

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 20221 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

on for California and Counties: July 1, 2020 to 2060

AS	AG	AH	AJ	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	1,933,418	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	38,598	38,532	38,518	38,506	38,519	38,484	38,481
242,078	244,108	246,215	248,306	250,528	252,730	254,895	257,136	259,389	261,627	264,113
37,686	37,473	37,272	37,088	36,948	36,834	36,726	36,632	36,539	36,502	36,445
20,406	20,302	20,200	20,095	20,001	19,903	19,804	19,717	19,639	19,548	19,454
1,361,137	1,369,162	1,377,208	1,385,323	1,393,686	1,401,970	1,410,240	1,418,620	1,427,088	1,435,800	1,444,900
21,836	21,722	21,600	21,484	21,369	21,265	21,167	21,065	20,966	20,870	20,740
168,423	167,355	166,286	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	1,096,067	1,095,206
26,584	26,392	26,222	26,048	25,837	25,624	25,435	25,231	25,067	24,886	24,686
121,539	121,043	120,518	120,118	119,605	119,082	118,624	118,119	117,685	117,209	116,783
192,294	192,383	192,590	192,282	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	17,756
969,968	969,281	968,313	967,112	965,742	964,185	962,497	960,637	958,753	956,790	954,856
160,446	160,061	159,785	159,372	158,995	158,564	158,171	157,802	157,318	156,734	156,194
67,065	67,128	67,124	67,193	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	8,284,195
161,937	161,689	161,516	161,331	161,045	160,780	160,423	160,050	159,752	159,414	159,048
243,295	243,031	242,888	242,671	242,627	242,432	242,221	242,194	242,059	242,037	242,096
16,372	16,373	16,415	16,448	16,484	16,561	16,630	16,705	16,763	16,856	16,908
89,697	89,828	90,014	90,176	90,354	90,534	90,726	90,997	91,251	91,547	91,842
336,170	336,477	336,745	336,933	337,069	337,269	337,482	337,627	337,880	337,981	338,247
6,484	6,390	6,322	6,264	6,208	6,160	6,116	6,060	6,050	6,022	6,002
10,881	10,788	10,643	10,530	10,414	10,294	10,165	10,049	9,912	9,829	9,877
430,706	429,941	428,894	427,798	426,677	425,660	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	87,967	87,791	87,690	87,648
3,307,387	3,307,606	3,307,521	3,307,102	3,306,294	3,305,092	3,303,832	3,302,576	3,301,215	3,299,718	3,298,566
490,667	492,020	493,419	494,766	496,078	497,548	499,061	500,670	502,296	504,004	505,925
13,712	13,622	13,472	13,374	13,313	13,224	13,161	13,117	13,087	13,046	13,025

AG Andres Gallardo

Re: Population projections for CA Counties

To: Clint Koble

May 21, 2024 at 3:28 PM

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.

Andrés

From: Clint Koble <clint.koble@gmail.com>

Sent: Sunday, May 19, 2024 4:57:30 PM

To: FICALPOP <FICALPOP@DOE.CA.gov>; Webmaster <Webmaster@DOE.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:

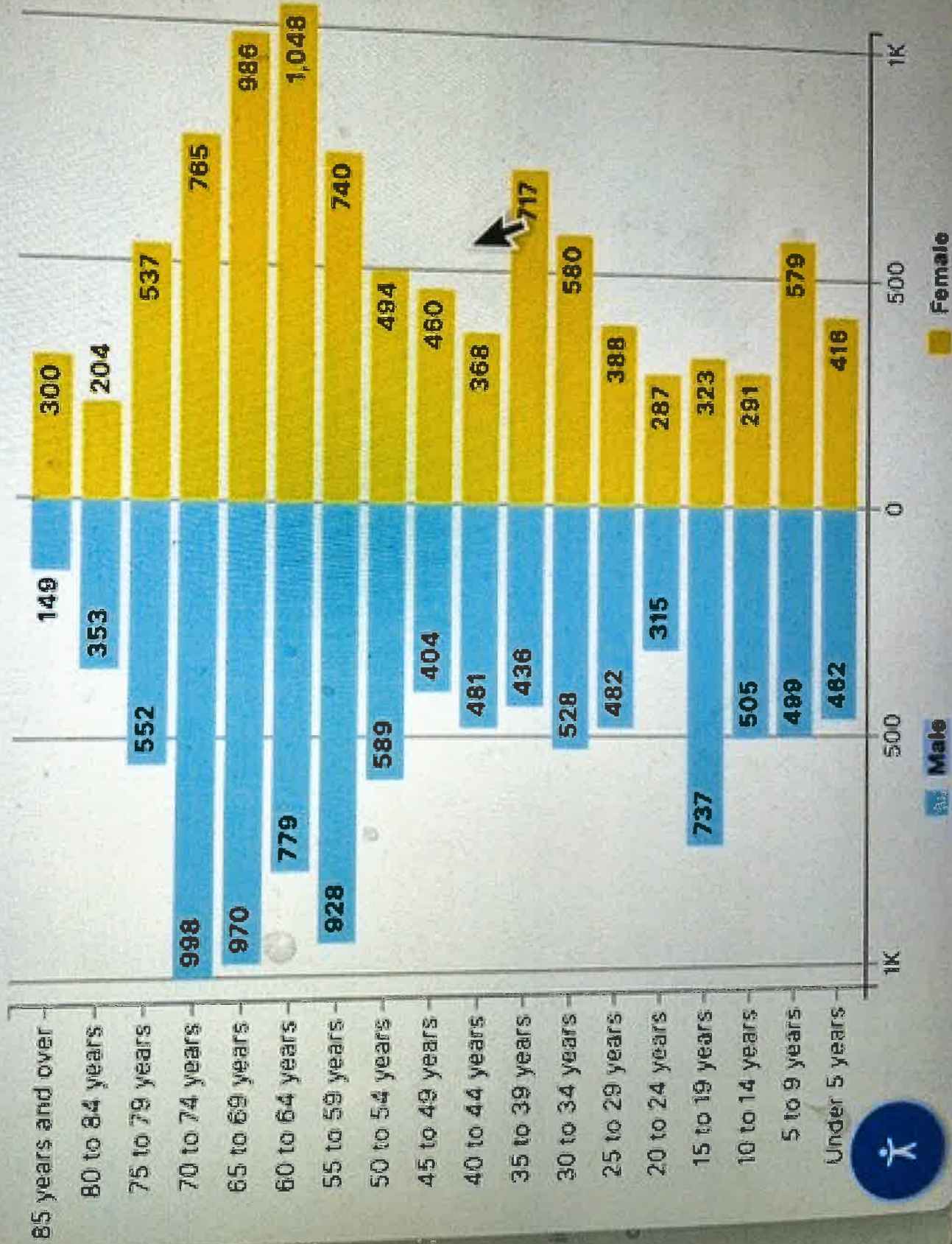
Plumas - 30% decrease

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.

Plumas County, California



Plumas County Age Demographics
post-childbearing

63%

40-85+
years

