

Chapter 3: POPULATION AND DEMOGRAPHICS

Discussion:

To determine the services needed now and in the future, we must know the demands for those services both in numbers and quality. Current and projected population numbers are listed below. The other plan elements will deal specifically with the type of service needed.

Table 3-1: Population Growth 1990-1998

Area	1990	1998	# Change	% Change
Chubbuck	7,794	9,054	1,260	16%
Pocatello	46,062	52,960	6,898	15%
Balance of County	12,170	12,852	682	6%
Bannock County	66,026	74,866	8,840	13%

Source: Intermountain Demographics

Regional Planning

Over the next 20 years, the population of the Portneuf River Valley is expected to grow by 20,000 people. As part of the *Our Valley Our Vision* project, a technical analysis of population, housing units, and employment forecasts was prepared for Bannock County, the BPO Metropolitan Area, and individual traffic analysis zones in the metropolitan area. The analysis began with an examination of trend information about the area's employment, population, housing, and income characteristics. Examining past trends was useful to analyze the current situation and to gain insight into the future. Forecasts for Bannock County, the Bannock Metropolitan Area, and individual traffic zones were then made. A memorandum detailing the methodology and assumptions used to prepare the forecasts and results is included in the Technical Appendix (*Forecast Methodology*, Intermountain Demographics, September 19, 2000).

The technical analysis determined population, housing unit, and employment forecasts for the Bannock Planning Organization portion of Bannock County. Population within BPO's area was forecast to increase by nearly 20,000 persons from 2000 to 2020, a gain of 28% (Table 3-2). The number of housing units was forecast to increase by almost 40%, higher than the population gain because of a continuing reduction in household size. Total employment within the BPO was forecast to increase by nearly one-half.

Table 3-2: Bannock Planning Organization Forecasts, 2000 to 2020

Variable	2000	2020	# Change	% Change
Population	70,068	89,898	19,830	28%
Housing Units	25,336	35,237	9,901	39%
Employment	35,725	53,142	17,417	49%

Source: Intermountain Demographics

As part of the *Our Valley Our Vision* project, an analysis was conducted to determine how much buildable land is available in the region to accommodate the projected population growth. Within the areas of impact for the Cities of Pocatello and Chubbuck, there are 29,743 acres of buildable residential land and 4,244 acres of buildable commercial or industrial land. Based on plan designations and zoning designations as they exist in 2000, the buildable residential land can accommodate 27,872 dwelling units (average

density of 0.94 dwelling per acre). Assuming 2.3 persons per household, the impact areas for the two cities provide enough land area for approximately 64,000 additional people, representing nearly three times the projected growth for the 20-year planning time frame.

The population in the United States is growing older, with the median age of 35.3 years reported in 2000. The increase in the median age reflects the aging of the baby boomers. However, the 65-and-over population actually increased at a slower rate than the overall population for the first time in the history of the census (U.S. Census Bureau, Census 2000). For Chubbuck, the 2000 Census showed a median age of 29. In Bannock County, the percentage of the population over 65 years of age increased only slightly (from 10% in 1990 to 10.1% in 2000), reflecting the national trend. In Chubbuck, the older population comprised 8.7% of the total population while families with children less than 18 years old comprised 45.4% of the 9,700 population reported by the federal census. With the baby boomers growing older, a future demand for housing and increased medical and other support services is anticipated. Since a large share of Chubbuck's population is comprised of families with school-age children, there is a desire for safe and convenient access to schools, parks, and recreational opportunities.

Regional Vision Statement

In the year 2020: Since the year 2000, the population of the Portneuf River Valley has grown to approximately 83,000 people, representing the moderate increase in its population of 20,000 people over 20 years. Chubbuck and Pocatello have effectively accommodated this growth in a proactive manner by encouraging new "infill" development within existing urban areas and selectively adding new neighborhoods on vacant land at the edges of the urban area.

Our Goals

Goal 1: Track population trends.

The legislative purpose of the population element is the monitoring and projection of population trends.

Objective 1.1

Monitor and supply complete and accurate information on population trends.

Policies:

- a. The City shall maintain and make public a record of statistics pertaining to City population and demographics. At a minimum, City statistics shall be updated annually.

Objective 1.2

Cooperate with the Southeast Idaho Council of Governments (SICOG) and other organizations on the maintenance of population-related data and trend analyses.

Policies:

- a. Meet with SICOG staff to determine compatible computer formats and data inputs for building permit information to be used for transportation and population modeling.

Goal 2: HELP the citizens of Chubbuck help themselves.

Chubbuck Vision Elements

1. Pride
2. Security
3. Sensitivity to individual needs
4. A home-town sensibility that includes individual responsibility.

Issues addressed

1. Affordable housing
2. Public fiscal responsibility by promoting and enabling individual responsibility
3. Children's issues.

Objective 2.1

Support and encourage volunteerism in civic and charitable efforts and participation in civic activities.

Policy:

- a. Encourage community participation by Boy Scouts, Girl Scouts, Kiwanis, Lions, and other similar service organizations.
- b. Work with School District 25 to establish elementary schools as community gathering places.

Objective 2.2

Cooperate with area organizations on social services.

Policy:

- a. Cooperate with the Area Agency on Aging — a Southeast Idaho Council of Governments department — on the maintenance and update of an information database on public and private health and welfare services available. Consider making the database available through the Portneuf District public library.

Objective 2.3

Support neighborhood efforts for self-improvement.

Policy:

- a. Make city equipment and personnel available on a limited basis for community clean-up efforts.
- b. Cooperate with neighborhoods in the formation of Community Oriented Policing programs (**See Government Services, Chapter 7**).

Objective 2.4

Support and encourage neighbors to help one another.

Policy:

- a. Model, as City Council, Land Use and Development Commission, and staff, the behavior desired from good citizens.
- b. Examine the possibility of establishing a low interest revolving loan fund to homeowners for home repair and improvement. (a similar project is run by Pocatello Neighborhood Housing Services (PNHS)).

