

✓ County could grow 50 percent by 2010

By MARY WESSLING
Ottaway News Service

1-1-89

WASHINGTON — Santa Cruz County's population, if unchecked, will grow by 50 percent — 109,000 people — by the year 2010, according to projections by a private research firm here.

The county and city of Santa Cruz have growth controls already in place, but a spokesman for the firm doing the projec-

tions says the impact of such ordinances — in terms of how they have slowed growth already — is taken into account when the predictions are made.

The projections, made annually by the firm of Woods and Poole Economics, are contained in a study that makes predictions about the population and economy of the nation's counties into the 21st century with the aid of an economic model and

computers. The firm, whose research has been cited in the magazine American Demographics in the past, sells its data to local governments and businesses.

The projections are based on the likely outcome of current census data trends, said Woods and Poole economist Martin Holdrich. Any major shocks to the economy — such as a sharp oil price increase — would change the picture.

The firm's study says Santa Cruz County will grow from 218,500 people in 1986 (the latest year for which estimates are available from the Census Bureau for counties) to 327,720 in 2010. That's an increase of 50 percent, which would put the county among the top 10 percent fastest-growing counties in the nation. The report shows the county, based on census data, grew by 51.7 percent between

1970 and 1980 and slowed to 15.4 percent between 1980 and 1986.

Holdrich says the firm's projection do reflect a curb in the growth rate: from more than 4 percent annually between 1970 and 1980, down to 2.4 percent a year between 1980 and 1986 and now projected at 1.7 percent a year between 1986 and 2010.

Please see GROWTH — A3

Growth/ Population in 2010 could be 328,000

Continued from Page A1

In general, he said, the projections don't take into account any local zoning ordinances — such as those in Santa Cruz — that would restrict economic or population growth. Nor, he said, does the study consider other restrictions on water availability or sewage treatment that could affect growth.

Holdrich said the projections for Santa Cruz reflect the projected impact of growth in the San Francisco, Santa Clara and San Jose areas — without taking into account legal growth limits in Santa Cruz. San Jose and San Francisco are expected to be among the fastest-growing metropolitan areas into the next century, according to the study.

But the economist said if the growth controls begin to actually restrict growth and start to affect the actual population numbers, that impact would be reflected in the projections.

And Holdrich said — with the firm's projections showing the annual growth rate slowing in Santa Cruz County into the next century — “the ordinances must have already begun to bite into the (population) numbers and they're reflected in our projections.”

The growth rate for Santa Cruz — projected to increase by half — is expected to exceed the rate for the state as a whole, according to the data. The growth limits enacted 10 years ago for Santa Cruz County are intended to keep it from growing faster than the state.

The study says California's population is expected to increase by 40 percent — up 10.5 million people — and the number of jobs will increase nearly 45 percent — up 6.5 million jobs — by the early 21st century. That's more than any other state in the country, according to the projections.

The projected population and job gains for Santa Cruz County are also more than double the national average. For the years between 1986 and 2010, the country is expected to grow by 21.7 percent in population and almost 30 percent in the number of jobs by 2010.

For Santa Cruz County, the projections suggest employment will increase by 62,460 jobs between 1986 and 2010, an increase of 60

percent, for a total of 165,970 jobs.

The biggest employers will remain the retail trade, service and government sectors, with each growing significantly, while farm employment will drop, the projections show.

The report predicts:

- Retail trade jobs will grow from 21,200 in 1986 to 35,580 in 2010, up 67.8 percent.

- Service jobs will grow from 28,350 to 49,440, up 74.4 percent.

- State and local government jobs will grow from 13,570 to 20,110, up 48.2 percent.

- Farm jobs will drop from 3,760 to 2,880 in 2010, down 23.4 percent.

Meanwhile, the study predicted the income for people living in Santa Cruz County would increase by 18.7 percent to an average of \$16,877 for every man, woman and child in the county, up from \$14,214 in 1986.

That per capita income is higher than the national average, but below the state average projected for 2010.

The state's per capita income was \$14,623 in 1986 and is projected to increase by 16.2 percent to \$17,019 by 2010.

Nationally, the income per person is projected to be \$16,358, up nearly 30 percent from \$12,683 in 1986.

Overall, the study predicts that the U.S. population will grow by 52 million by 2010 to over 293 million, with California, Florida, Texas, Georgia and North Carolina expected to have the largest gains. The five states combined will account for half of the nation's population growth over the next two decades.

While one-third of the nation's residents will live in these five Sunbelt states, Boston, Minneapolis, Philadelphia, Chicago and New York are all among the top 50 metropolitan areas in terms of new jobs and population gains through 2010, according to the study.

The study projects job growth with a model that measures growth in the core industries of a county. Population growth is determined by migration based on economic conditions in a county and natural increases.

Woods and Poole has published the studies since 1983.