

# COMMUNITY PROFILE

*"Entre el dicho y el hecho hay gran derecho (Between the saying and the doing there is a long stretch)."*  
*Irma Castro*

## **Significant Contextual Factors Affecting the Data or Planning Analysis**

Each county has a unique mix of history, geography, population, economy, and other demographic and socioeconomic factors that provide the context for the health and welfare of children and families. These contextual factors also can affect the indicators used to track and interpret emerging trends.

The following contextual factors were reviewed for this phase of the planning process:

| Contextual Factor                       | Data Source | Oregon Bench-mark | County Relative to State | County Trend |
|---|-------------|-------------------|--------------------------|--------------|
| <b>Geography and Land Ownership</b>     |             |                   |                          |              |
| Percent of State and Federal Land       | LCOG        |                   | NA                       | ☹️           |
| National Forest Timber Revenue          | Lane County |                   | NA                       | ☹️           |
| <b>Population</b>                       |             |                   |                          |              |
| Total Population – Trends & Projections | PSU/ DAS    |                   | NA                       | ☹️           |
| Youth Population Trends (2)             | PSU/ Census |                   | NA                       | ☹️           |
| Race & Ethnic Population                | PSU/ Census |                   | NA                       | ☹️           |
| <b>Health, Safety &amp; Well-being</b>  |             |                   |                          |              |
| Overall Crime Rate                      | OCCF (LEDS) | ✓                 | ☹️                       | ☹️           |
| Public Safety Index                     | OPB         | ✓                 | ☹️                       | ☹️           |
| Child Well-being Index                  | OPB         | ✓                 | ☹️                       | ☹️           |
| Education Index                         | OPB         | ✓                 | 😊                        | 😊            |
| Economy Index                           | OPB         | ✓                 | 😊                        | 😊            |
| <b>Economy and Affordability</b>        |             |                   |                          |              |
| Net Job Growth                          | OPB (OED)   | ✓                 | ☹️                       | 😊            |
| Unemployment                            | OPB (OED)   | ✓                 | ☹️                       | ☹️           |
| Employment Trends (3)                   | OED         |                   | ☹️                       | ☹️           |
| Distressed Area Index                   | OECDD       |                   | ☹️                       | ☹️           |
| Average Annual Payroll per Worker       | OPB (OED)   | ✓                 | ☹️                       | 😊            |
| Per Capita Personal Income              | OPB (OED)   | ✓                 | ☹️                       | 😊            |
| Median Family Income                    | HUD         |                   | ☹️                       | 😊            |
| Housing Affordability                   | NAHB        |                   | ☹️                       | ☹️           |

😊 = good, positive trend   ☹️ = about the same, neutral, unclear trend   ☹️ = bad, negative trend   NA = not available/not applicable

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## Planning and Coordination Issues

In addition to the contextual factors that affect the data trends and overall health and well being of children and families in Lane County, there are some issues that impact the capacity to plan and coordinate effectively and efficiently in Lane County.

### Disparate Planning Frameworks

There are many agencies and planning bodies that are involved in planning for children and families in Lane County. The frameworks used by these organizations – often developed at the state or federal level – are too varied to facilitate coordination. For example, some strategies use risk factors as the organizing framework, while others are using goals and high-level outcomes.

Each planning effort has its own set of guidelines – often dictated at the state or federal level – with its own timeline, and set of goals, objectives, and outcomes. Until these are more compatible with each other, coordinated planning efforts will be difficult.

### Data Needs

In the process of searching for data that would indicate trends related to the health and welfare of children and families in Oregon and Lane County, the following gaps were identified:

- **Data broken out by demographics** – by gender; ethnicity; age cohort (e.g., child abuse and neglect by age cohort is not readily available); geographic areas (e.g., rural/urban, zip codes, school attendance area)
- **Models and multivariate analysis** – data that illustrate the relationship between indicators
- **Research that supports data** – more information on research-based indicators; how risk factors interact with each other
- **More county-level data** – for example, some of the questions in the Oregon Population Survey would be extremely valuable if available at the county level

### Race and Ethnicity

While the percentages of Asian & Pacific Islanders and Hispanics seem small, the total Lane County population in 2000 was just under 22,000. A portion of these populations will have unique cultural and language needs.

#### **Population Estimates of Predominant Ethnic Groups**

|                                     | <b>2000</b>   |
|-------------------------------------|---------------|
| <b>Asian &amp; Pacific Islander</b> | 7,069         |
| <b>Hispanic</b>                     | 14,874        |
| <b>TOTAL</b>                        | <b>21,943</b> |

### Rural-Urban Issues

In Lane County, rural can have different meanings. From the perspective of more developed regions of the state and country, the whole county is considered rural. Some state agencies consider all areas outside of Eugene-Springfield as rural (in some cases, Springfield is considered rural). For the purpose of this planning process, we will consider anywhere outside the Eugene-Springfield metro area as 'rural.'

Given the size and geography of the county, there are several issues that affect planning and

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coordination of services in rural areas.

- **Population Growth** – While the bulk of the new residents live within the Eugene-Springfield area, some of the smaller cities grew at a much higher rate than the county as a whole. For example, Creswell and Florence grew by more than 40%. Until the income and poverty data from the 2000 Census are available in the summer of 2002, we will know little about the economic welfare of the new small city residents.

## Population Data for Lane County's Municipal Areas

|                    | 1990<br>Census | 2000<br>Census | Difference<br>(1990-2000) | % Change<br>(1990-2000) |
|--------------------|----------------|----------------|---------------------------|-------------------------|
| Coburn             | 763            | 969            | 206                       | 27.0%                   |
| Cottage Grove      | 7,402          | 8,445          | 1,043                     | 14.1%                   |
| Creswell           | 2,431          | 3,579          | 1,148                     | 47.2%                   |
| Dunes City         | 1,081          | 1,241          | 160                       | 14.8%                   |
| Eugene             | 112,669        | 137,893        | 25,224                    | 22.4%                   |
| Florence           | 5,162          | 7,263          | 2,101                     | 40.7%                   |
| Junction City      | 3,670          | 4,721          | 1,051                     | 28.6%                   |
| Lowell             | 785            | 857            | 72                        | 9.2%                    |
| Oakridge           | 3,063          | 3,148          | 85                        | 2.8%                    |
| Springfield        | 44,683         | 52,864         | 8,181                     | 18.3%                   |
| Veneta             | 2,519          | 2,755          | 236                       | 9.4%                    |
| Westfir            | 278            | 276            | -2                        | -0.7%                   |
| Unincorporated     | 98,406         | 98,948         | 542                       | 0.6%                    |
| <b>Lane County</b> | <b>282,912</b> | <b>322,959</b> | <b>40,047</b>             | <b>14.2%</b>            |

- **Access to Services** – The size and terrain of the county can be a challenge for providing services in both an effective and efficient manner. For example, some areas in east and west Lane County are mountainous – making transportation challenging and time consuming.

Some services, or segments of the child and family system, are located only in the Eugene-Springfield area. For example, the juvenile justice system is only in Eugene.

- **Economic Base** – The economic base of most rural areas in Lane County is either natural resources (timber, fishing, ag) and/or tourism. Dependency on these economies makes the rural areas very vulnerable to economic shifts.

The greatest socioeconomic impact of the downturn in the lumber and wood products industry has been in the rural areas of Lane County. Indeed Lane County, as compared with counties in the rest of the state, has been one of hardest hit in the state. Mill closures have eliminated virtually the entire economic base of these small towns over the last decade. These communities have little or no capacity to provide programs, infrastructure or incentives to attract or grow new businesses in their area. While there has been an overall increase in total jobs in Lane County of 22% between 1990 and 2000, the majority of those jobs were gained in the Eugene-Springfield metropolitan area.

- **Income and Poverty Levels** –The urban versus rural poverty levels mirror those for the state versus Lane County respectively. In other words, while the poverty levels are

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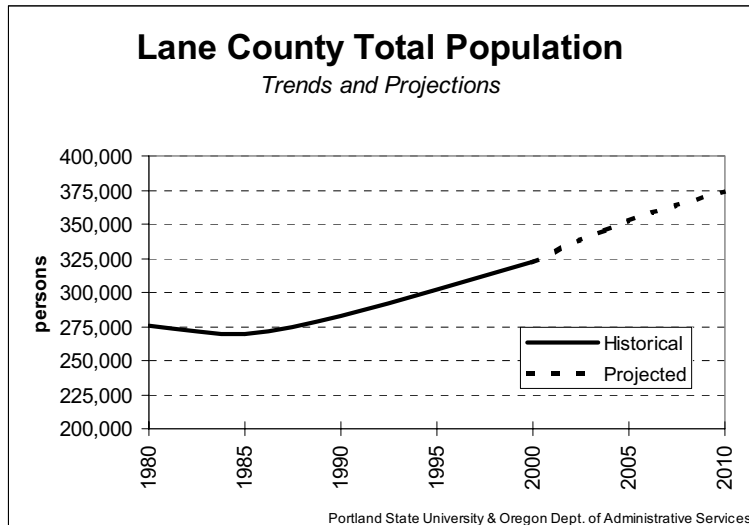
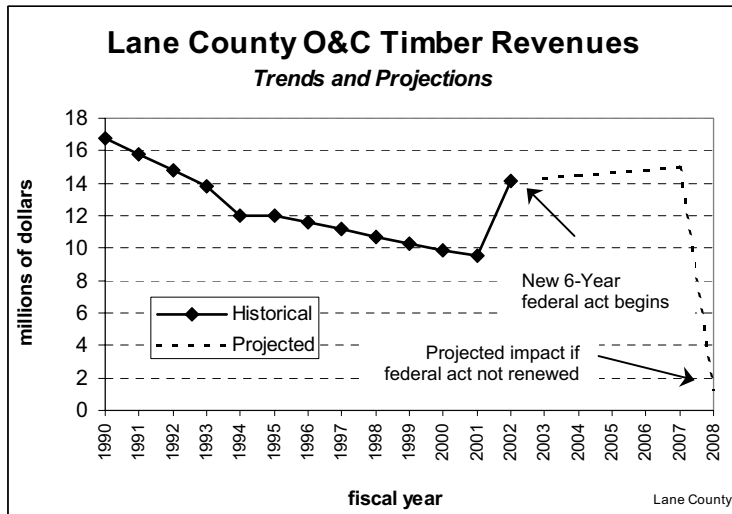
lower and improving in urban areas, they are increasing in rural areas of the state.

The Head Start of Lane County *Community Assessment 1999* used an income level of \$15,000 to approximate 1998 poverty rates for areas where data are not available. The most low-income households are in the Eugene-Springfield area due to its population size. But the highest percentages of households under \$15,000 were in Oakridge (31%), Florence (26%), and Cottage Grove (24%).

The *Community Assessment* also compares the per capita incomes in 1990 and 1998 among most of the cities in Lane County. In constant 1998 dollars, Oakridge and the Mapleton area experienced a decline in real per capita income since 1990, while Cottage Grove, Florence, and Veneta have seen small increases. Oakridge – the city with the lowest per capita income in Lane County (\$12,500) – was little more than half the per capita income of Eugene (\$22,000).

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## DATA



## ANALYSIS

### ***Geography and Land Ownership***

- Lane County is roughly the size of the state of Connecticut. The county stretches across the southern end of the Willamette Valley, beginning at the crest of the Cascade mountain range, continuing across the valley and over the coastal mountain range to the Pacific Ocean. Almost 90 percent of the land area is covered in forest.
- The federal government owns approximately 54 percent of the county. Timber harvests on federal lands – as well as the associated revenues to the county – have been declining steadily over the last 12 years. The revenues are expected to drop precipitously in five years. This revenue has been a traditional source of funding for many county services. The chart represents the revenues from Oregon & California railroad lands managed by the federal Bureau of Land Management.

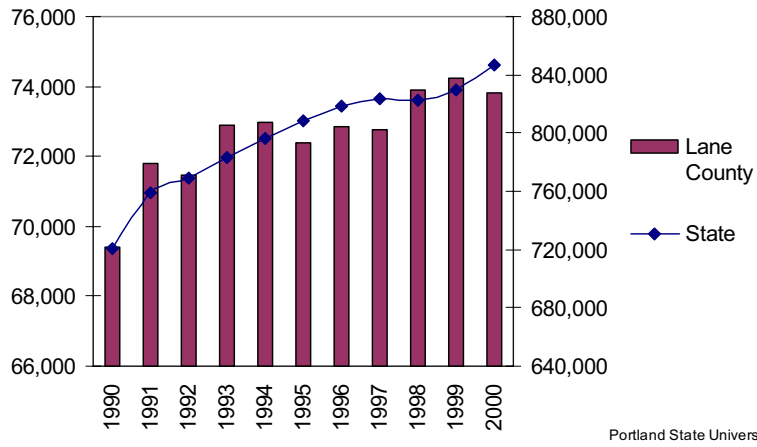
### ***Population***

#### **General Population**

- Lane County 's population reached an estimated 325,900 in 2001. Between the 1990 and 2000 Census, Lane County's population increased by approximately 14%. The projected population in 2010 is 381,000.
- There are twelve incorporated cities in Lane County. Approximately 43% of the county residents live inside the Eugene city limits. Roughly 63% of the county's population lives in the Eugene-Springfield metropolitan area – which includes some areas outside the limits of the two cities. The 10 small cities in Lane County – Coburg, Cottage Grove, Creswell, Dunes City, Florence, Junction City, Lowell, Oakridge, Veneta, Westfir – account for approximately 10% of the county's population, and the unincorporated portion of the county accounts for almost 30%.

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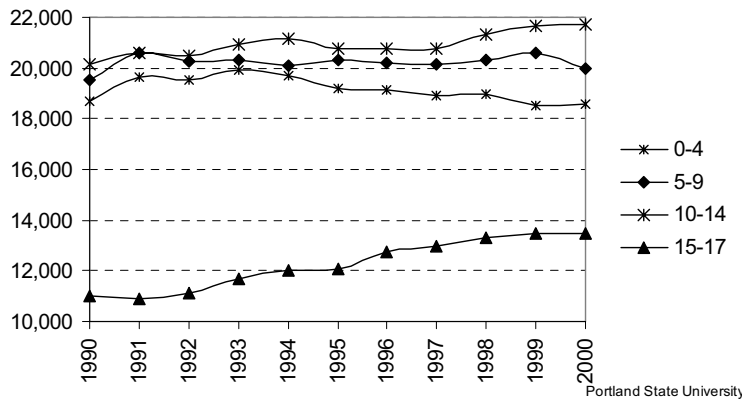
## Youth Population Trends (0-17)



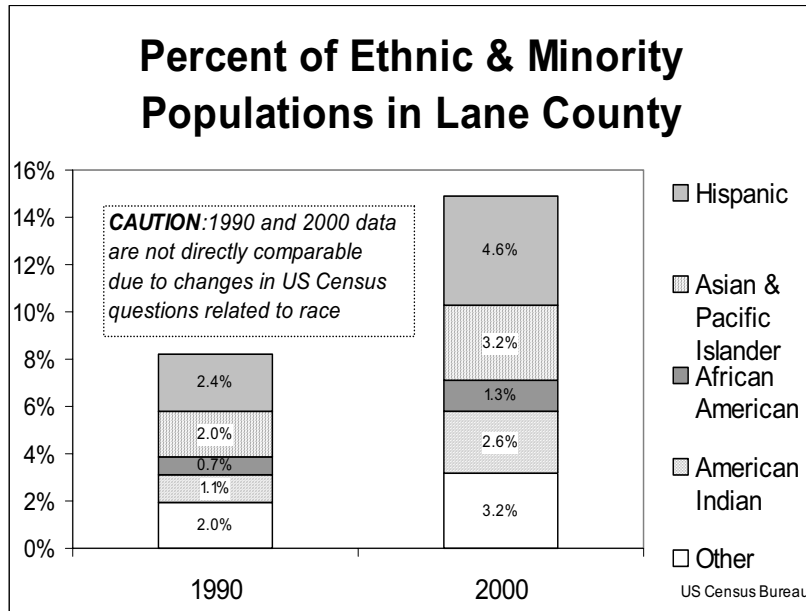
## Youth Population

- While there has been an overall increase in the youth population in Lane County since 1990, the trend has been somewhat sporadic.
- The youth population of Lane County has been increasing at a lower rate than the population as a whole. The only age cohort that has increased significantly since 1990 is the 15-17 year olds. Please note: the 15-17 year-olds is a 3-year age cohort; the remaining cohorts are 5-year.

## Lane County Youth Population Cohorts (0-17)



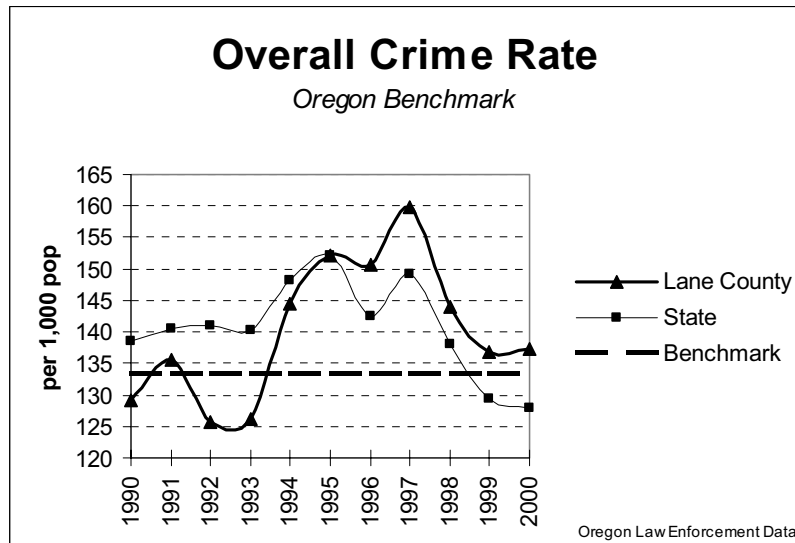
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## Ethnic Population

- There has been a steady increase in the populations of two ethnic groups in Lane County – Hispanics and Asian & Pacific Islanders.
- It is difficult to draw any conclusions about trends from the change in populations between census years due to the substantive changes in the census questions regarding race and ethnicity. In 1990, respondents were asked to select one race or ethnicity; in 2000, respondents could select more than one race or ethnicity. Therefore, the totals in 2000 add up to more than 100% due to mixed races.

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### *Health, Safety & Well-Being*

#### Crime Rate

- The overall crime rate in Lane County has resembled a roller coaster over the last decade. After a dip in the early 1990's, the overall crime rate generally increased in Lane County until 1997. The data indicate a downward dip between 1997 and 1999 with a slight increase between 1999 and 2000.
- Further years of data are needed to determine if this is the beginning of a new trend. Since 1995, Lane County's crime rate has exceeded the state crime rate, as well as the statewide benchmark goal.

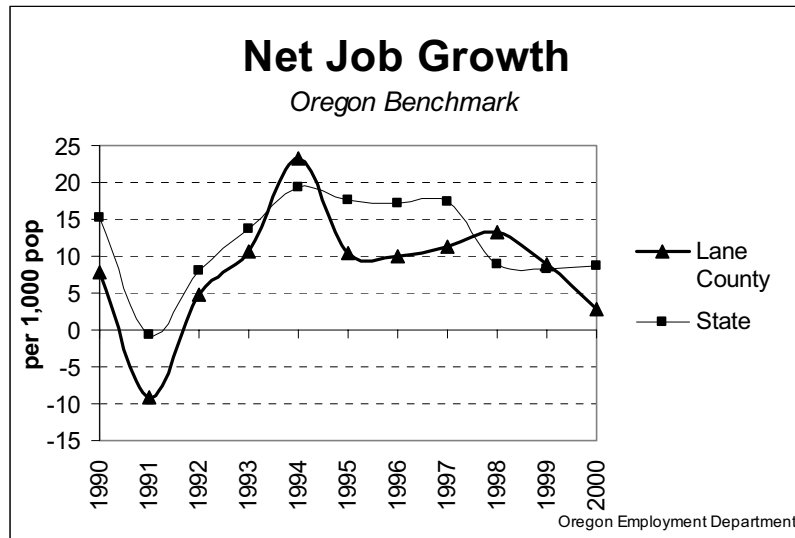
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| Lane County Ranking |                  |
|---------------------|------------------|
| 1998                | 2000             |
|                     | 1 <sup>st</sup>  |
|                     | 2 <sup>nd</sup>  |
|                     | 3 <sup>rd</sup>  |
| Economy             | 4 <sup>th</sup>  |
|                     | 5 <sup>th</sup>  |
|                     | 6 <sup>th</sup>  |
|                     | 7 <sup>th</sup>  |
|                     | 8 <sup>th</sup>  |
|                     | 9 <sup>th</sup>  |
| Education           | 10 <sup>th</sup> |
|                     | 11 <sup>th</sup> |
|                     | 12 <sup>th</sup> |
| Child Well-being    | 13 <sup>th</sup> |
|                     | 14 <sup>th</sup> |
|                     | 15 <sup>th</sup> |
|                     | 16 <sup>th</sup> |
| Public Safety       | 17 <sup>th</sup> |
|                     | 18 <sup>th</sup> |
|                     | 19 <sup>th</sup> |
|                     | 20 <sup>th</sup> |
|                     | 21 <sup>st</sup> |
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|                     | 28 <sup>th</sup> |
|                     | 29 <sup>th</sup> |
|                     | 30 <sup>th</sup> |
|                     | 31 <sup>st</sup> |
|                     | 32 <sup>nd</sup> |
|                     | 33 <sup>rd</sup> |
|                     | 34 <sup>th</sup> |
|                     | 35 <sup>th</sup> |
|                     | 36 <sup>th</sup> |

## Oregon Progress Board Indices

- The Oregon Progress Board constructed several indices with existing benchmark data. The 36 counties were ranked based on their index values. The higher the ranking, the better off the county is relative to other counties.
- The *Economy Index* consists of net job growth, per capita income, wages, and unemployment. Lane County ranked 5<sup>th</sup> in 1998 and 4<sup>th</sup> in 2000.
- The *Education Index* includes dropout rate, 3<sup>rd</sup> and 8<sup>th</sup> grade reading skill achievement and 3<sup>rd</sup> and 8<sup>th</sup> grade math skill achievement. Lane County ranked 11<sup>th</sup> in both 1998 and 2000.
- The *Child Well-Being Index* includes prenatal care, infant mortality, child abuse, pregnant smokers, and teen pregnancy. Lane County ranked 14<sup>th</sup> in 1998 and 13<sup>th</sup> in 2000.
- The *Public Safety Index* includes overall crime and juvenile arrests. In 1998 and 2000, Lane County ranked 18<sup>th</sup>.

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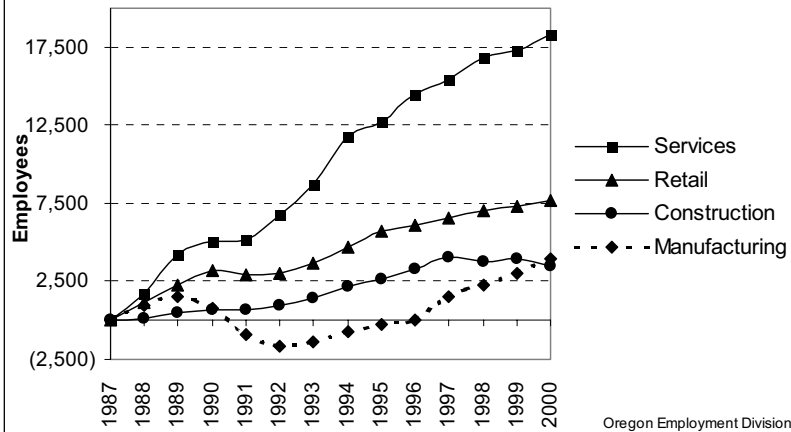
### *Economy and Affordability*

#### Job Growth

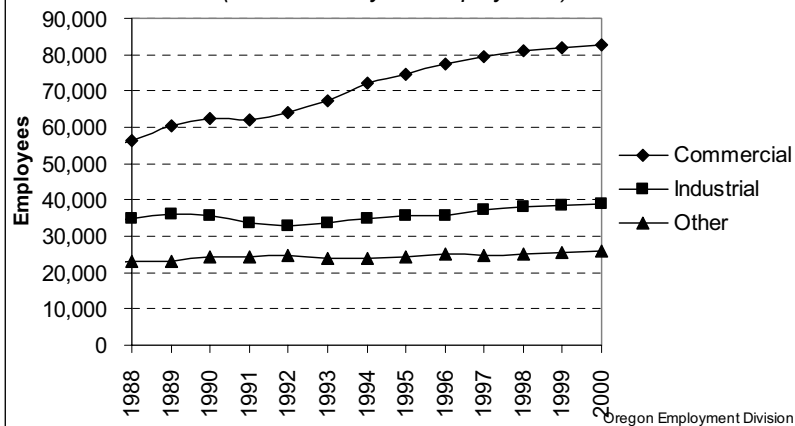
- Born of timber and agriculture, Lane County's economy has diversified into a regional center for the financial industry, higher education, and government. The county also has an active tourism industry.
- The timber and agriculture industries continue to play a role in the county's economy. Small woodlots, Christmas trees, grass seed, nursery stock, vegetables, and livestock make large contributions to commodity sales.
- After reaching a peak annual rate of over five percent in 1994, job growth in Lane County slowed to a steadier pace of around two and a half percent per year. Over the last two years, the trend is toward a definite slowing.

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### Cumulative Change in Lane County Employment by Growth Industries



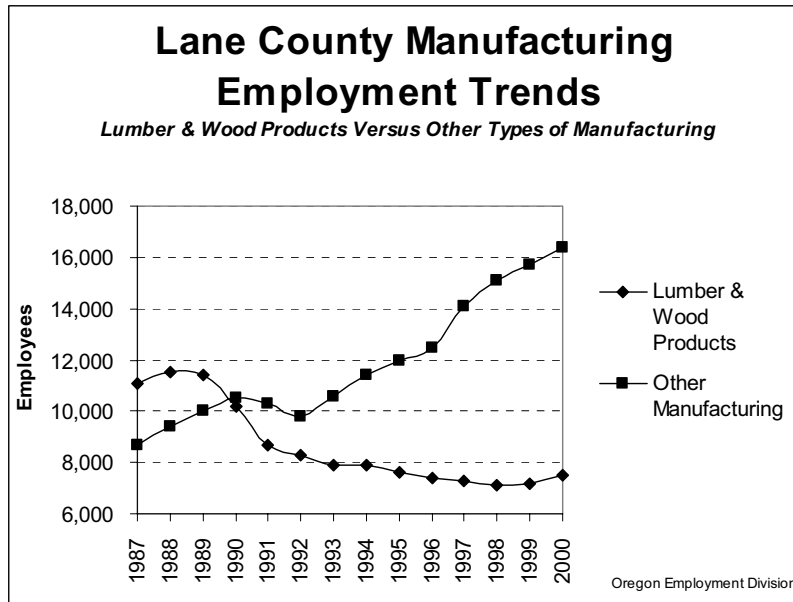
### Lane County Employment Trends by Major Sector (Non-farm Payroll Employment)



## Sector Employment

- Lane County mirrors statewide and national long-term expansion of employment in the service producing sectors of the economy along with lesser growth in the manufacturing sector.
- The long-term outlook from the Oregon Employment Department estimates a continued expansion in Services and Retail – and both sectors tend to have relatively lower paying jobs.
- Since 1990, the services and retail trade industry groups have accounted for over half the new jobs created in Lane County (62%). The services industry group (including finance, insurance, and real estate) has shown the largest gains and has become the largest employment sector in Lane County. Current employment levels are at about 47,000, representing roughly 33 percent of total non-farm employment.

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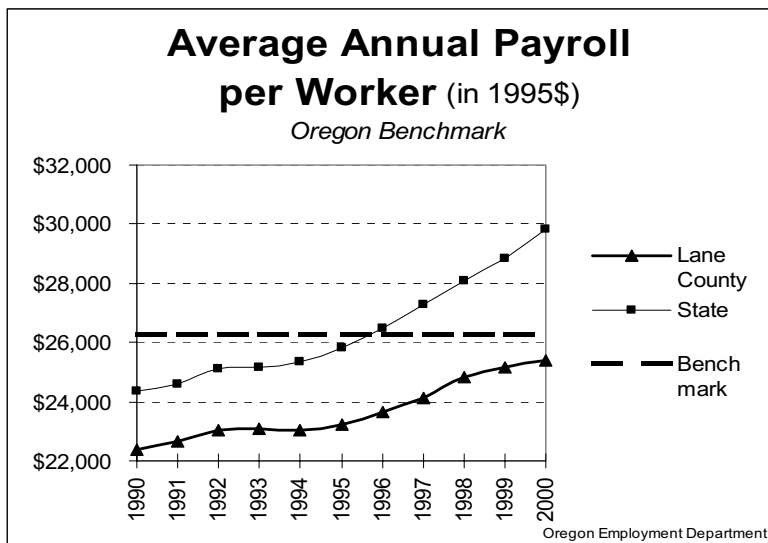
## Manufacturing

- For decades the lumber and wood products industry was the single largest industry in Lane County and practically the only manufacturing industry of any size. But drastic reductions of timber harvests off federal lands in the early 1990s resulted in a sharp and long-term drop in industry production and employment. Between 1989 and 1992 there was a net loss of jobs in the manufacturing sector due to the timber industry downturn. The county did not fully recover the loss of jobs until 1996 when there was a net gain in manufacturing jobs relative to the level back in 1987.
- By 1999, employment in the lumber and wood products industry in Lane County dropped to 7,200, compared to 11,400 in 1989. Lane County experienced a disproportionately high ratio of losses in the lumber and wood products industry from 1989 through 2000. During that time period, approximately one in every four and one-half workers who lost their job in this industry resided in Lane County, higher than any other county in Oregon. Rural communities in Lane County are among the most impacted Oregon communities.
- Production and employment in other manufacturing industries has steadily increased. For example, the transportation equipment industry has added over 1,300 workers since 1990 – mostly in coach and recreational vehicles makers. High technology manufacturing firms have also contributed to the surge in manufacturing jobs, despite the more recent downturn. While the growth in manufacturing jobs has been positive for the county overall, the rural communities that lost their economic base, and the timber workers who lost their jobs, were negatively impacted.

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## Distressed Area Index

- The Oregon Economic and Community Development Department calculates an index of economic stress for counties and cities in Oregon as a mechanism for prioritizing assistance. Their method uses an average of eight measures to gauge economic distress – unemployment, per capita personal income, average pay per worker, population change, percent of population receiving unemployment insurance, industrial diversity, percent of families in poverty, and employment change. Lane County is one of seventeen counties that exceeded the threshold and is considered a ‘distressed area.’



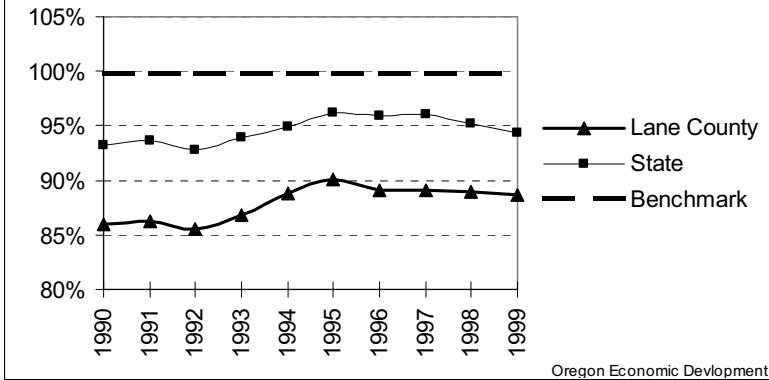
## Payroll

- After fluctuating in the early 1990's, the average annual payroll per worker – or total wages paid by businesses to employees in Lane County – has been on the increase since 1995. The increase has been at a slower rate than the state as a whole. In 1996, the state exceeded its benchmark goal. Lane County is still below that goal.

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## Per Capita Personal Income

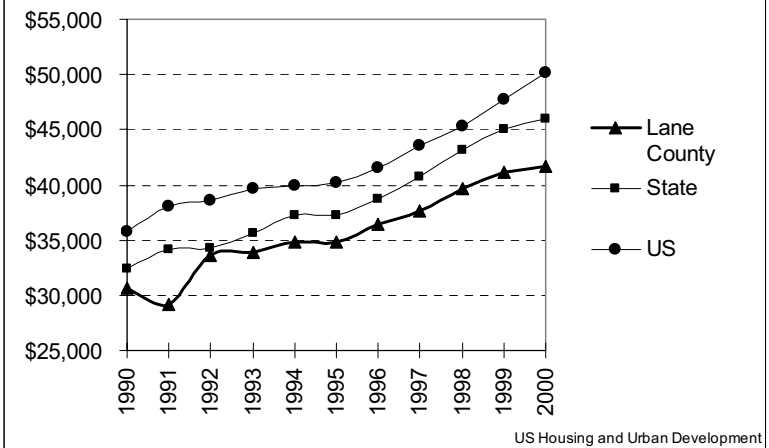
(as a % of US)  
Oregon Benchmark



### Personal Income

- Per capita personal income includes investment income, and government transfer payments such as Social Security, as well as wage and business income. Per capita income in Lane County increases at a different rate than payroll due, in large part, to the increase in retirement-aged residents. The county and state's upward trend in the early 1990s flattened out in the mid and late 1990s. The state benchmark goal is 100% of the US per capita income.

## Median Family Income



### Family Income

- Median family income has been rising steadily since 1992. In recent years however, the rate of increase in Lane County has been slower than the state and nation.

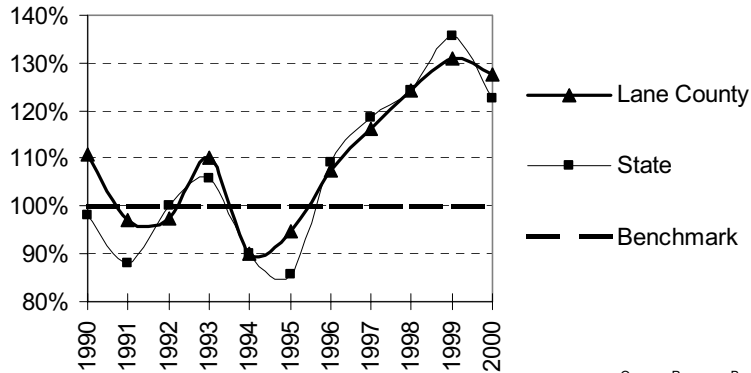
### *Housing*

- One down side to a growing economy can be the affordability of housing. The Housing Affordability Index (HOI) – tracked by the National Association of Homebuilders – is based on the median family income, interest rates, and the price distributions of homes sold in each market in a particular quarter of the year. In the last quarter of 1999, the Eugene-Springfield MSA (includes all of Lane County) ranked among the least affordable housing markets in the nation – 187<sup>th</sup> out of 192. In 2001, the situation improved somewhat with Lane County moving up to 170<sup>th</sup>. According to the HOI, only 32% of homes are affordable to a family with the area’s median level of income (\$43,400). In areas of the country with the most affordable housing markets, 85-95% of families with a median level of income can afford to buy homes.
- The other metro areas of Oregon ranked toward the bottom of the list of 192 – yet were still above (more affordable than) Eugene-Springfield. The Portland housing market ranked 165<sup>th</sup>, Salem is ranked 163<sup>rd</sup>, and Seattle ranked 137<sup>th</sup>.

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## Unemployment Rate as a Percent of US Unemployment Rate

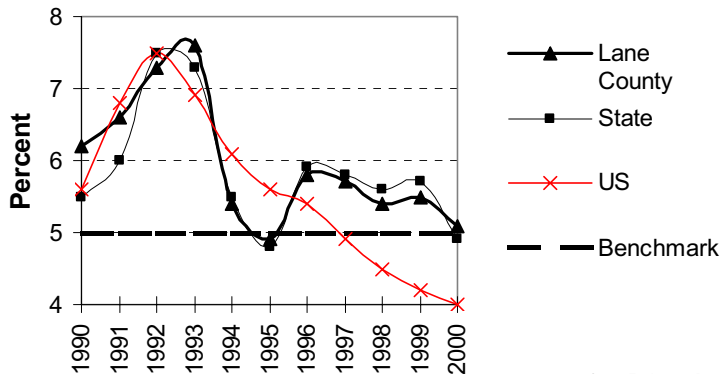
*New Oregon Benchmark*



Oregon Progress Board

## Unemployment Rate

*Old Oregon Benchmark*



Oregon Employment Department

## Unemployment

- The Oregon Benchmark for unemployment was changed this year to reflect the state and county unemployment rates relative to US unemployment rate. The benchmark goal is 100%.
- This gives an entirely different view of the employment situation than the regular unemployment rate (see below)
- During the same time period that the unemployment rate relative to the US was going up (negative interpretation), the actual unemployment rates were declining (positive interpretation). This indicates that while the unemployment situation was improving in Lane County, it was not doing so as quickly as the rest of the nation.
- Oregon now has the highest unemployment rate in the nation (January 2002).

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### *Summary of Community Profile*

- The population of Lane County will continue to grow, and the number and percent of the Asian & Pacific Islander, and Hispanic populations, are expected to increase. A portion of these populations will have unique cultural and language needs that affect access to and appropriateness of services and supports.
- Overall employment in Lane County has increased, but the sectors that are growing either do not pay high wages (service and retail), are cyclical and unstable (construction), or are being replaced by jobs that dislocated workers are not skilled in (timber versus high-tech manufacturing). This translates into a lower standard of living and higher incidence of poverty.
- Incomes vary substantially between urban and rural areas in Lane County. In 1998 Eugene's per capita income was the highest in the county, while all the other cities were significantly lower, with Oakridge at the bottom of the list.
- The cost of living in Lane County has increased to a point that the county is considered one of the least affordable places in the country to buy a home.
- Timber revenues from federal lands – and the associated timber receipts to the county – are expected to continue decreasing. This has implications for Lane County funding of programs and services at a time when the need may be increasing.

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