

BOS Report on Business & Economic Development

June 4, 2024

The Demographic Research Unit (DRU) of the CA Department of Finance makes population projections for some CA cities and all 58 counties. The latest was made in 2019, for 2020 to 2060. I want to make note that these projections were made almost two years before the Dixie Fire of 2021, and that the numbers could be even worse than projected. None of us saw the Dixie Fire coming, much less planned for it.

In its projections starting in 2020, the DRU started with a population in Plumas County of 19,847 and ended with 13,025 people in 2060, a decline of 30% (Pages 1 & 2). To lose 6,822 people in those 40 years translates to a loss of 55 families of 3 every year, for 40 years. That's a little over 1 family per week, that has tremendous implications for Plumas County from a governmental, business, and community point of view. We will lose students, friends, neighbors, hospital administrators, businesses, and quite possibly some County Departments and services. Our quality of life will slowly spiral down to survival of fewer thriving businesses and communities.

Frankly, I was both pissed and in denial over these projections, so I contacted the DRU and asked them to verify their projections. Following is their response to their projections in Plumas County: "In all cases it's a combination of low births, high deaths and low migration. The first two are mostly driven by the change in the age structure, where older populations are less likely to have children and more likely to die. (Page 3)

As for migration, we looked into historical data and chose migration targets what we believed were realistic for each county."

To test and verify these projections, I went to the United States Census and analyzed the Demographic Profile of Plumas County (Page 4 & 5) . Here's what I found:

63% of our population is 40 years+; 20% is between age 20 and 40, and the remaining 17% are age 19 and younger. Our largest demographic group is 65 to 69 years; hardly childbearing. In CA, the Median Age is 37.9 years, while it is 52.3 years in Plumas County. Now I understood why the DRU said we have low births and high deaths, and that a large percentage of our population is likely to not have children and most likely to die. As for migration, we have suffered slow out-migration since 2000, only to have it exacerbated by the Dixie Fire. In 2022 we lost more people per capita than any other county in CA; in 2023, we dropped down to #3 as we continued to have people out-migrate.

Conclusions:

- With out current demographic profile, we are not and will not gain in population, much less hold our own.**

- We need to in-migrate young people and families, especially those 20 to 40 years. That has to be our target market because it will change the current negative relationship between births and deaths.
- With a target market of young people and families, we need to provide investments and incentives for them to move here, where current job opportunities are limited, and housing is expensive.
- This is why I believe that our sustainability and resilience rests on Down Payment Assistance Programs, First-time Homebuyers Programs, Low-Interest Loans, Energy Efficiency Assistance Programs, Owner-occupied Rehabilitation Programs, Cash Incentives, Land Bank Pledges to distribute delinquent and donated properties, and Relocation Packages that the HUB and the Lost Sierra Chamber of Commerce are working on.
- Where do we start? One suggestion is to make a request to CDBG and Cal Home to grant us monies for the programs listed above.
- The choice is ours: we can either draw a line in the sand and attempt to reverse our current fate or become victims of it.

In other business and economic news, I want to report on economic impact from grants and loans to businesses in each of the Supervisor Districts so far this year:

- **District One:** CARES Act grants to 2 businesses for a total of \$8,482 and one loan approved by the Rural Community Assistance Corporation for a new Food Truck business in Portola for \$55,000 that was just approved on May 28th; a loan that took me almost 4 months to get approved.
- **District Two:** CARES Act grants to 4 businesses from Taylorsville to Crescent Mills to Greenville for a total of \$27,158. Plumas Wood Fiber (Jeff Greef, our very first HUB client, received \$60,000 from Cal Fire and a match of another \$60,000 from the Fire Safe Council for project costs, and a grant of \$28,000 from the USDA for engineering costs making a grand total of \$175,158 of economic impact.
- **District Three:** CARES Act grants to two businesses in Chester for a total of \$51,353.
- **District Four:** CARES Act grants to 12 businesses for a total of \$165,203.50, and one SBA Guaranteed Loan of \$505,000 on May 19th for a major business in the Bucks Lake area that I and a colleague of mine worked on for months to get approved.
- **District Five:** A CARES Act grant of \$21,949 to a business in Twain. I also want to report that the community of Blairsden and Graeagle rallied around the two businesses that burned earlier in the year. You have a young entrepreneurial spirit that is very energetic.

In May there were new 20 Fictitious Business Name Certificates or refilling's filed in Plumas County. Per District (You can read in the HUB Newsletter):

District One: 6; District Two: 3; District 3: 5; District 4: 3; District 5: 3

Lastly, unless there are questions, I will have Jesse Mazar, Executive Director of the Lost Sierra Food Project give a presentation on what the LSFP is all about. Thanks! Clint Koble

Report P-2A: Total Estimated and Projected Population for California and Counties: July 1, 2020 to 2060

Geography	Estimates						Projections					
	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
California	39,520,071	39,239,553	39,026,571	38,990,487	38,991,721	39,024,054	39,068,081	39,113,177				
Alameda County	1,676,458	1,654,938	1,638,979	1,638,046	1,637,680	1,639,755	1,641,708	1,645,871				
Alpine County	1,201	1,181	1,175	1,167	1,164	1,161	1,168	1,171				
Amador County	40,446	40,222	40,052	40,088	40,175	40,334	40,505	40,771				
Butte County	210,426	206,694	206,932	207,615	208,213	208,768	209,268	209,711				
Calaveras County	45,277	45,013	44,833	44,744	44,644	44,519	44,396	44,273				
Celusa County	21,777	21,867	21,923	21,970	21,994	22,050	22,077	22,114				
Contra Costa County	1,165,556	1,160,418	1,149,586	1,144,040	1,140,932	1,140,477	1,142,243	1,146,211				
Del Norte County	27,638	27,365	26,604	26,136	25,741	25,468	25,270	25,111				
El Dorado County	191,032	191,309	189,382	188,131	187,042	186,186	185,571	185,211				
Fresno County	1,007,344	1,010,453	1,012,350	1,015,793	1,019,575	1,023,586	1,027,816	1,031,111				
Glenn County	28,891	28,734	28,685	28,760	28,840	28,923	29,020	29,111				
Humboldt County	136,204	134,639	134,417	134,304	134,076	133,830	133,567	133,311				
Imperial County	180,182	179,340	179,062	179,790	180,407	181,271	182,131	182,111				
Inyo County	18,985	18,879	18,884	18,901	18,922	18,939	18,957	18,971				
Kern County	905,241	908,195	908,513	910,112	914,564	919,153	923,611	928,111				
Kings County	152,200	151,514	151,337	152,340	153,238	154,068	154,877	155,611				
Lake County	67,637	67,572	67,391	67,402	67,474	67,570	67,712	67,857				
Lassen County	31,719	30,851	29,387	28,563	27,896	27,337	26,930	26,537				
Los Angeles County	10,013,543	9,905,214	9,792,167	9,750,065	9,709,658	9,676,339	9,643,786	9,616,111				
Madera County	156,141	156,860	157,382	158,276	159,102	159,823	160,429	160,111				
Marin County	261,227	258,385	254,590	251,808	249,435	247,468	246,015	244,111				
Mariposa County	17,124	17,016	16,970	16,988	16,994	17,017	17,033	17,051				
Mendocino County	91,074	90,445	89,530	89,032	88,782	88,500	88,542	88,587				
Merced County	280,909	281,750	285,583	289,712	293,701	297,325	300,647	303,111				
Mendocino County	8,703	8,579	8,640	8,670	8,683	8,665	8,633	8,601				
Mono County	13,310	13,258	13,159	13,183	13,182	13,171	13,167	13,161				
Monterey County	439,227	437,644	434,281	433,139	432,301	431,840	431,908	432,111				
Napa County	138,445	137,386	135,541	134,580	133,752	133,160	132,687	132,111				
Nevada County	102,184	102,221	100,786	99,796	98,966	98,304	97,798	97,111				
Orange County	3,187,189	3,163,851	3,149,004	3,140,475	3,146,456	3,153,646	3,161,172	3,164,111				
Placer County	405,937	409,189	410,310	413,044	416,242	419,854	424,093	427,111				
Plumas County	19,847	19,720	19,252	18,909	18,593	18,326	18,096	17,871				
Total Population												

	AG	AH	AI	AI	AK	AL	AM	AN	AO	AP
2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060
40,049,519	40,013,283	39,972,493	39,927,589	39,878,337	39,823,165	39,764,188	39,701,461	39,638,685	39,573,181	39,508,492
1,898,488	1,907,620	1,916,415	1,925,024	1,933,410	1,941,084	1,948,571	1,955,989	1,963,407	1,970,598	1,977,629
1,201	1,204	1,210	1,216	1,224	1,234	1,233	1,234	1,243	1,253	1,265
38,929	38,847	38,762	38,686	38,608	38,532	38,518	38,508	38,519	38,484	38,481
242,076	244,108	246,215	248,306	250,526	252,730	254,895	257,136	259,369	261,627	264,113
37,696	37,473	37,272	37,086	36,948	36,834	36,726	36,612	36,539	36,502	36,445
20,406	20,302	20,200	20,095	20,001	19,903	19,804	19,717	19,639	19,546	19,454
1,361,137	1,369,162	1,377,208	1,385,323	1,393,665	1,401,970	1,410,240	1,416,521	1,427,088	1,435,800	1,444,900
21,836	21,722	21,600	21,484	21,368	21,265	21,167	21,065	20,966	20,870	20,740
168,423	167,355	166,296	165,366	164,471	163,536	162,650	161,765	161,019	160,225	159,660
1,098,206	1,098,503	1,098,637	1,098,725	1,098,513	1,098,384	1,098,022	1,097,410	1,096,817	1,096,087	1,095,205
26,584	26,392	26,222	26,048	25,837	25,624	25,435	25,231	25,067	24,885	24,686
121,539	121,043	120,518	120,118	119,805	119,082	118,624	118,119	117,685	117,209	116,783
192,294	192,383	192,390	192,292	192,256	192,177	192,027	191,867	191,649	191,394	191,172
18,093	18,061	18,020	17,972	17,935	17,879	17,833	17,804	17,803	17,771	17,758
969,988	969,281	958,313	957,112	946,742	954,185	962,497	960,697	958,753	956,790	954,856
160,446	160,081	159,705	159,372	158,995	158,564	158,171	157,812	157,318	156,734	156,194
67,065	67,128	67,124	67,182	67,313	67,466	67,641	67,848	68,079	68,267	68,525
17,983	17,638	17,428	17,144	16,881	16,624	16,359	16,142	15,887	15,637	15,428
8,877,939	8,825,711	8,771,939	8,716,562	8,659,642	8,600,780	8,539,701	8,477,208	8,413,826	8,349,331	8,284,186
161,937	161,689	161,516	161,331	161,065	160,780	160,423	160,050	159,752	159,414	159,049
243,295	243,031	242,868	242,671	242,327	242,432	242,221	242,194	242,059	242,087	242,096
16,372	16,373	16,415	16,448	16,484	16,561	16,630	16,705	16,763	16,826	16,898
89,697	89,828	90,014	90,176	90,354	90,534	90,793	90,997	91,251	91,547	91,842
336,170	336,477	336,745	336,933	337,059	337,259	337,482	337,627	337,830	337,991	338,247
6,484	6,390	6,322	6,264	6,208	6,160	6,116	6,060	6,050	6,022	6,002
10,891	10,768	10,643	10,530	10,414	10,294	10,165	10,049	9,912	9,829	9,677
430,705	429,541	428,894	427,799	426,677	425,680	424,563	423,352	421,981	420,662	419,198
128,515	128,138	127,803	127,495	127,189	126,845	126,553	126,301	125,981	125,723	125,545
89,649	89,289	88,956	88,699	88,447	88,251	88,032	87,857	87,791	87,690	87,648
3,307,387	3,307,606	3,307,521	3,307,102	3,306,294	3,305,092	3,302,576	3,301,215	3,299,718	3,298,566	3,298,492
490,667	492,020	493,418	494,766	495,078	497,548	499,061	500,670	502,295	504,004	505,925
13,712	13,622	13,472	13,374	13,313	13,224	13,117	13,087	13,046	13,025	13,004

Andres Gallardo
Re: Population projections for CA Counties
To: Clint Koble

14:57 21/2024 11/3 2024

Hi Clint,

In all cases it's a combination of low births, high deaths and low migration. The first two are mostly driven by the change in the age structure, where older populations are less likely to have children and more likely to die.

As for migration, we looked into historical data and chose migration targets what we believed were realistic for each county.

We are currently working on a new series, so you are more than welcome to provide any feedback you believe we should consider this time around.

Hope this helps, but feel free to reach out if you need to discuss further.

Andres

From: Clint Koble <clint.koble@gmail.com>
Sent: Sunday, May 19, 2024 4:57:30 PM
To: FiCALPOP <FiCALPOP@DOF.CA.gov>
Subject: Population projections for CA Counties

I work on economic development in Plumas, Lassen, and Modoc Counties. I've been following the population projections you made for Plumas, Lassen, and Modoc Counties from 2020 to 2060. More than any other surrounding counties, these three counties are projected to lose the most population, by far compared to other counties:

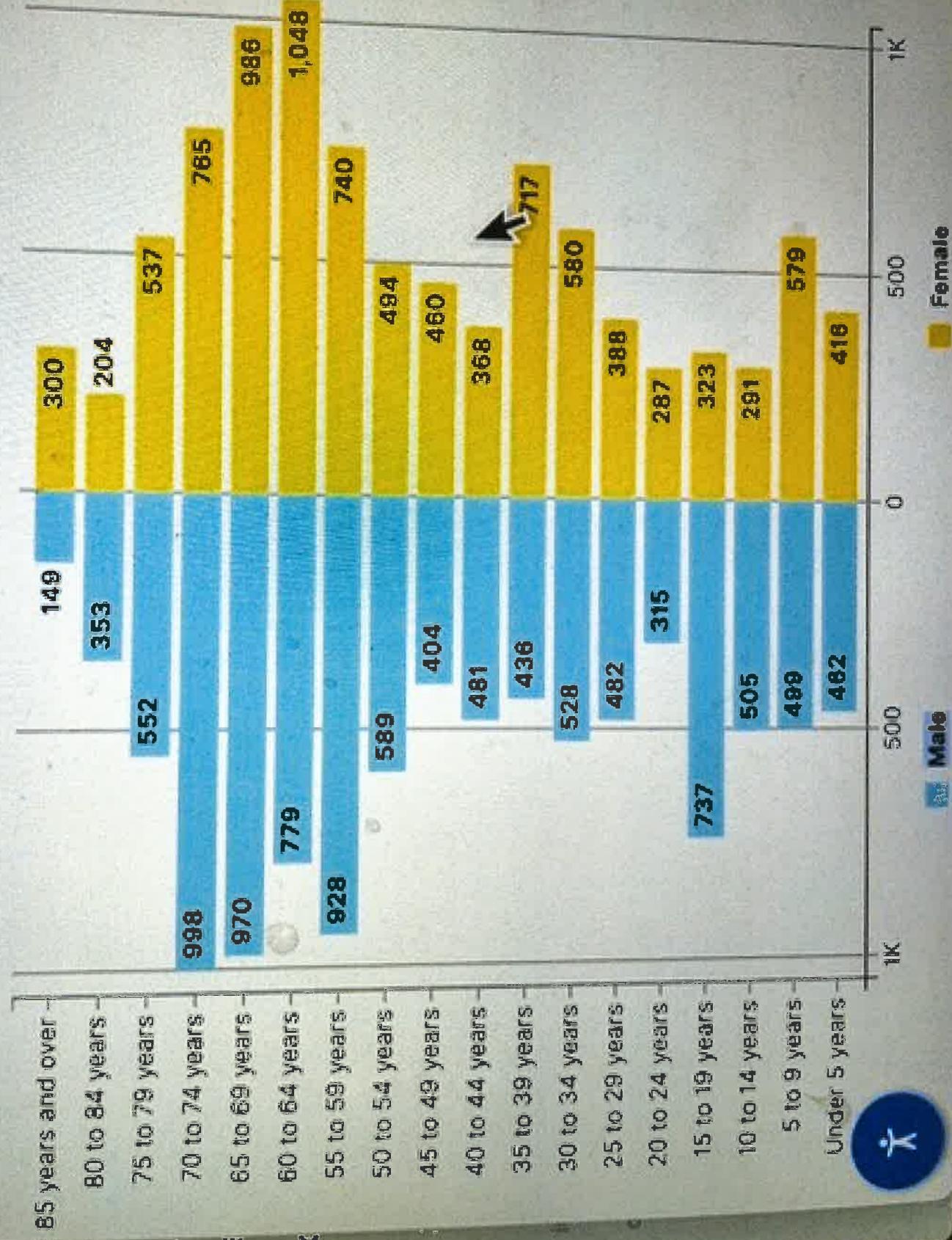
Plumas - 30% decrease
Modoc - 31% decrease
Lassen - 45% decrease

Can you give me your justification for the projections in these three counties? We need to know what factors are causing this in order to change the projections. This information would be invaluable to us. Thank you for your consideration.

Populations and People

- Population
- Income and Poverty
- Employment
- Education

Plumas County, California

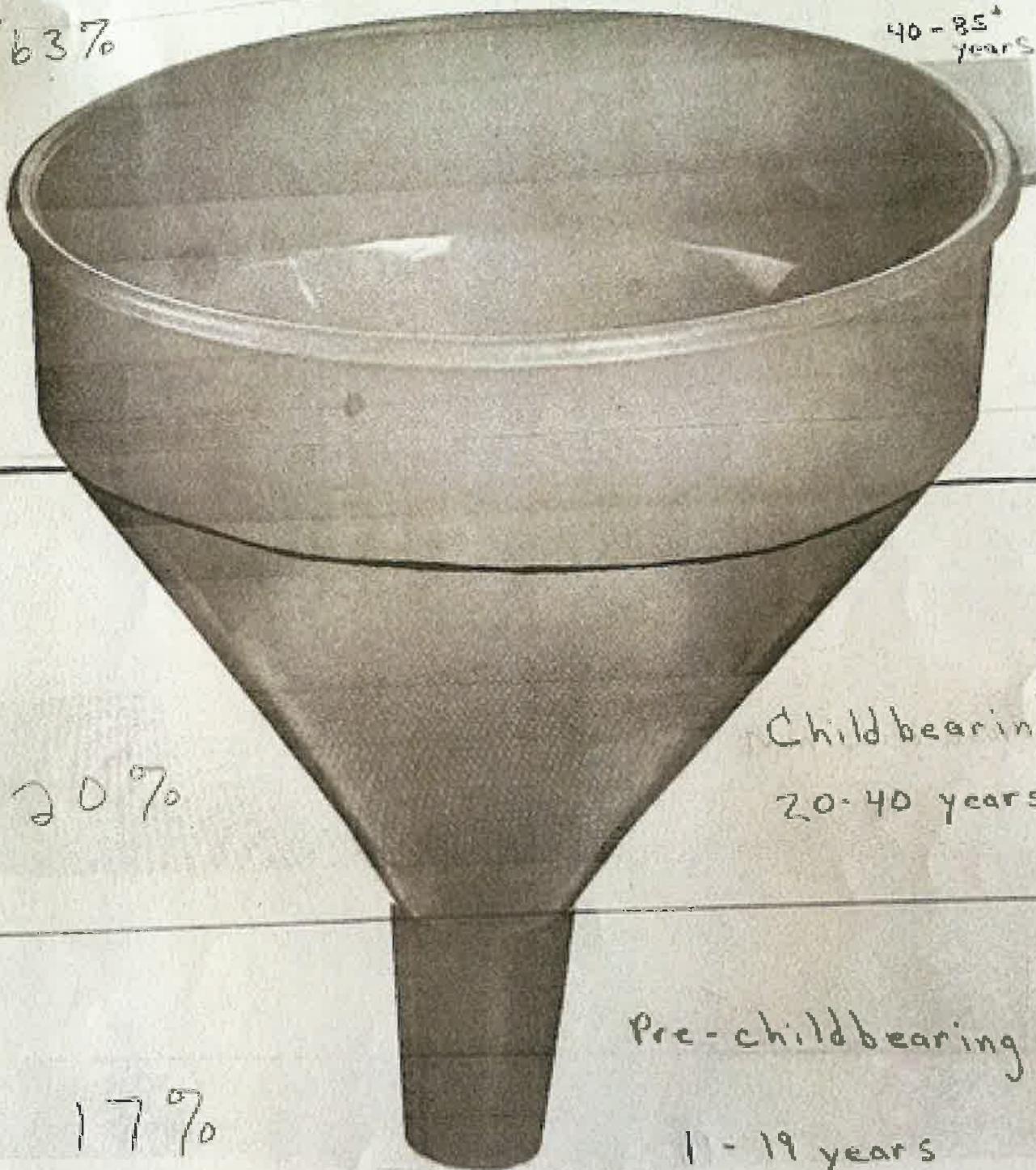


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Plumas County Age Demographics
Post-childbearing

63%

40-85⁺
years



20%

Childbearing
20-40 years

17%

Pre-childbearing
1-19 years