

## APPENDIX B | REGIONAL ECONOMIC CONDITIONS SUMMARY

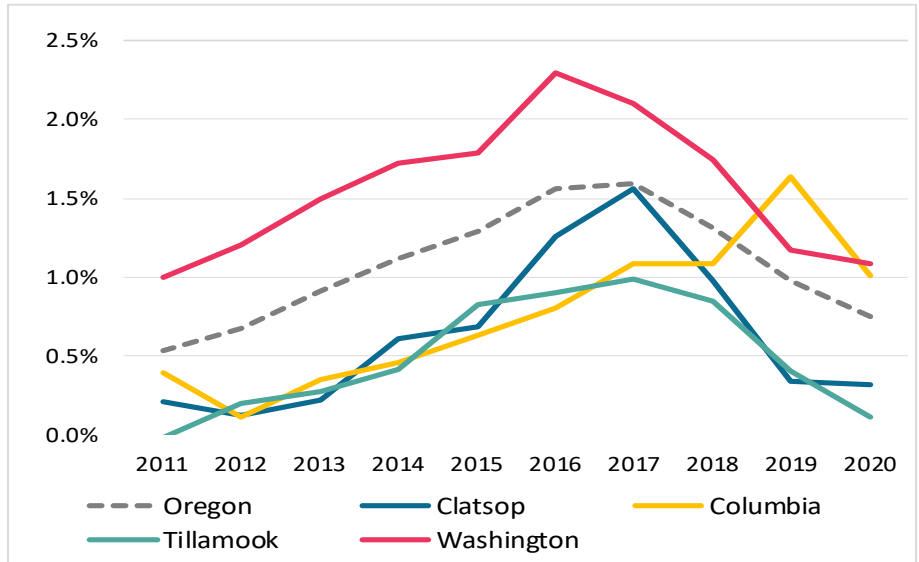
### Population Characteristics & Trends

The following graphs demonstrate that while the population is rising in our region, it is growing at an increasingly slower rate, with Tillamook County trending down to a 0% growth rate. In Oregon overall, as is the case with the North Coast region counties, natural births are declining, while the migration rate, which often compensates for that loss of natural growth, is no longer sustaining growth rates.

In a 2021 press release, the Oregon Employment Department reported on Oregon's historic decreased rate of natural population growth across the state. Natural growth (the net of natural births and natural death) has been steadily declining as deaths have outpaced births – a fact that might be attributed to several regions being home to majority older residents.

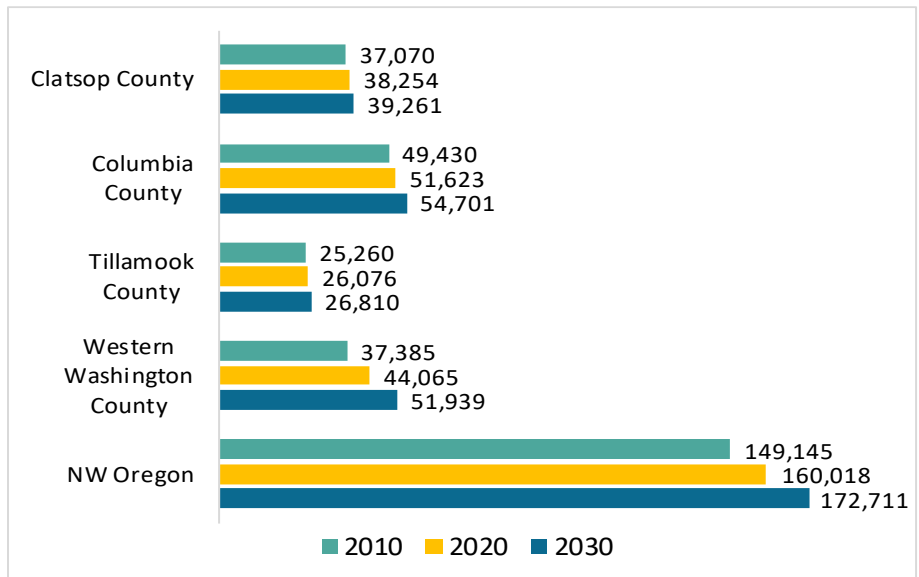
In the past migration inflows, while fluctuating, have compensated for the downward trend. In 2020, 90% of Oregon's population growth was attributed to net migration. Tillamook county was among the list of 13 counties that experienced population decrease in 2020 as a result of outpaced deaths. PSU 2021 population survey data found that 28% of Tillamook residents are 65 years and older.

POPULATION GROWTH BY COUNTY (2010 - 2030)



Source: PSU Annual Population Estimates

RATE OF POPULATION CHANGE BY COUNTY (2011 – 2020)

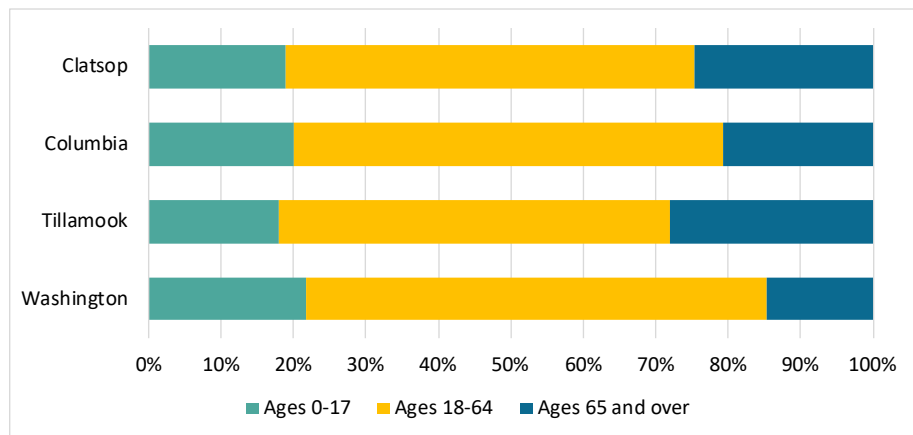


Source: PSU Annual Population Estimates

## Population Characteristics & Trends (cont.)

Tillamook ranks the highest in the proportion of seniors in the region at nearly 30%. The proportion of seniors influences the economic make-up of the region, dictating the markets and services that cater to an older population. An aging population base also indicates a more constricted labor force to support economic activity across the region.

WORKING AGE BREAKDOWN BY COUNTY (2021)



Source: PSU Annual Population Estimates

The NW Oregon region has a limited race/ethnic diversity profile, with 80% of residents identifying as white-only. While the Hispanic population comprises 16% of the Northwest region's entire population, it accounts for 20% of Western Washington County residents, with Cornelius and Forest Grove having 52.5% and 23.1% of their residents identify as Hispanic or Latino, respectively. These communities, and the NW region overall, have a growing Hispanic population.

Although Washington County ranks lowest in veterans as a percent of the overall population, it has the second largest veteran community in the state. Conversely, Clatsop, Columbia, and Tillamook Counties have greater veteran representation. Each county has a Veteran Services Office with Clatsop Community College, Tillamook Bay Community College, and PCC's Rock Creek Campus offering student veteran services. Access to adequate health services is critical for veterans, especially in rural areas. Two outpatient clinics serve the entire region.

RACE & ETHNICITY (2020)

	ColPac Region	% of Total
<b>Total</b>	<b>161,316</b>	
<i>Hispanic or Latino</i>	21,284	13.2%
<i>Not Hispanic or Latino</i>	140,032	86.8%
<i>White</i>	140,230	86.9%
<i>Black or African American</i>	1,259	0.8%
<i>American Indian and Alaska Native</i>	1,148	0.7%
<i>Asian</i>	2,226	1.4%
<i>Native Hawaiian and Other Pacific Islander</i>	387	0.2%
<i>Some Other Race</i>	6,502	4.0%
<i>Population of two or more races</i>	9,544	5.9%

Source: PSU Annual Population Estimates

VETERAN POPULATION (2020)

Veteran Population	Percent of Population
Clatsop County	11.2%
Columbia County	16.1%
Tillamook County	11.4%
Washington County	6.6%
Oregon	8.3%
National	7.8%

Source: Census ACS 5Yr Estimates

## Household Characteristics

As compared to Median Household Income, tracking Per Capita Income illustrates the earning potential and resulting economic prosperity, or standard of living, for each community member. Over a five-year growth period, Clatsop County will grow the slowest followed closely by Tillamook County.

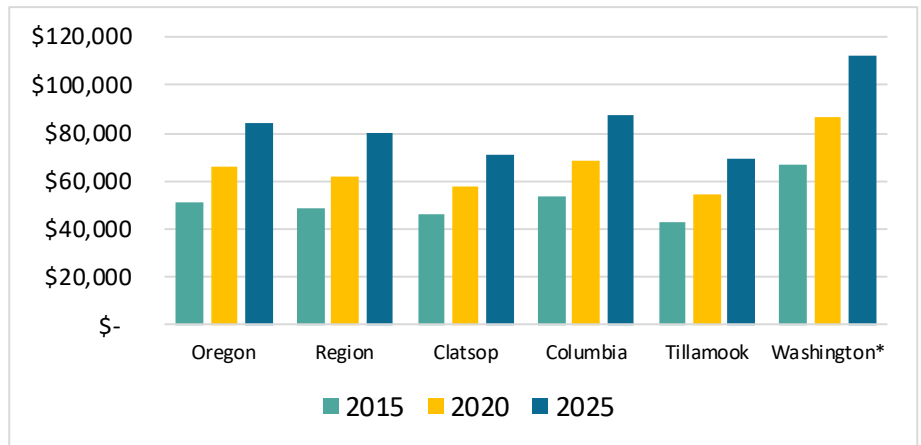
## Educational Attainment

The ColPac region mirrors other rural areas and is on par with the nationwide level of higher education attainment. Given that 4 out of 5 of the dominant industries in our counties do not require a 4-year degree we might expect that ratio. The regional workforce is equipped with alternative, trades-based education, or training.

## Broadband Access

Data provided by The Ford Family Foundation “Oregon in Numbers” 2021 publication reports that residents in the NW region have an average rate of broadband infrastructure access of 96.9%. However, the question of broadband quality and capacity is a more relevant indicator of true access. In an increasingly remote work, health care, and personal life environment, there are certain bandwidth levels required to participate in video calls and stream video content. Data collected by Faster Internet Oregon estimates 18.8% of Clatsop residents surveyed have download speeds of less than 10 Mbps. In Columbia and Tillamook County, have an even greater share of the population with download speed of less than 10 Mbps, ranking at 30.3% and 24% of the population, respectively.

PER CAPITA INCOME



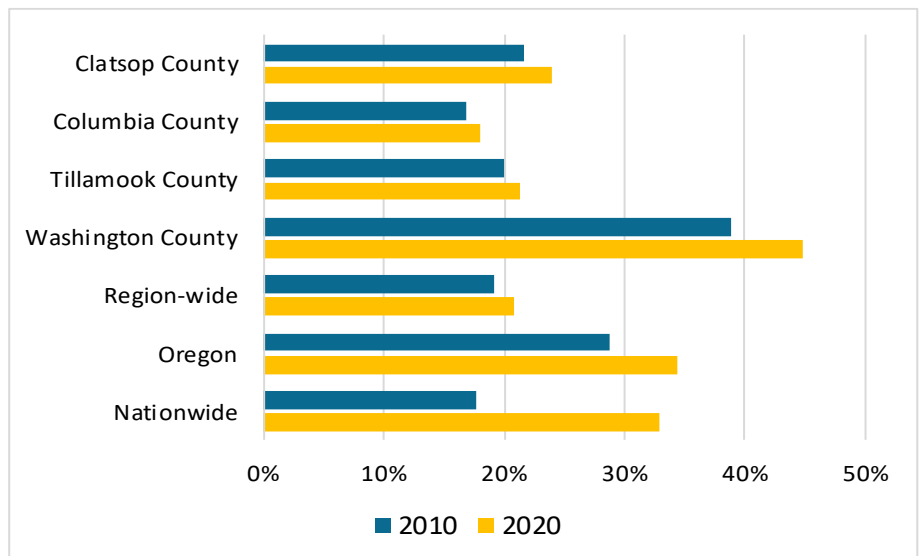
Source: Census ACS 5Yr Estimates

Median Household Income	2015	2020	2025
Clatsop County	\$46,408	\$57,466	\$71,159
Columbia County	\$53,179	\$68,170	\$87,387
Tillamook County	\$42,581	\$54,268	\$69,163
Washington County*	\$66,754	\$86,626	\$112,414
Region	\$48,395	\$62,129	\$79,760
Oregon	\$51,243	\$65,667	\$84,151

Mean Travel Time to Work	Minutes
Clatsop County	20.2
Columbia County	34.7
Tillamook County	19.2
Washington County	25.3

Source: Census ACS 5Yr Estimates, \*All of Washington County.

POPULATION WITH BACHELORS DEGREE OR HIGHER



Source: Census ACS 5Yr Estimates

## Housing

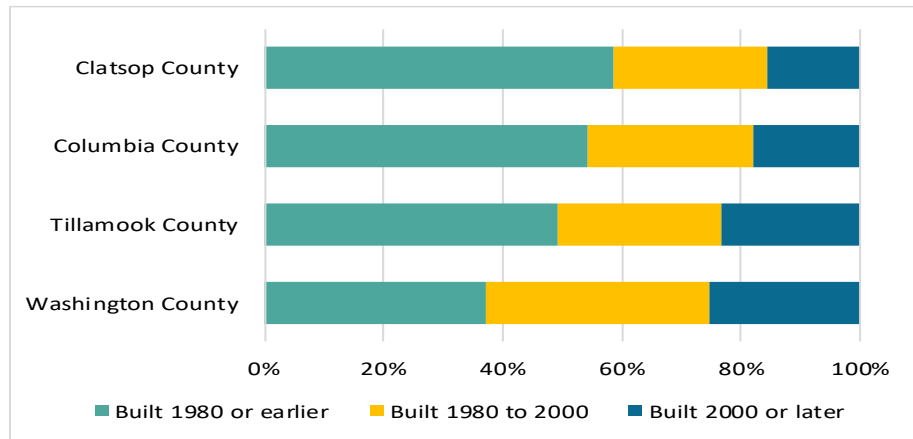
An overwhelmingly older housing stock is often indicative of a stifled housing market, where new residents must rely on community churn to secure a home. Without a growing housing stock, a county cannot support an expanding population base. Additionally, older homes often pose greater risks for new home owners as the structures are prone to greater damages and structural vulnerability due to aging.

The Census notes that “a vacant unit may be one which is entirely occupied by persons who have a usual residence elsewhere” – including short-term rentals. Therefore, the reality of regional vacancy is more constricted than the data shows and is a likely indicator of the magnitude of second home and/or vacation rentals.

## Poverty

Apart from Columbia County, none of the North Coast Counties experienced an uptick in poverty from 2019 to 2020. Over a ten-year period, the poverty rate has been steadily declining.

## AGE OF HOUSING STOCK

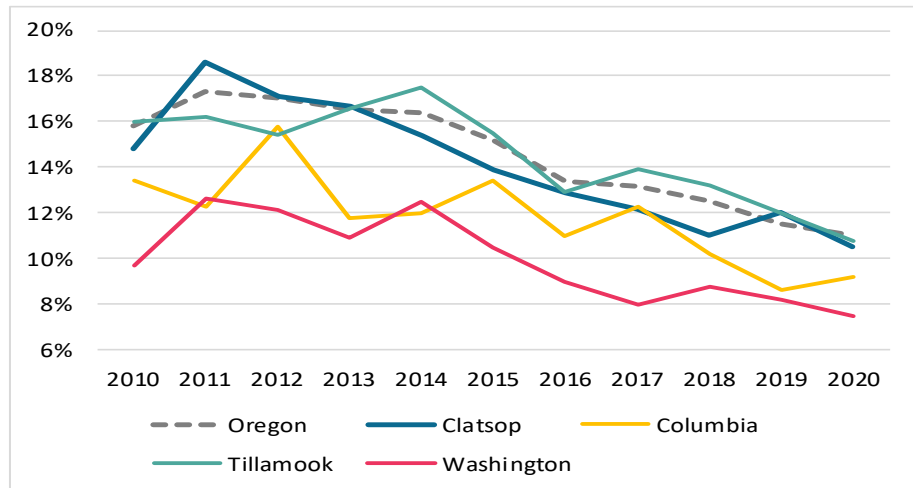


Source: Census ACS 5Yr Estimates

Housing Units	Occupied	Vacant	Vacancy Rate
Clatsop	17,533	5,484	31.3%
Columbia	20,457	1,240	6.1%
Tillamook	11,727	7,192	61.3%
Washington	226,799	9,879	4.4%

Source: Census ACS 5Yr Estimates

## POVERTY RATES



Source: Census ACS 5Yr Estimates

## Labor Force Characteristics

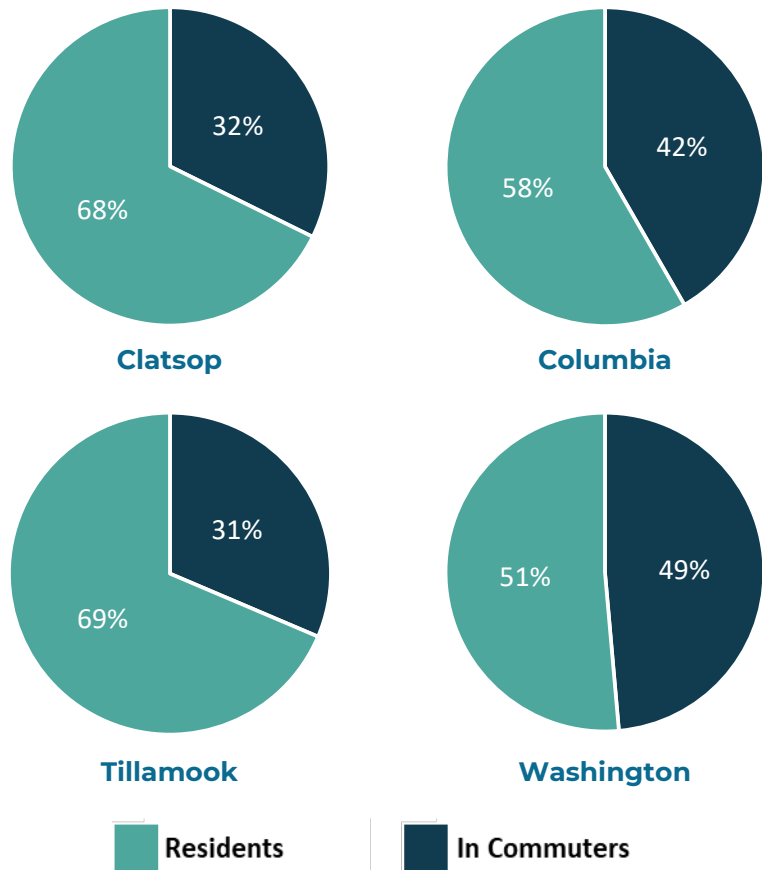
The strength of a region’s economic base is closely correlated with the size of its labor force base, measured by the number of residents in the typical working age range. For many rural communities in Oregon, there is frequently a disproportionate number of seniors that have exited the labor force. The ability for a local economy to attract, retain, and evolve talent and relevant industry must be supported by a base of “working-age” residents. For ColPac counties, the size of the labor force and the labor force participation rate are almost identical, indicating that those ‘eligible’ to enter the labor force are motivated to find employment opportunities. Clatsop County and Tillamook County reign first in the NW region in terms of a greater proportion of older, and traditionally out of the labor force, residents, comprising 24.7 and 28 percent of the population, respectively.

## LABOR FORCE PARTICIPATION

	2019	2020
Clatsop	58.5%	57.5%
Columbia	58.1%	58.4%
Tillamook	53.0%	50.7%
Washington	69.1%	69.3%
Oregon	61.7%	62.5%

Source: Census ACS 5Yr Estimates

## WORKFORCE COMPOSITION



Source: Census On the Map

## Unemployment

The COVID-19 pandemic confirmed the significant over-representation of the service/tourism sector across the bulk of the ColPac region. With an average of 23% of the workforce employed in the leisure & hospitality sector across Columbia, Tillamook, and Clatsop County, economic performance is highly dependent upon the viability and demand for tourism-based goods and services and trends of disposable income spending. When federal and state sanctions impeding the operational capacity of all public facing facilities and businesses came into full effect in March and April of 2020, unemployment rates in Clatsop, Tillamook, Columbia, and Washington County jumped 17.2, 11.4, 8.4, and 7.3 percentage points, respectively.

While the effects of the pandemic on employment were severe, the 2008 fiscal crisis was more economically damaging with a slower period of recovery across the region. A possible reason for the more acute impact of the 2008 economic crisis is the universal economic interruption brought on by the housing crisis, affecting the entire labor force. In comparison, the pandemic hit the labor force more unevenly – with some workers able to pivot to remote work, maintain their salaries/wages and hours of employment while other workers in public-facing industries were disproportionately impacted via job loss and reduced hours, etc. The economic and personal impact of the pandemic was highly variable rather than universal.

### UNEMPLOYMENT RATE

	2010	2015	2019	2020	2021
Clatsop	10.1%	5.3%	3.7%	9.6%	6.0%
Columbia	13.0%	7.0%	4.4%	7.9%	5.8%
Tillamook	10.5%	5.5%	3.8%	8.1%	5.5%
Washington	9.0%	4.6%	3.0%	6.5%	4.4%
Region	9.2%	4.7%	3.1%	6.8%	4.6%

Source: Bureau of Labor Statistics

### UNEMPLOYMENT RATE DURING THE PANDEMIC

Month	Clatsop	Columbia	Tillamook	Washington
Jan-20	4.1	4.7	4.2	2.9
Feb-20	3.8	4.3	3.9	2.8
Mar-20	4.5	5	4.5	3.4
Apr-20	21.7	13.4	15.9	10.7
May-20	19	11.5	13.5	10
Jun-20	13.3	10.4	10.8	9.2
Jul-20	11.2	9.9	10	8.9
Aug-20	8.7	8.4	7.8	7.5
Sep-20	7.7	7.6	7.5	6.5
Oct-20	6.9	6.9	6.5	5.8
Nov-20	6.7	6.6	6.2	5.3
Dec-20	7.3	6.7	6.1	5.2
Jan-21	9.2	7.6	8.2	5.9
Feb-21	8.9	7.3	7.5	5.5
Mar-21	7.8	7.1	7.2	5.6
Apr-21	6.7	6.4	6.2	5
May-21	5.8	5.7	5.4	4.5
Jun-21	5.5	5.7	5.2	4.4
Jul-21	4.9	5.4	4.7	4.1
Aug-21	4.6	5.1	4.4	3.8
Sep-21	4.4	4.7	4.2	3.5
Oct-21	3.7	3.9	3.5	2.9
Nov-21	3.8	3.9	3.6	2.8

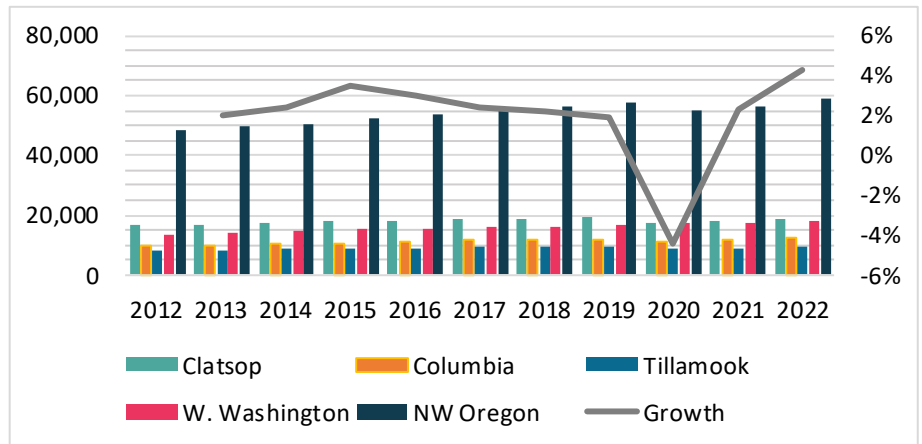
Source: FRED St.Louis Federal Reserve

## Industry

The effects of the pandemic on the labor force have receded, with the regional employment rebounding in an upward trajectory. On a county level, non-farm employment remains on a slow trajectory for expansion.

Manufacturing, Construction, and Health sectors are the strongest large employers in the region. These industries rely on healthy commercial and residential development and pay above average wages. However, the bulk of employment in the North Coast provide salaries below the median income, indicating a growing wage gap across the region. The leisure and hospitality industry exemplifies this more acutely, employing 16.3% to 25.3% of workers in each county and often at wages below the standard minimum wage rate of \$13.50/hr.

## NON FARM EMPLOYMENT



Source: Oregon Employment Department

## TOP 5 INDUSTRIES BY EMPLOYMENT (2021)

