveys or received reports was applied before 2030. If no planned housing units were reported, recent development rate (2010-2020) or the overall county rate was used. For the later period (2030-2047), housing unit growth was based on either

¹ <https://csss.uw.edu/research/working-papers/contemporary-model-life-tables-developed-countries-application-model-based>

a weighted average or an extrapolation of historic trend (1990-2020). Assumptions were made for individual cities based on knowledge obtained from the general surveys, housing surveys, as well as documentations (e.g., housing needs assessment, comprehensive development plans) received from the cities.

Many uncertainties still remain in understanding the climate change impacts on migration. Thus, specific scenarios of climate change, political unrest, or other shocks were not reflected in the current forecast. The forecast program methodology is described in further detail in an accompanying report available on the Population Research Center's website.

2. County Overview

The 2020 census reported a total population of 223,259 for Jackson County, which was an increase of over 20,000 people from the 2010 census. Its county seat, Medford city, was recorded to have 85,824 people in the 2020 census. Additionally, Medford houses many people that works in surrounding cities such as White City and Eagle Point². In the forecast, Medford remains as one of the faster growing sub-areas among all sub-areas in the county. Based on the general surveys received, some of the challenges mentioned by cities in Jackson county included high construction costs and home price to household income ratio. These challenges call for development of multi-family housings. In the past few years, several cities were severely impacted by the 2020 Alameda wildfire and reportedly lost hundreds of housing units. The cities of Phoenix and Talent were among the places most impacted by the wildfires. As reported by Phoenix, the city lost over 500 housing units in the fire but is currently in the process of rebuilding.

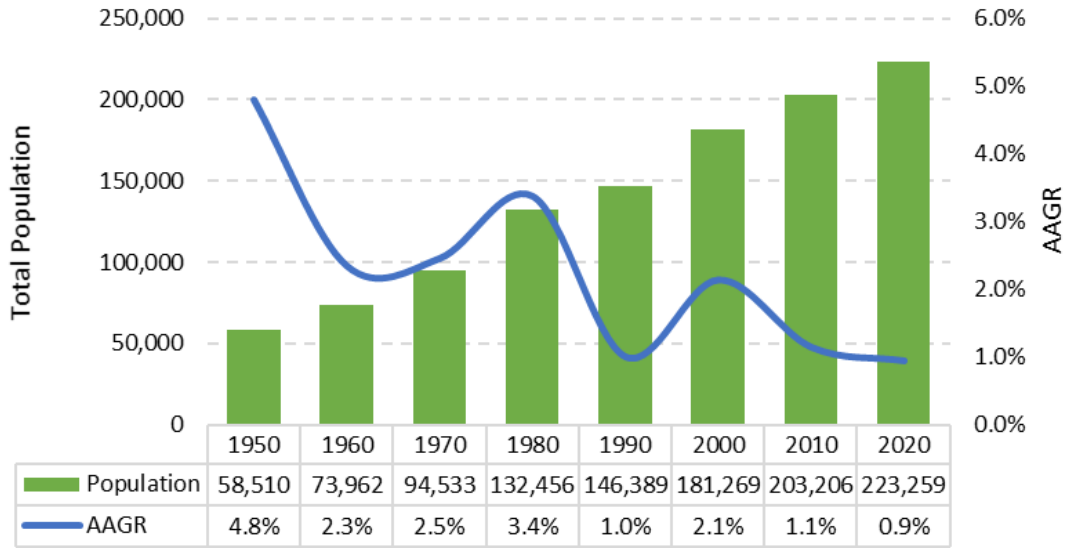
3. Historical Trend and Population Forecast

3.1 County Population

As illustrated in the Figure 1, over the past seven censuses, Jackson County's population experienced a peak growth of 4.8% AAGR in the 1950 census. The highest AAGR in the past 30 years occurred in the 1990s in which it reached 2.1%. However, the average growth rate has declined since then. The 2020 census showed Jackson County's population AAGR between 2010 and 2020 was 0.9%, the lowest of the past seven censuses. As shown in Figure 2, Jackson County's population is projected to reach 318,713 by 2072, which is a 40 % increase from 2022. The county lost over 2,000 housing units during the 2020 wildfires, which may have led to a relatively low estimate of population in 2021. Assuming these housing units are rebuilt in the next 3 to 4 years, compared to the 2010-2020 AAGR, a relatively higher rate is projected up to 2025.

² <https://onthemap.ces.census.gov/>

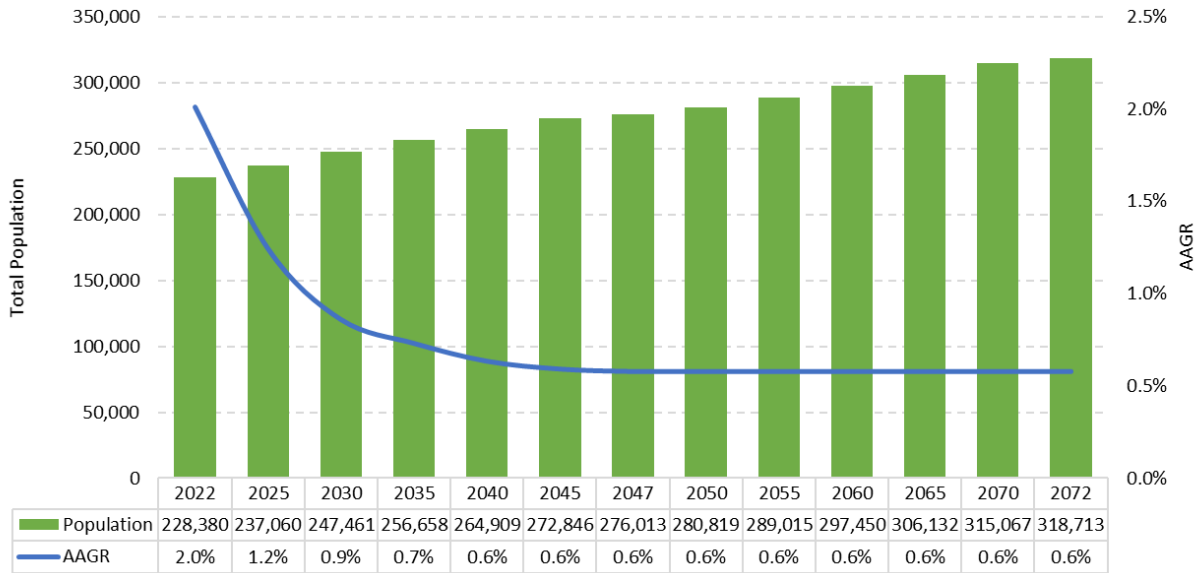
Historical Census Population



Sources: US Census Bureau, 1950, 1960, 1970, 1980, 1990, 2000, 2010, and 2020 Decennial Census.

Figure 1. Historical total county population and AAGR, 1950-2020.

Population Forecast by year (2022-2072)



Sources: Forecasted by Population Research Center (PRC).

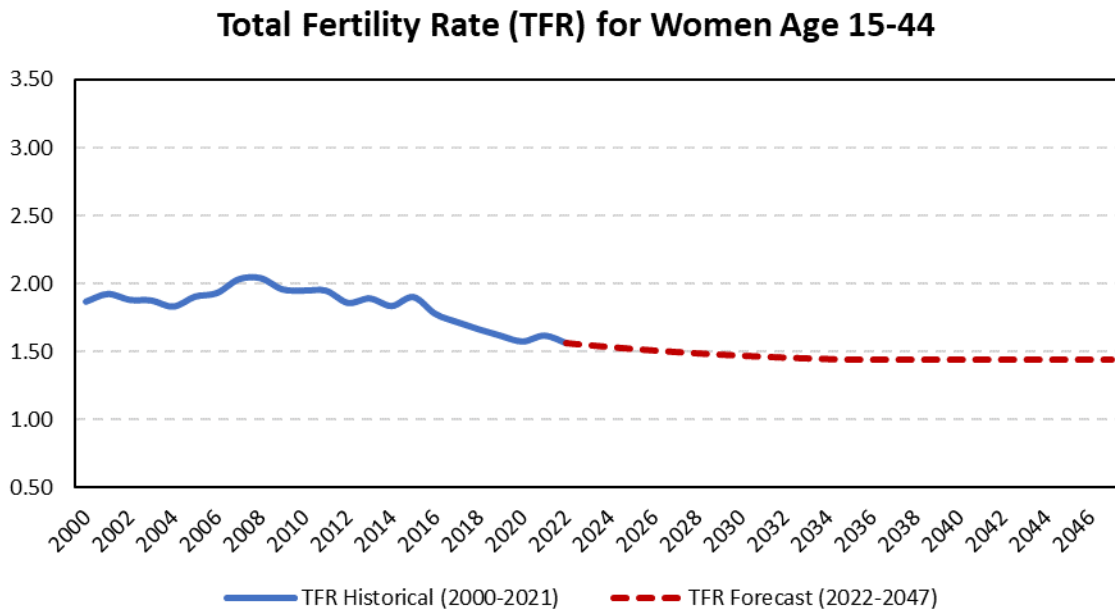
Figure 2. Forecasted total county population and AAGR, 2022-2072.

3.2 Births and Deaths

The total fertility rate (TFR) is shown in Figure 3. From 2000 to 2015, Jackson County’s TFR has mostly remained close to 2.0. Jackson County’s TFR has been declining in most years since 2015. The county TFR has declined from 1.9 in 2015 to around 1.6 in 2020. Compared to Oregon state, which experienced a TFR drop from 1.7 to 1.4 between 2014 and 2020, Jackson County’s TFR was slightly higher than the state but followed a similar declining trend during that same time. The TFR is projected to continue to decline slightly from the current rate and remain at around 1.4 in the forecast.

The actual number of births can follow a different trend than TFR if there are unusually high or low numbers of women of childbearing age in a given year. Figure 4 includes historical and projected births (and deaths) in the county. Annual births have been outpaced by deaths since 2015 and this trend is projected to continue in the forecast. Annual births show an increase in the 2021 preliminary data, which showed the county might not be impacted by the pandemic-related lower birth rates as expected in many other places. Births also show signs of increase in the 2040s, which may be associated with changes in population age structure that promote births, for example, higher proportion of younger populations.

In comparison, annual deaths are projected to continue to increase. The increase in deaths shown in the 2021 OHA preliminary data may mainly be associated with excess deaths related to COVID-19. The impacts of COVID-19 was considered to be short-term in our forecast and the county annual deaths are expected to return to continue the pre-pandemic trend. Annual deaths are projected to reach over 4,500 by 2047, an increase of almost 2,000 compared to 2022. As the gap between births and deaths becomes greater, population growth is expected to slow down compared to current growth rate.

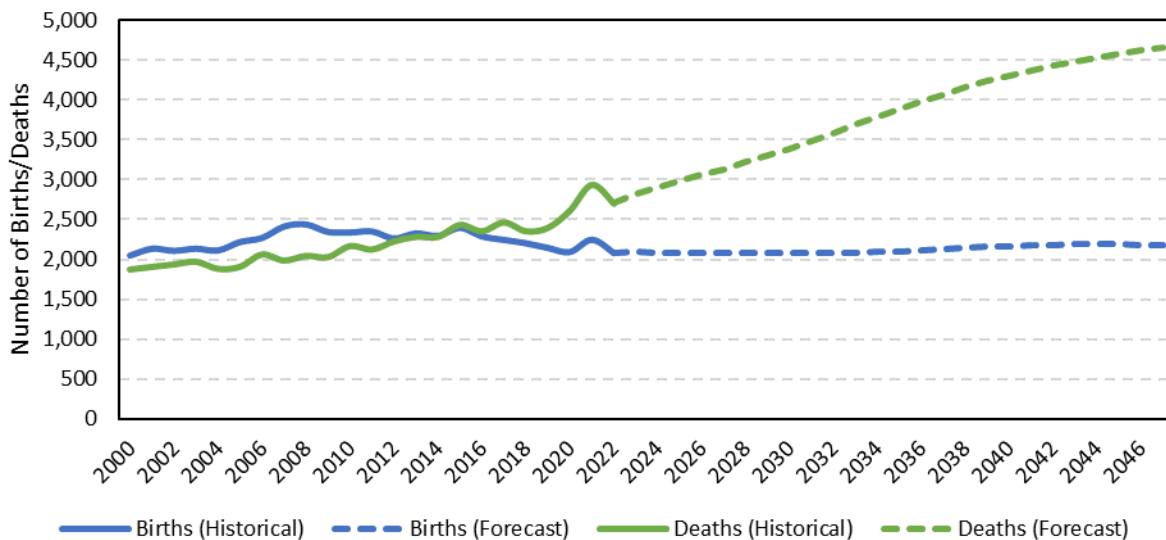


Note: OHA’s vital statistics for 2021 are preliminary at the time of this report.

Sources: Oregon Health Authority (OHA), Center for Health Statistics. Calculations and forecast by Population Research Center (PRC).

Figure 3. Historical and projected total fertility rate (TFR), 2000-2047.

Historical and Forecast Annual Births and Deaths (2000-2047)



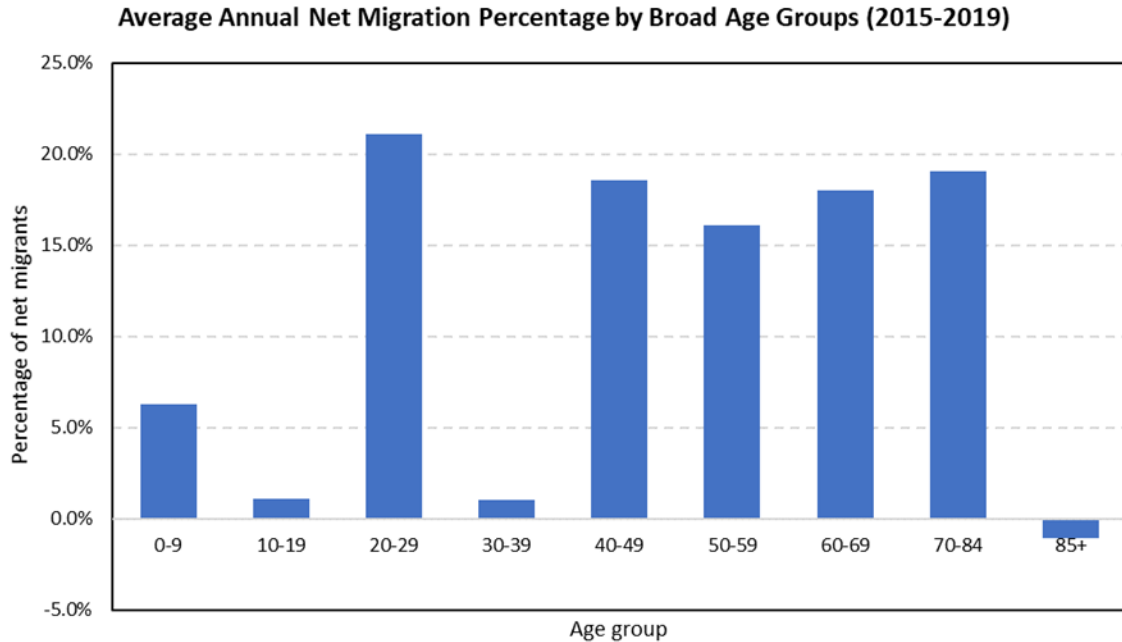
Note: OHA’s vital statistics for 2021 are preliminary at the time of this report.

Sources: Oregon Health Authority (OHA), Center for Health Statistics. Calculations and forecast by Population Research Center (PRC).

Figure 4. Historical and projected annual births/deaths trend, 2000-2047.

3.3 Migration

Age-specific migration was estimated based on the 2006-2010, 2011-2015, and 2015-2019 5-year ACS. The age patterns were used from the ACS but controlled to the number of total migrants by direction (in or out) and domestic (inter-state or between counties in Oregon) or foreign. The overall net migrants for each county were adjusted for consistency with annual PRC population estimates. Figure 5 illustrates the percentage each 10-year age group accounts for among total county net migration calculated based on the 2015-2019 ACS migration flow. All age groups shown in Figure 5 indicated positive net migration except for the 85+ age group. The 20-29 accounted for the highest percentage of positive net migration in the county according to the 2015-2019 data. However, compared to most age groups, there was not much in-migration for populations under 20 years old. Smaller shares of net migration in children may also be related to the lower net migration among the 30-39 age group.

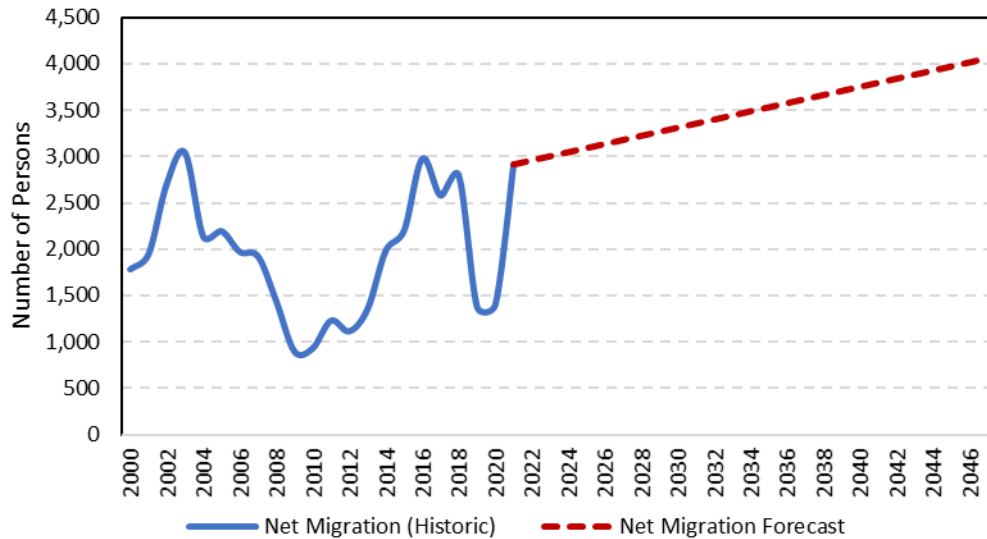


Sources: American Community Survey (ACS); Internal Revenue Services (IRS); US Census Bureau Population Estimated Program (PEP); Calculated by Population Research Center (PRC).

Figure 5. Percentage of net migrations by broad age groups in Jackson County, 2015-2019.

As shown in Figure 6, the historic annual net migration in Jackson County varied significantly between 2000 and 2020. County-wide net migration experienced some downturns in the late 2000s and early 2010s, which may be associated with the impacts of the economic recession during that period. The county experienced the highest numbers of net migrations in 2003 and 2016, in which the annual net migration numbers were around 3,000. Annual net migration is projected increase over time and reach approximately 4,000 by 2047.

Annual Net Migration (2000-2047)

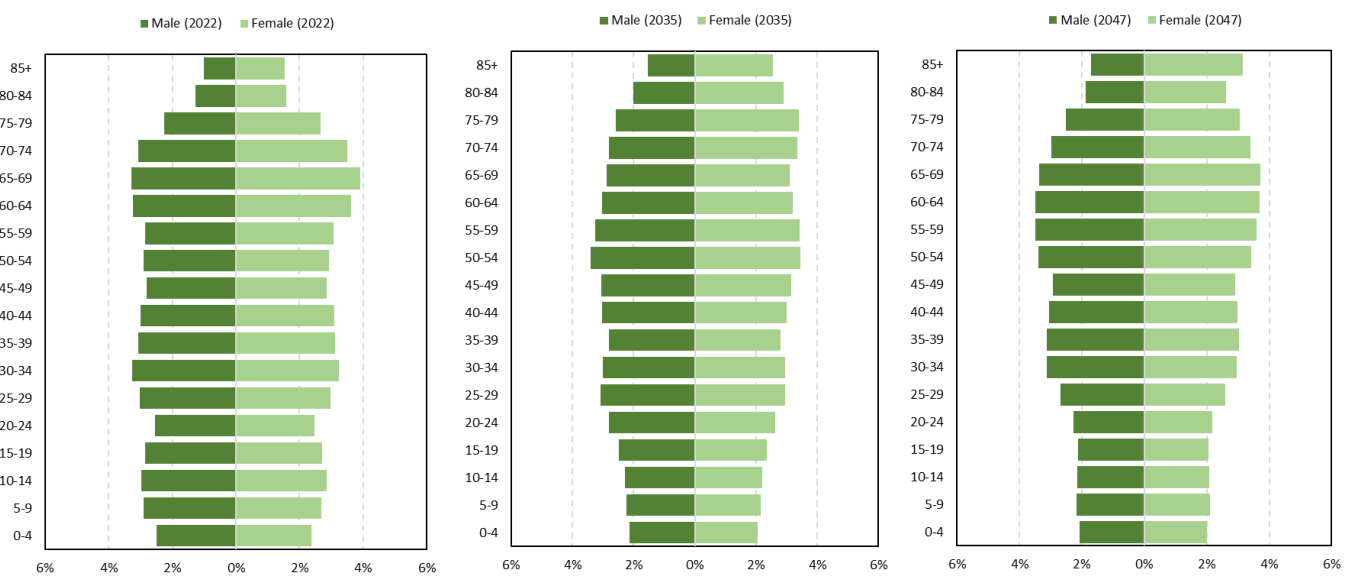
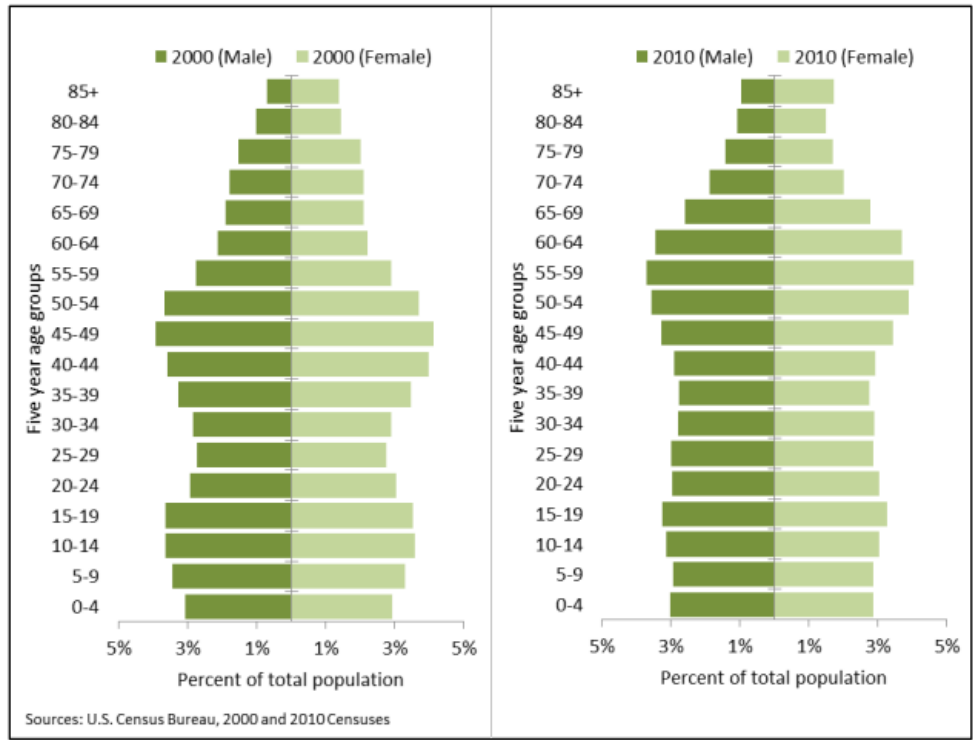


Sources: Internal Revenue Service (IRS) Tax Stats (1990-2020); American Community Survey (ACS); Population Estimates Program (PEP) 1990-2020. Calculations and forecast by Population Research Center (PRC).

Figure 6. Historical and projected total county net migration, 2000-2047.

3.4 Age Structure

As shown in Figure 7, the 2000 and 2010 censuses showed the population aging forward in the 10-year period. The share of populations aged 10-19 and 45-54 accounted for the largest share of the county population in 2000. In 2010, the 45-54 age group aged forward and became the 55-64 age group, which also accounts for a high proportion of the county population. However, population that was between 10 and 19 in the 2000 census decreased its share over the 10-year period. This implied that populations in the 10-14 and 15-19 age groups were less likely to move to the county compared to other age groups. In the 2035 and 2047 age pyramids, the shares of populations under 20 years old are projected to decrease, which may be associated with the projected decline in TFR and the increase in older population shares. The 2047 age pyramid shows that populations over 50 years old are projected to account for most of the county population and the share of the 85+ age group increases its share from 2.5% in 2022 to nearly 5% in 2047.



Sources: Calculations and forecast by Population Research Center (PRC).

Figure 7. Population structure by age and sex, historical (2000 and 2010) and forecast (2022, 2035, and 2047).

3.5 Race/Ethnicity

Table 1 shows the race/ethnicity characteristics in the county from the 2010 and 2020 censuses. Race/ethnicity was not included as a component in the current forecast model but is provided in this report for reference. Between the two censuses, population identified as “Some Other Race alone” has the most relative gain compared to other race/ethnicity groups, followed by population of two or more races. Among non-Hispanic and non-White alone populations, population identified as “American Indian and Alaska Native alone” in the 2020 census was the only group that had a relative loss. In the 2020 census, the Hispanic or Latino continued to be the largest non-white alone race/ethnicity group in the county.

Table 1. County population by race/ethnicity.

Hispanic or Latino and Race	2010		2020		Absolute Change	Relative Change
Total Population	203,206		223,259		20,053	9.9%
Hispanic or Latino (of any race)	21,745	10.7%	30,399	13.6%	8,654	39.8%
Not Hispanic or Latino	181,461	89.3%	192,860	86.4%	11,399	6.3%
White alone	170,023	83.7%	170,232	76.2%	209	0.1%
Black or African American alone	1,227	0.6%	1,574	0.7%	347	28.3%
American Indian and Alaska Native alone	1,874	0.9%	1,775	0.8%	-99	-5.3%
Asian alone	2,304	1.1%	3,293	1.5%	989	42.9%
Native Hawaiian and Other Pacific Islander alone	562	0.3%	808	0.4%	246	43.8%
Some Other Race alone	229	0.1%	1,496	0.7%	1,267	553.3%
Two or More Races	5,242	2.6%	13,682	6.1%	8,440	161.0%

Sources: US Census Bureau, 2010 and 2020 Decennial Census. Calculated by PRC.

3.6 Component of Change

The component of population changes up to 2072 is shown in Figure 8. The darker blue shade indicates the natural increase/decrease (births less than deaths, which is negative in the county because there are more deaths than births), while the lighter blue shade indicates the net migration. At the county level, natural decrease is expected to occur as annual deaths is projected to occur as annual deaths outnumber annual births. In the meantime, positive net migration is projected to continue and gradually increase over time, which contributes to population growth in the forecast. Although deaths are projected to increase at a faster pace than births, as shown in Figure 4, positive net migration is projected to be much higher than natural decrease, allowing the county to maintain a positive growth.

Components of Population Change by 5-year Intervals (2015-2072)

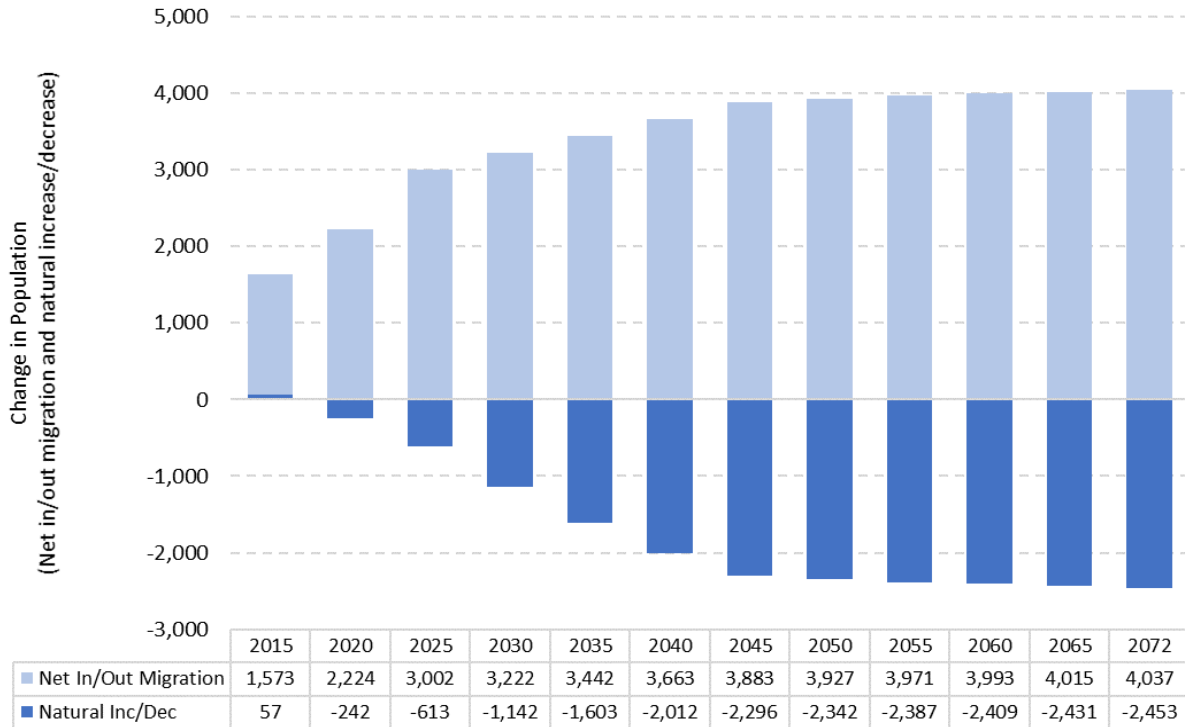


Figure 8. Historical and forecast components of population change, 2015-2072.

3.7 Sub-Area Population

Sub-area populations within and outside the urban growth boundaries (UGBs) are forecasted using the housing unit method, and then adjusted to be consistent with the county level forecast. As shown in Table 2, all but one UGB in Jackson County are projected to grow in the next 50 years. Although the Butte Falls UGB is projected to loss population in the first 25 years of the forecast timeframe, its population is expected to recover in the second half of the forecast. Among larger UGBs, Medford is projected to be the fastest growing city with an AAGR of 1.4% between 2022 and 2047. By 2072, the Medford UGB is projected to grow 85% from the 2020 census. It is important to note that many cities in Jackson County were impacted by the 2020 wildfires, which caused these cities to loss many of their housing and population. The cities of Phoenix and Talent were among the most severely impacted places. The loss of housing and population was reflected in the 2021 population estimates conducted by the Population Research Center’s Population Estimates Program and used as the base population for the forecast. Both cities have reported that they are in the process of rebuilding their housing units and expect to replace these housing units in the next 3-5 years. This was taken into account and the approximate number of housing units expected to be rebuild were added to these cities in the forecast for the period between 2022 and 2025. The AAGRs shown for the Talent and Phoenix UGBs reflect the population recovery as a result of rebuilding housing units.

Table 2. Historical and forecasted population and AAGR in Jackson County and its sub-areas.

	Historical			Forecast				
	2010	2020	AAGR (2010-2020)	2022	2047	2072	AAGR (2022-2047)	AAGR (2047-2072)
Jackson County	203,206	223,259	0.9%	228,380	276,013	318,713	0.8%	0.6%
Larger Sub-Areas								
Ashland	20,626	21,897	0.6%	22,553	25,208	28,257	0.4%	0.5%
Central Point	17,736	19,565	1.0%	20,876	24,383	27,428	0.6%	0.5%
Eagle Point	8,508	9,760	1.4%	10,080	12,320	14,355	0.8%	0.6%
Medford	76,733	87,881	1.4%	91,116	128,513	162,880	1.4%	0.9%
Smaller Sub-Areas								
Butte Falls	423	443	0.5%	454	440	483	-0.1%	0.4%
Gold Hill	1,228	1,344	0.9%	1,395	1,442	1,606	0.1%	0.4%
Jacksonville	2,785	3,043	0.9%	3,148	3,403	3,821	0.3%	0.5%
Phoenix*	4,774	4,689	-0.2%	4,676	5,827	6,135	0.9%	0.2%
Rogue River	2,714	3,080	1.3%	3,154	3,714	4,092	0.7%	0.4%
Shady Cove	3,050	3,263	0.7%	3,313	3,709	4,992	0.5%	1.2%
Talent	6,123	6,379	0.4%	6,330	8,389	10,270	1.1%	0.8%
Outside UGBs	58,506	61,915	0.6%	61,282	58,666	54,394	-0.2%	-0.3%

Note: UGBs are indicated by their city names. Larger sub-areas are those with populations of at least 8,000 in 2020.

Sources: U.S. Census Bureau; Forecast by Population Research Center (PRC)

* At the time of this report, the City of Phoenix is in the process of filing a review request to the U.S. Census Bureau's Count Question Resolution Operation (CQR) regarding concerns related to the 2020 census population count. If the 2020 census numbers are revised for the city, the forecast may be adjusted based on the revised data.

3.7.1 Larger UGBs

As shown in Table 3, Medford UGB continues to be the most populated sub-area in Jackson County, accounting for over 50% of the county population by 2072. In contrast, although the populations in Ashland, Central Point, and Eagle Point are all projected to increase, their population shares are expected to decrease. For instance, the Ashland UGB accounts for 9.9% of the county population, but decreased to 9.0% in 2072. This is because the Medford UGB grows at a faster pace than the other UGBs, taking a larger proportion of the county population growth.

Table 3. Population forecast for larger sub-areas and their shares of county population.

	Population			Share of County Population		
	2022	2047	2072	2022	2047	2072
Jackson County	228,380	276,013	318,713			
Larger Sub-Areas						
Ashland	22,553	25,208	28,257	9.9%	9.3%	9.0%
Central Point	20,876	24,383	27,428	9.2%	9.0%	8.8%
Eagle Point	10,080	12,320	14,355	4.4%	4.6%	4.6%
Medford	91,116	128,513	162,880	40.2%	47.6%	52.1%
Outside UGBs	61,282	58,666	54,394	27.0%	21.7%	17.4%

Note: Larger sub-areas refer to those with populations of at least 8,000 in 2020.

Sources: Forecast by Population Research Center (PRC)

3.7.2 Smaller UGBs

Most of the smaller sub-areas are projected to maintain their current population shares, although some may see a slight decline. The Talent UGB is projected to increase its share of population compared to other smaller sub-areas. By 2072, the Talent UGB is projected to have over 10,000 people, which is a 62% increase from 2022. The population outside of the UGBs is projected to decline in both absolute number and share, however, most the population shares in the non-UGB areas are expected to be taken by the larger sub-areas such as Medford. Thus, the total population share of the smaller sub-areas is not projected to change in the next 50-years.

Table 4. Population forecast for smaller sub-areas and their shares of county population.

	Population			Share of County Population		
	2022	2047	2072	2022	2047	2072
Jackson County	228,380	276,013	318,713			
Smaller Sub-Areas						
Butte Falls	454	440	483	0.2%	0.2%	0.2%
Gold Hill	1,395	1,442	1,606	0.6%	0.5%	0.5%
Jacksonville	3,148	3,403	3,821	1.4%	1.3%	1.2%
Phoenix*	4,676	5,827	6,135	2.1%	2.2%	2.0%
Rogue River	3,154	3,714	4,092	1.4%	1.4%	1.3%
Shady Cove	3,313	3,709	4,992	1.5%	1.4%	1.6%
Talent	6,330	8,389	10,270	2.8%	3.1%	3.3%
Outside UGBs	61,282	58,666	54,394	27.0%	21.7%	17.4%

Note: Smaller sub-areas refer to those with populations under 8,000 in 2020.

Sources: Forecast by Population Research Center (PRC)

* At the time of this report, the City of Phoenix is in the process of filing a review request to the U.S. Census Bureau's Count Question Resolution Operation (CQR) regarding concerns related to the 2020 census population count. If the 2020 census numbers are revised for the city, the forecast may be adjusted based on the revised data.

4. Glossary of Key Terms

Average Annual Growth Rate (AAGR): The average rate of growth over a specific period of time. The AAGR is calculated using natural logarithm of the end-year value and the starting-year value, divided by the number of years.

Cohort-Component Method: A method used to forecast future populations based on a baseline or starting population, and cumulative changes in births, deaths, and migration.

Coordinated population forecast: A population forecast prepared for the county and sub-county jurisdictions including urban growth boundary (UGB) areas and all non-UGB area in the balance of county.

Group quarters: The US Census Bureau defines group quarters as places where “people live or stay in a group living arrangement that is owned or managed by an organization providing housing and/or services for the residents”. Examples of a group quarter may include college dorms, skilled nursing facilities, groups homes, prison, etc.

Housing unit: A house, apartment, mobile home or trailer, group of rooms, or single room that is occupied or is intended for occupancy.

Housing-Unit Method: A method used to estimate current populations or forecast future populations based on changes in housing units, vacancy rates, the average numbers of persons per household (PPH), and group quarters population counts.

Persons per household (PPH): The average household size (i.e., the average number of persons per occupied housing unit).

Total Fertility Rate (TFR): The number of children a woman would have by the end of a defined childbearing age. In this report, child-bearing age is from 15 to 44.

5. Appendix A: General Survey for Oregon Forecast Program

Each year, the jurisdictions in the region that is to be forecast is surveyed. The following are transcripts of what was received from jurisdictions who responded to the OPFP survey.

County	Jackson
Date Time	11.22.21
Jurisdiction	City of Ashland
Name and Title	Brandon Goldman, Senior Planner
Observations about Population (e.g. birth rates, aging, immigration, racial and ethnic change)	<p>Property managers in the area have estimated the effective vacancy rate to be 1%. The higher vacancy rate, 8.2% shown in the 2015-2019 American Community Survey, does not reflect available housing, as many units are second homes or otherwise unavailable for renters or homebuyers.</p> <p>Housing costs in Ashland are About 46% of Ashland’s households are cost burdened (paying 30% or more of their household income on housing costs).¹ About 63% of Ashland’s renters are cost burdened and about 31% of Ashland’s homeowners are cost burdened. Cost burden rates in Ashland are slightly greater compared to cost burdened rates in Jackson County.</p> <p>Housing development rates have increased in recent years, despite the impacts of COVID-19. Specifically, two affordable housing projects are in the building stage which combined will provide 90 new units of affordable multi-family housing (HAJC - 60 units; Columbia Care-30 units).</p>
Observations about Housing (Vacancy rates, seasonal occupancy, demolitions, renovations)	Table sent seperately which includes a listing of pending housing developments that have received Planning approval but have yet to obtain building permits.
Planned Housing Developments or Group Quarters Facilities (including number of units, occupancy, and estimated year of completion)	<p>Demographic and economic trends will drive demand for affordable and diverse housing in Ashland. Key demographic and economic trends affecting Ashland’s future housing needs are the aging of the baby boomers, the aging of the millennials and Generation Z, and the continued growth in Hispanic and Latino population.</p> <ul style="list-style-type: none"> • Baby boomers are expected to remain in their homes as long as possible but demand for specialized senior housing, such as age-restricted housing or continuum of care housing, may grow in Ashland. • The ability to attract millennials and Generation Z will depend

	<p>on the City’s availability of renter- and ownership-housing large enough to accommodate families while still being relatively affordable, as homeownership decline among Millennials and Generation Z may have more to do with financial barriers rather than the preference to rent.</p> <ul style="list-style-type: none"> • Growth in Latino households will drive demand for housing for families with children and possibly multiple-generation households. Given the lower income average for Latino households (especially first-generation immigrants), growth will also drive demand for affordable housing, for ownership and renting.
Economic Development (e.g. new employers or facilities, including number of jobs and est. year of completion)	no response
Infrastructure Projects (e.g. transportation and utilities)	no response
Other Factors Promoting Population or Housing Growth	no response
Other Factors Hindering Population or Housing Growth	<p>The median housing sales price in typically stayed above \$400,000 over the last three years. In October 2021 the Median sales price was \$515,000 (http://roguevalleyrealtors.org/market-statistics-media-menu/residential-market-statistics-menu/2021-residential-statistics/1152-2021-09-jackson-co-market-summary/file.html) . These prices are unattainable for many households in the region.</p> <p>A household earning 100% of Ashland’s median household income (\$50,613) could afford home valued between about \$177,100 to \$202,500, which is less than the 2020 median home sales price of about \$434,000 in Ashland. A household can start to afford median home sale prices at about 167% of Ashland’s median household income.</p>
8a. Summary of current or proposed policies affection growth in your jurisdiction.	<p>Ashland will need more diverse housing types to meet these housing needs and address demographic changes. These housing types include rental and ownership opportunities such as: small single-family detached housing, accessory dwelling units, cottage housing, townhouses, duplexes, tri- and quad-plexes, and apartments. Without the diversification of housing types, lack of affordability will continue to be a problem, possibly growing in the future if incomes continue to grow at a slower rate than</p>

	<p>housing costs.</p> <p>Over the 2021 to 2041 period, Ashland will need to plan for more multifamily dwelling units in the future to meet the City’s housing needs. Historically, about 66% of Ashland’s housing was single-family detached. While 35% of new housing in Ashland is forecast to be single-family detached, the City will need to provide opportunities for development of new single-family attached (10% of new housing); duplex, triplex, and quadplex housing (10% of new housing); and multifamily units (35% of new housing).</p>
8b. Findings related to growth or population change from studies conducted in you jurisdiction.	Ashland’s recent Housing Capacity Analysis referenced the 2018-2068 PSU Coordinated Population projection as well as the US Census and American Community Survey to assess growth.
8c. The effects of wildfires or other disasters in your jurisdiction on housing, employment/economics, and infrastructure.	The Alameda wildfire increased the regional need for affordable housing by destroying about 2,549 dwellings in September 2020. The Alameda fire burned from north Ashland to just south of Medford, with the cities of Phoenix and Talent losing the majority of housing. ² These losses increased regional need for affordable housing and overall pressure on the Ashland housing market.
8d. The effects of the COVID-19 pandemic and policy measure on employment and current and planned developments.	The impacts on housing development and policies from the COVID-19 Pandemic remain unknown. The increase in telecommuting, and being home during lockdown, may reverse recent trends for smaller homes if more working-aged persons transition to permanent work-from-home situations. Additionally, the supply of caregivers is decreasing as people baby boomers move from being individuals giving care to needing care, making more inclusive, community-based, congregate settings more important. Due to COVID-19 impacts it is as of yet unclear whether congregate care facilities will be as in demand compared to non-congregate housing options.
9. For representatives from counties only: we invite you to provide tax lot data if available. These may be sent via email to askprc@pdx.edu	
Comments?	

County	Jackson
Date Time	11.30.21
Jurisdiction	City of Medford
Name and Title	Carla Angeli Paladino Chris Olivier City of Medford Planning. Principal Planner GIS Coordinator
Observations about Population (e.g. birth rates, aging, immigration, racial and ethnic change)	The draft 2021-2041 Housing Capacity Analysis data shows increases in aging populations and Latin(o/a/x) community.
Observations about Housing (Vacancy rates, seasonal occupancy, demolitions, renovations)	Renovations: There are five hotel/motel conversions being renovated into residences that will account for approximately 450 dwelling units when completed. From January 2020-October 2021, there have been 173 residential remodels applied for. Demolitions: From January 2020-October 2021, there have been 57 residential demolitions. Accessory Dwelling Units (ADUs): We launched a fee reduction and cost share program to incentivize the construction of ADUs the first half of this year. The goal was to double production over the 12 to 18 month span of the program. As reported in mid-October 2021, 23 applications have been accepted for the program, 18 building permits have been issued, and 4 were completed. The historic average for annually produced ADUs over the last 20 years has only been 8. Pre-applications (formal meetings with Staff and applicants to discuss potential projects): A review of the pre-applications submitted between January 2021 and October 2021 shows that almost 700 new multi-family units are being contemplated on properties throughout the city.
Planned Housing Developments or Group Quarters Facilities (including number of units, occupancy, and estimated year of completion)	Two Year Look at Development through Land Use Actions S:\DeptProjects\Planning\PSU_Population\PlanningActions_July2019_to_No v17_2021 Group Quarters Facilities: 1) The City awarded ColumbiaCare with federal acquisition and rehabilitation funds from the City's Community Development Block Grant (CDBG) program to acquire an existing home that will be converted to group living for five unhoused Veterans; and 2) the City also awarded CDBG renovation funds to OnTrack Rogue Valley to expand a group quarters facility that will provide up to eight unhoused men with longer-term shelter, as a next step from the local emergency shelter. This facility does not require residents exit the facility at a specific time. Both of these project are expected for completion in June 2022.

<p>Economic Development (e.g. new employers or facilities, including number of jobs and est. year of completion)</p>	<p>Two Year Look at Development through Land Use Actions S:\DeptProjects\Planning\PSU_Population\PlanningActions_July2019_to_No v17_2021</p> <p>Vocational Training Facility: The City awarded CDBG fund to Youth71Five to acquire a building to expand the agency’s vocational training facility serving youth and young adults up to age 24 to obtain essential skills for employment. Acquisition is expected for completion early 2022.</p> <p>City Leadership was a partner at the table working with SOREDI (Southern Oregon Regional Economic Development, Inc.) which developed the One Rogue Valley (1RV) Comprehensive Economic Development Strategy (CEDS), a five year strategic plan to guide economic development in the region. The 1RV plan is identified in the City Council’s 2021-2023 Biennial Goals. One Rogue Valley (1RV) Regional Strategy - SOREDI</p>
<p>Infrastructure Projects (e.g. transportation and utilities)</p>	<p>Roadway Projects (a few of note):</p> <ul style="list-style-type: none"> · Federal BUILD grant dollars to help fund the construction of N. Phoenix/Foothill (between Delta Waters and Hillcrest Road) and 1,000 feet of S. Stage Road west of N. Phoenix · \$1 million of American Rescue Plan Act funding for infill of sidewalks · Lane reconfigurations (road diets) on higher order street such as 10th Street and 4th Street proposed · Construction of 900 linear feet of sidewalk in Liberty Park neighborhood just north of downtown · Interchange Area Management Plan updates occurring on both I-5 exits · Repaving an old segment of Larson Creek Greenway Trail from Murphy Street to Black Oak. <p>Utilities:</p> <ul style="list-style-type: none"> · City is in the process of updating the Stormwater Master Plan and Wastewater Treatment Plant Plan · City is working with the development community to assess needed infrastructure in Southeast Medford recently annexed from the urban growth boundary <p>Utility Projects estimated to be constructed by Summer 2023</p> <ul style="list-style-type: none"> · Terminal Spur Sanitary Sewer Replacement (2600 feet of sewer on the south side of the airport that needs to be upsized) · Springbrook Ford Sanitary Sewer Replacement -630 feet of sewer in Springbrook Road to be upsized · West Main Street Storm Drain Improvements – Laurel to Quince, extend storm drain west 1,150 feet · Lazy Creek Fish Passage – replacement of culvert with bridge down gradient of Highland Avenue

<p>Other Factors Promoting Population or Housing Growth</p>	<p>Over 1,200 acres have been annexed into the City limits since May 2020 for development. One of these annexation areas that includes 400 acres recently submitted an application for a zone change and phased planned unit development with the potential to create 2,500 dwelling units (Rogue Valley Manor/Centennial Golf Course).</p> <p>As noted above, the City has developed an incentive program for the construction of Accessory Dwelling Units. A separate program also allows for the deferment of System Development Charges until certificate of occupancy helping to offset costs.</p> <p>The Medford Urban Renewal Agency (MURA) is reviewing RFQ proposals for the selection of a company to build a future housing development on 3.2 acres of land just north of downtown.</p> <p>Medford continues to be a popular destination for retirees, young professionals, and young families.</p> <p>The Alameda Fire displaced upwards of 600 people into Medford seeking temporary housing through hotel stays and other available units.</p>
<p>Other Factors Hindering Population or Housing Growth</p>	<ul style="list-style-type: none"> · Cost of construction · Expensive to install needed utilities · Financing limitations · Low Median Family Income vs. Housing Costs
<p>8a. Summary of current or proposed policies affection growth in your jurisdiction.</p>	<p>a) City is working on drafting regulations related to HB 2001; Planning staff is keeping apprised of the Climate Friendly and Equitable Communities Act Rulemaking occurring; Medford Urban Renewal Agency (MURA) is evaluating development in the downtown core and Liberty Park neighborhood; Staff is working on wildfire regulations and staying up-to-date on SB 762 regulations; Staff is processing urbanization plans and annexations within the Urban Growth Boundary; Land use applications submitted are constant</p>
<p>8b. Findings related to growth or population change from studies conducted in you jurisdiction.</p>	<p>b) Completed a Downtown Residential Market Study in 2019; Completed a draft Housing Capacity Analysis for 2021-2041 in June 2021</p>
<p>8c. The effects of wildfires or other disasters in your jurisdiction on housing, employment/economics, and infrastructure.</p>	<p>c) Medford did not suffer any structure loss in the Alameda Fire, but we did and continue to house many fire victims in our hotels and within several hotels that are being converted to residential units.</p>

<p>8d. The effects of the COVID-19 pandemic and policy measure on employment and current and planned developments.</p>	<p>d) The City used CARES Act funding to provide \$958,225 in financial relief for small businesses in an effort support them through economic adversity</p> <p>e) The City used CARES Act funding to support rental relief through local social services organizations to assist households facing economic hardship during the pandemic. The City’s CARES Act funding will also support the operation of Project Turnkey, which is located at one of the five hotel conversions in Medford. Project Turnkey has produced 48 units for unhoused Alameda Fire victims and other members from Medford’s unhoused population.</p> <p>f) Medford suspended enforcement of prohibitions against dwelling in RVs on private property and in public rights-of-way in order to provide additional long term, temporary housing options for households displaced by the Alameda Fire. Doing so has enabled 50-100 households to remain in the region, continuing to work for local employers in industries with critical shortages of workers, especially health care</p>
<p>9. For representatives from counties only: we invite you to provide tax lot data if available. These may be sent via email to askprc@pdx.edu</p>	
<p>Comments?</p>	<p>N/A</p>

County	Jackson
Date Time	11.24.21
Jurisdiction	City of Phoenix
Name and Title	Joe Slaughter, Community and Economic Development Directorlop
Observations about Population (e.g. birth rates, aging, immigration, racial and ethnic change)	Phoenix lot approximately 549 residential dwelling units is the Almeda Fire. Over the past year we have issued permits to rebuild/replace 245 of those lost units. Vacancy rates have been very low throughout the region as housing was in short supply prior to the fire and has been in critically short supply after the fire. There has been a lot of interest in building new multi-family dwellings in Phoenix but we have not issued permits for any new projects yet.
Observations about Housing (Vacancy rates, seasonal occupancy, demolitions, renovations)	Phoenix fire recovery information available here: https://www.arcgis.com/apps/dashboards/c6419a41fd21493fbe5bdf4555d07208
Planned Housing Developments or Group Quarters Facilities (including number of units, occupancy, and estimated year of completion)	We lost significant population due to the Almeda Fire. We are quickly replacing lost homes and regaining lost population. There is increased interest in development in Phoenix but this has not translated to new construction yet. High demand for housing throughout region.
Economic Development (e.g. new employers or facilities, including number of jobs and est. year of completion)	There is increased interest in development in Phoenix but this has not translated to new construction yet.
Infrastructure Projects (e.g. transportation and utilities)	The City is in the process of developing a new \$16 million City Administration and Public Safety Building to be completed by the end of 2023.
Other Factors Promoting Population or Housing Growth	The Almeda Fire destroyed large portions of the city. There is increased interest in developing new now that much of the old development has been removed. If the City can capitalize on some of this interest there is opportunity to attract new growth and development.

<p>Other Factors Hindering Population or Housing Growth</p>	<p>Very low land supply outside of burn area. The City is in the process of amending its UGB to provide needed land supply for development.</p>
<p>8a. Summary of current or proposed policies affection growth in your jurisdiction.</p>	<p>Expanding UGB to provide needed land supply for development. TGM grant work to study how best to provide for increased efficiency of land uses along Hwy 99 corridor.</p>
<p>8b. Findings related to growth or population change from studies conducted in you jurisdiction.</p>	<p>Significant loss of population growth due to Almeda Fire. Expect to fully recover population by 2023. Also expect to add significant population due to UGB expansion and new development over the next couple of years.</p>
<p>8c. The effects of wildfires or other disasters in your jurisdiction on housing, employment/economics, and infrastructure.</p>	<p>See other answers</p>
<p>8d. The effects of the COVID-19 pandemic and policy measure on employment and current and planned developments.</p>	<p>This seems to be a lesser effect than that of the Almeda Fire.</p>
<p>9. For representatives from counties only: we invite you to provide tax lot data if available. These may be sent via email to askprc@pdx.edu</p>	
<p>Comments?</p>	

6. Appendix B: Detail Population Forecast Results

Age	2021	2022	2025	2030	2035	2040	2045	2047
0-4	11,216	11,133	10,783	10,667	10,712	10,999	11,245	11,265
5-9	12,856	12,775	12,187	11,333	11,255	11,339	11,664	11,804
10-14	13,235	13,308	13,235	12,349	11,507	11,441	11,536	11,647
15-19	12,250	12,708	13,235	13,295	12,416	11,581	11,522	11,547
20-24	11,289	11,478	12,581	13,831	13,936	13,103	12,313	12,266
25-29	13,602	13,668	13,289	14,128	15,483	15,696	14,973	14,594
30-34	14,531	14,858	15,069	14,372	15,287	16,716	17,005	16,822
35-39	14,167	14,141	14,320	15,051	14,359	15,273	16,699	16,921
40-44	13,419	13,883	14,640	14,746	15,508	14,854	15,798	16,627
45-49	12,317	12,913	14,446	15,745	15,935	16,772	16,205	16,134
50-54	12,863	13,277	14,060	16,166	17,580	17,899	18,852	18,794
55-59	13,704	13,537	13,711	14,945	17,093	18,557	18,951	19,548
60-64	15,573	15,630	15,268	14,702	16,000	18,178	19,690	19,813
65-69	16,259	16,454	16,365	15,820	15,384	16,706	18,867	19,543
70-74	14,792	15,048	16,051	16,202	15,787	15,470	16,764	17,555
75-79	10,010	11,231	13,551	15,083	15,315	15,022	14,835	15,348
80-84	6,013	6,542	8,280	11,318	12,596	12,825	12,633	12,365
85+	5,732	5,793	5,992	7,708	10,504	12,480	13,294	13,419

Source: PRC Estimates, 2021; Forecast by Population Research Center (PRC).

7. Appendix C: Comparison of Current and Previous Forecast

To provide a better understanding of the changes since the last round of forecast for the Region 1 counties, this section compares the current 2022 total county population forecast to the population forecast published by the Population Research Center in 2018.

