

3. DEMOGRAPHIC TRENDS

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A. INTRODUCTION

This chapter is an overview of the demographic trends for the City of Clearlake. To determine the goals and policies set forth in each of the General Plan elements, it is necessary to understand population growth trends, age structure, as well as diversity. Land use allocation depends on the future needs of the City, including residential, commercial, public facilities, and open space. Residential land use allocation requires knowledge of population trends to determine how much land should be reserved for future residential development. Commercial land use needs are based on employment trends and population growth. Both public facilities and open space requirements vary according to population size as well as the distribution of residential and commercial development within the City. By determining the land use needs for future populations in the City, it is possible to plan for future transportation needs and develop policies to efficiently manage and conserve resources.

This chapter informs the other chapters of the background report and highlights how demographics play an important role in developing goals, objectives, policies, and programs tailored to the unique socioeconomic characteristics of Clearlake. Each element of the General Plan addresses one critical facet that helps guide the physical and socioeconomic development of the community. It is essential for the General Plan to remain consistent across all elements with a central focus on addressing the specific needs of the City of Clearlake. Although this chapter provides information specific to the Land Use, Economic Development, Housing, and Public Facilities elements, these elements each overlap with the remaining elements of the General Plan.

B. EXISTING CONDITIONS

A discussion of the community composition serves as a basis to inform the entire planning process. Developing a plan to adequately address the needs, concerns, and desires of Clearlake and its residents means understanding to the greatest extent possible the current population. This chapter provides a close look at the demographic, racial and ethnic composition of Clearlake, CA using data gathered from the 2000 and 2010 United States Census. In addition, basic income, poverty and education statistics are discussed as they pertain to the community's profile. For a more in-depth discussion of income, low-income populations, and economic characteristics, please refer to Chapter 6 Housing, and Chapter 11 Economic Development.

1. Population Growth

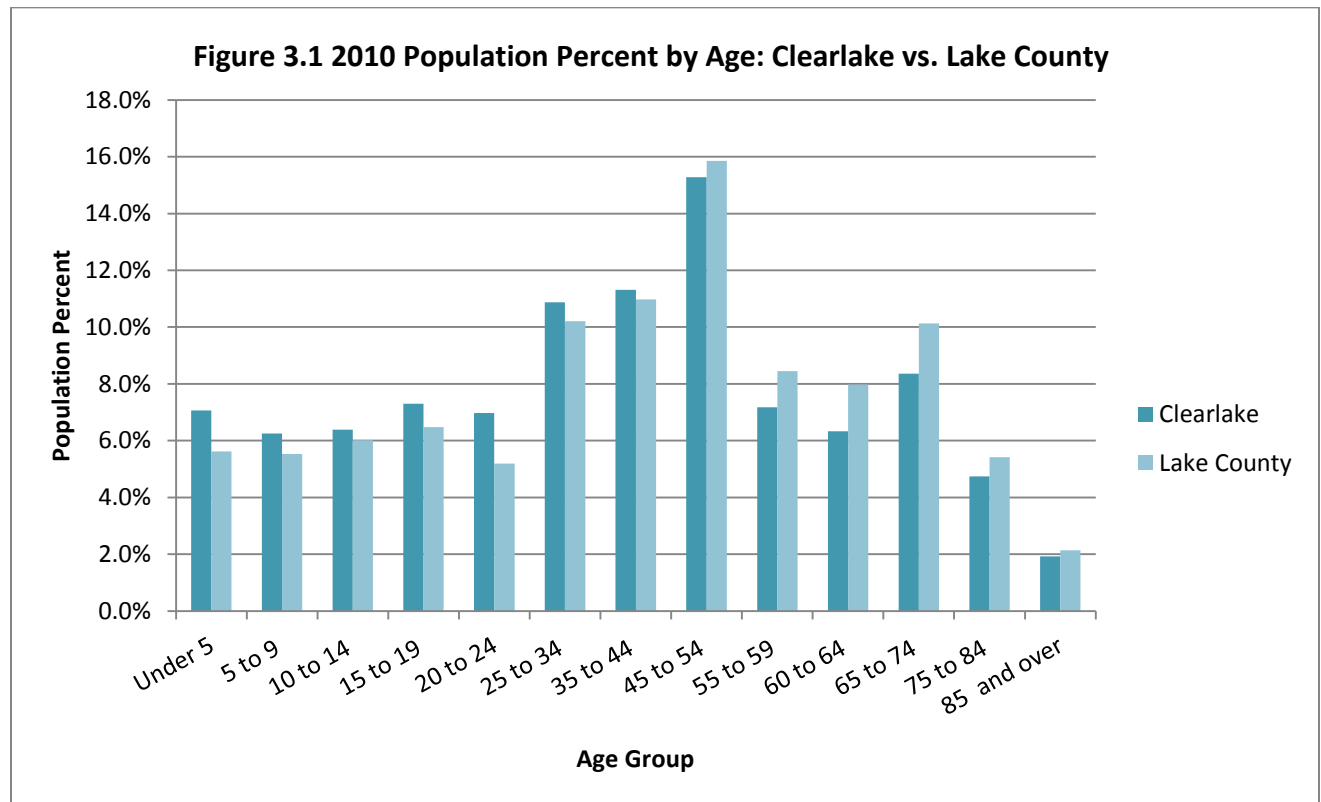
In 2010, Clearlake had 15,250 residents, 23 percent of the population of Lake County. Clearlake is a relatively small, rural community, but is growing at a steady rate. Between 2000 and 2010, Clearlake grew by 16 percent, which is approximately 1.6 percent per year and 0.5 percent faster than the County (See Table 3.1).

Table 3.1 Population Growth				
	2000	2010	Percent Change	Annual Change
Clearlake	13,142	15,250	16%	1.6%
Lake County	58,309	64,665	11%	1.1%

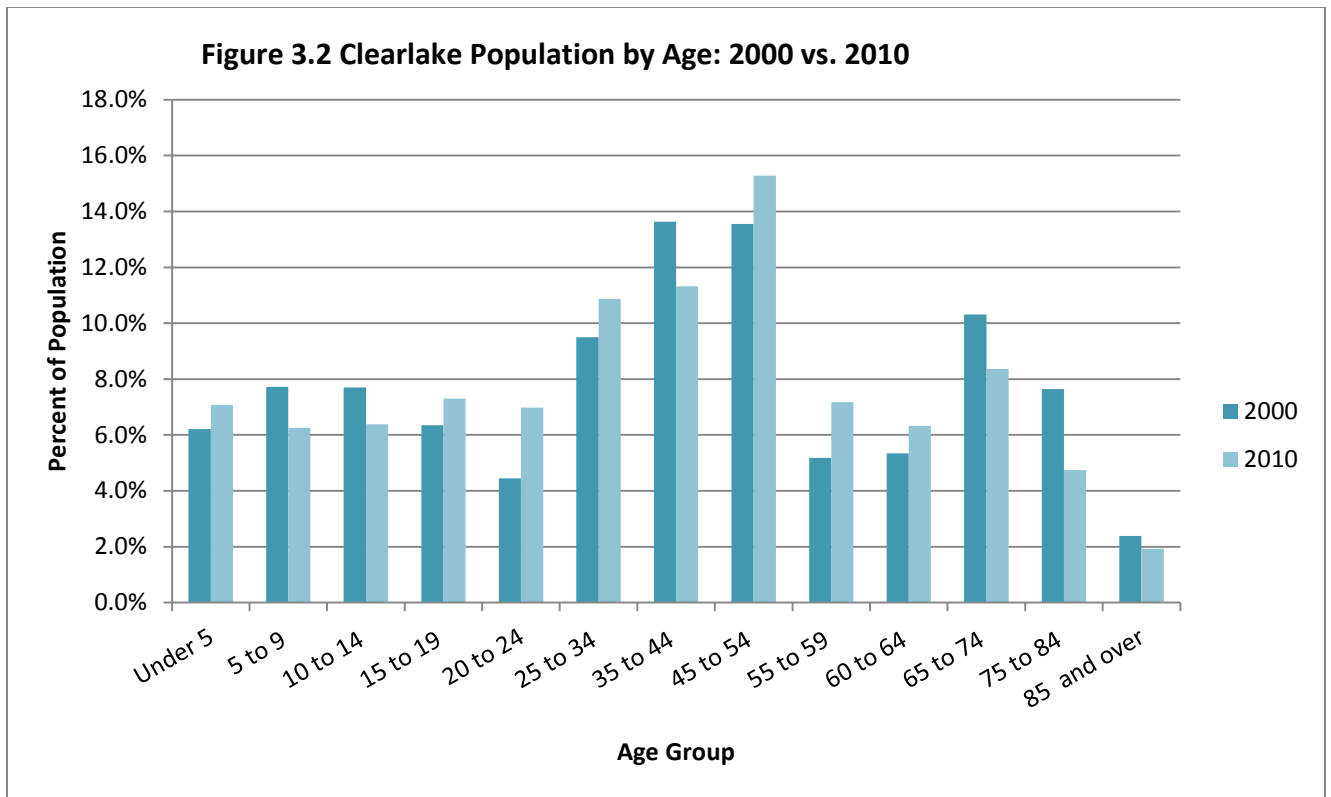
U.S. Census Bureau Table DP-1, 2000 and 2010

2. Age

When compared to Lake County, Clearlake is a younger community with a median age of 39.9 in 2010, five years younger than the County. Figure 3.1 illustrates the percent population by age for both Clearlake and Lake County. Clearlake has a larger percent in all cohorts 44 years and younger. Worth noting however, is the recent growth in the 45 to 64 age groups shown in Figure 3.2. As the population in Clearlake becomes older, it will be important to address the unique needs of an aging population and provide necessary housing and transportation options as well as plan for access to health and medical services.



U.S. Census, Table DP-1 General Population and Housing Characteristics, 2010



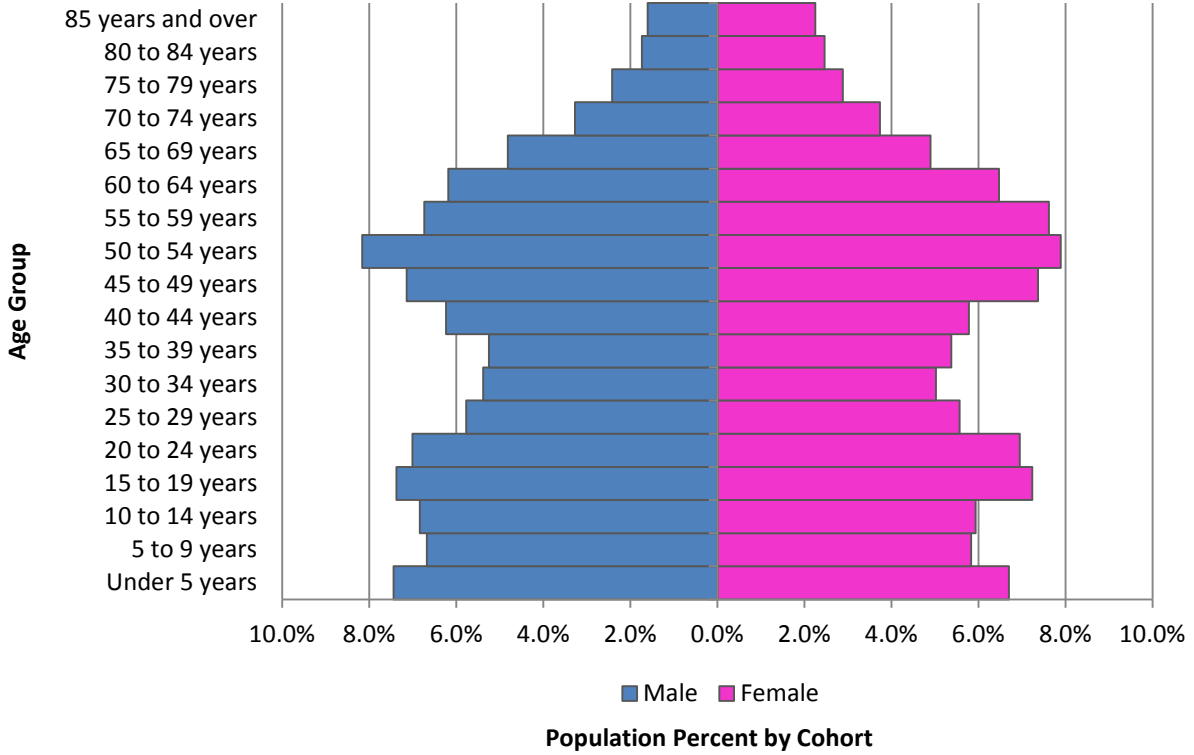
U.S. Census, Table DP-1 General Population and Housing Characteristics, 2010

The population pyramid, Figure 3.3, illustrates the distribution of ages by sex in Clearlake. The young population age structure indicates a growing population with approximately 36 percent of the female population within the age range eligible to give birth. As the younger cohorts age, it will be increasingly important to ensure adequate education and employment opportunities so there is an adequate and capable workforce to replace the aging population as they enter into retirement.

3. Race and Ethnicity

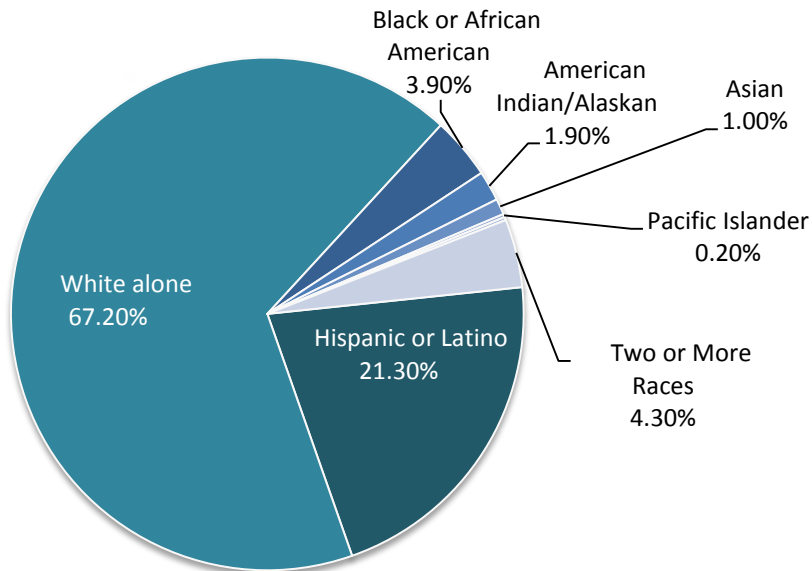
The racial composition of Clearlake is predominately white, 73 percent, while the second largest single racial group, African American comprises only 4 percent of the population (Figure 3.5). This is similar to the County, with a 95 percent white population. However, 18 percent of Clearlake is either some other race or more than one race. Population diversity is better understood when taking into account ethnicity not associated with race. Figure 3.4 shows the ethnic composition of Clearlake, with 21 percent of the population Latino by ethnicity. This is a smaller percentage of the population than the state of California, as well as neighboring counties of similar size such as Colusa, Napa, and Yolo Counties, which are 55 percent, 32 percent, and 30 percent Hispanic or Latino, respectively.

Figure 3.3 Population Pyramid, Clearlake 2010



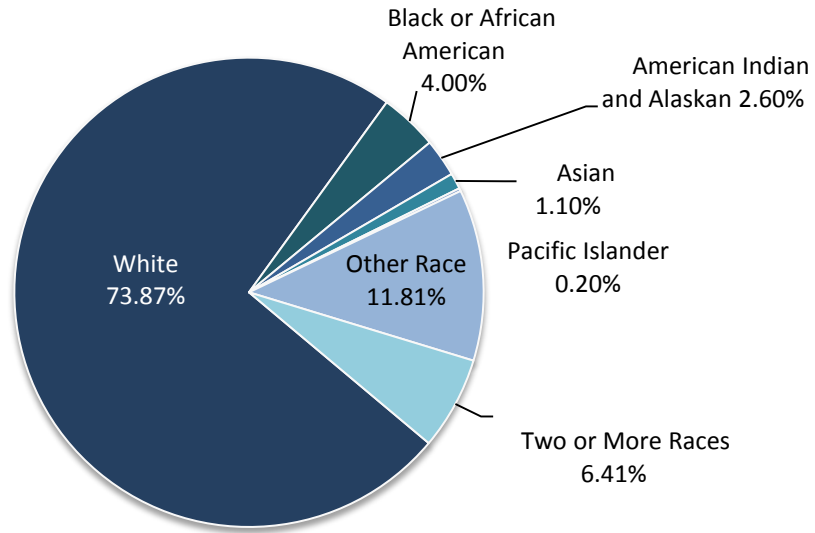
U.S. Census, Table DP-1 General Population and Housing Characteristics, 2010

Figure 3.4 Ethnicity Clearlake, 2010



U.S. Census, Table DP-1 General Population and Housing Characteristics, 2010

Figure 3.5 Population by Race, 2010



U.S. Census, Table DP-1 General Population and Housing Characteristics, 2010

4. Income

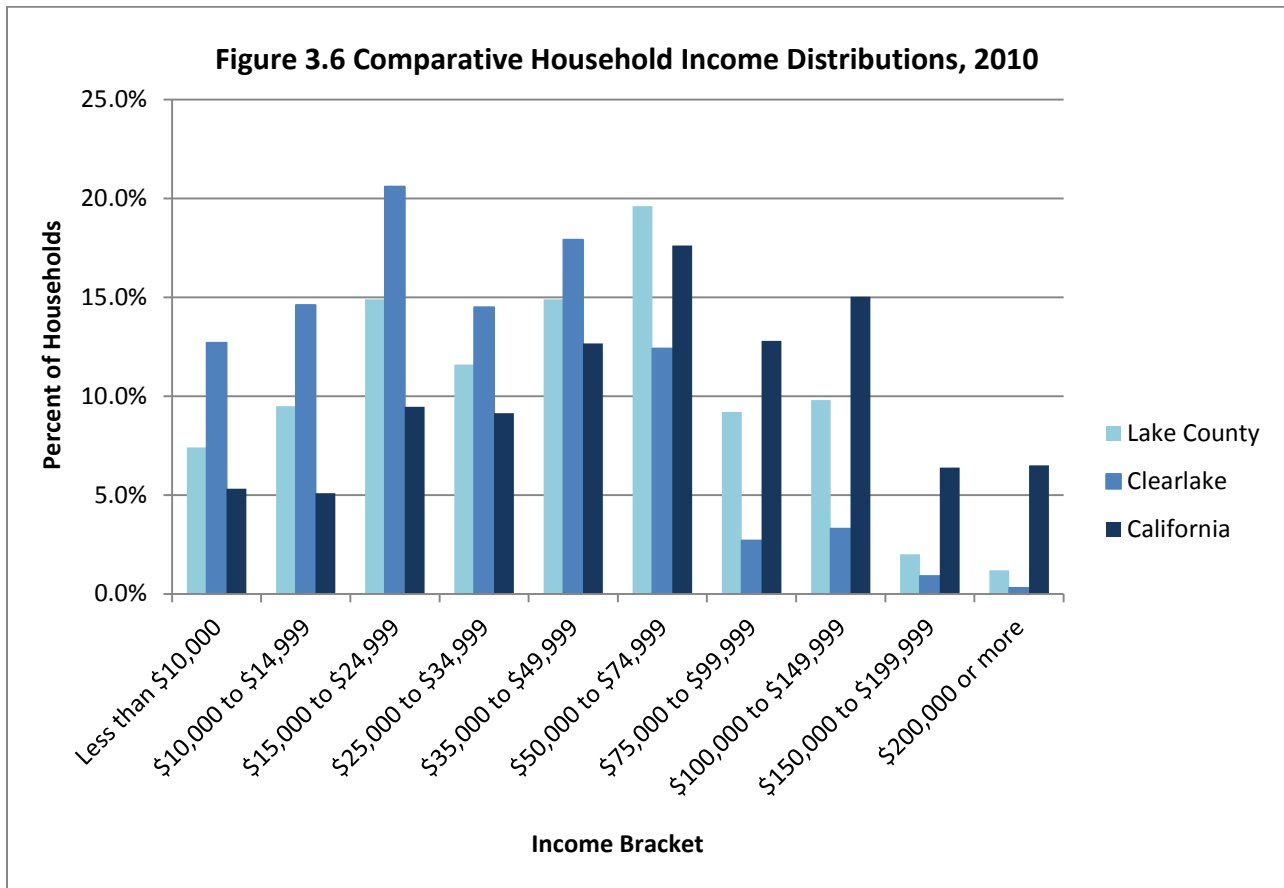
In 2010, the median household income in Clearlake was \$26,382 compared to the Lake County and California state median income of \$41,182 and \$60,883 per household, respectively (Table 3.2). The median household income of Clearlake is less than half of the state median household income. Between 2000 and 2010, the median income in Clearlake increased by 33 percent compared to only 28 percent for the state and 39 percent in Lake County.

Table 3.2 Median Household Income			
	2000	2010	Percent Change
Clearlake	19,863	26,382	32.8%
Lake County	29,627	41,182	39.0%
California	47,493	60,883	28.2%

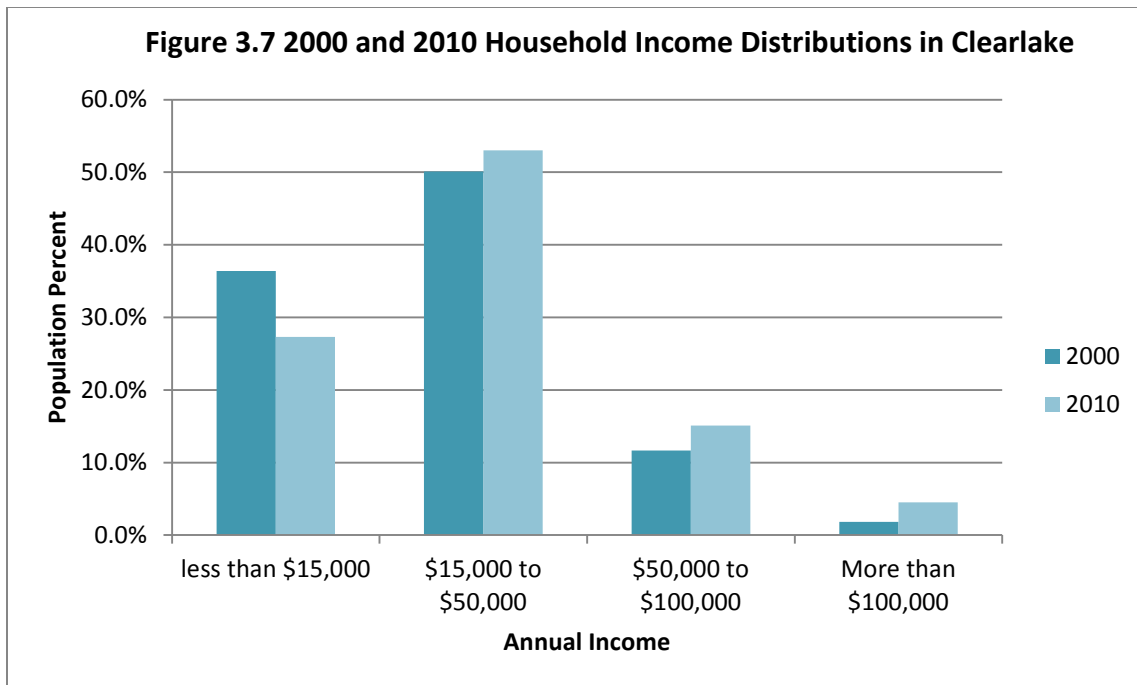
U.S. Census, ACS 2006-2010 5-Year Estimates, Table DP03 Selected Economic Characteristics

Figure 3.6 illustrates household income distribution by population percentage for Clearlake, Lake County, and California. Clearlake has a much larger percent of households, 48 percent, earning less than \$50,000/year than either Lake County or the state. On the opposite hand, one quarter of Lake County households earn more than \$75,000/year, which is three times more than Clearlake households. With lower median household incomes than the County, several Clearlake families are living below the poverty level. In 2010, an estimated 27 percent of Clearlake families, 13 percent of married families, and 54 percent of single female householder families had annual incomes below the poverty level (Table 3.3). A family living in poverty is defined by the sum of the income from all family members living in a household in relation to the government established income threshold. The income threshold is the minimum

household income needed to meet the household financial needs and accounts for household size and composition as well as cost of living and inflation. If the sum of a household’s income does not meet or exceed the threshold, the family is determined to be living below the poverty line. The average household size in Clearlake was approximately three people in 2010. According to the U.S. Census Bureau, the poverty threshold for a family of three including one child under the age of 18 was \$17,552. As Figure 3.7 illustrates, nearly one quarter of Clearlake households had an annual household income less than \$15,000, which for a family of three is insufficient according to federal standards. The majority of these families living below the poverty line had children under the age of 5, adding extra burdens to a low-income household.



U.S. Census, ACS 2006-2010 5-Year Estimates, Table DP03 Selected Economic Characteristics



U.S. Census, ACS 2006-2010 5-Year Estimates, Table DP03 Selected Economic Characteristics

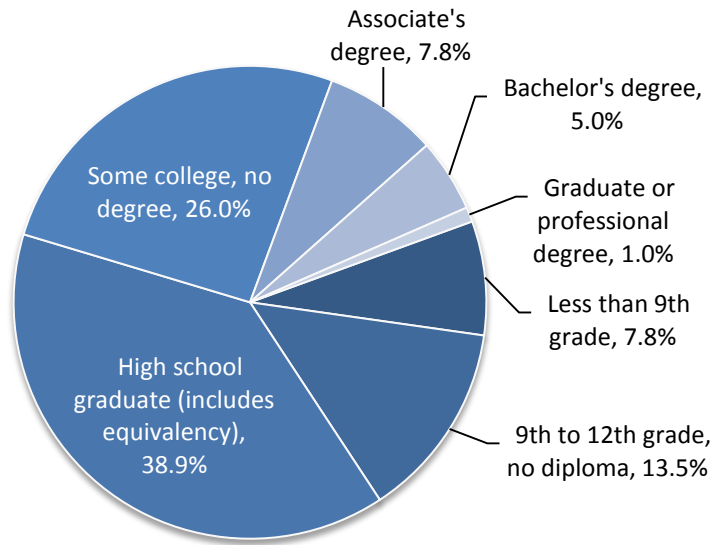
Household Type	Percent
All families	27.50%
With related children under 18 years	42.40%
With related children under 5 years only	48.10%
Married couple families	13.30%
With related children under 18 years	26.80%
With related children under 5 years only	21.90%
Families with female householder, no husband present	54.60%
With related children under 18 years	59.00%
With related children under 5 years only	70.30%

U.S. Census, ACS 2006-2010 5-Year Estimates, Table DP03 Selected Economic Characteristics

5. Education

In Clearlake, approximately 60 percent of the residents have never attended any college, with 22 percent of the population never graduating from high school. Lake County shows a greater percent of the population completing bachelor and master level degrees. Low levels of educational attainment limit employment options for individuals, as many careers require a minimum level of education or professional degree. Clearlake can address education and employment by providing job training resources as well as a variety of education programs including part-time, night, and weekend class options.

Figure 3.8 Education Attainment, Clearlake 2010



U.S. Census, ACS 2006-2010 5-Year Estimates, Table DP01 Selected Social Characteristics

C. EMERGING DIRECTIONS

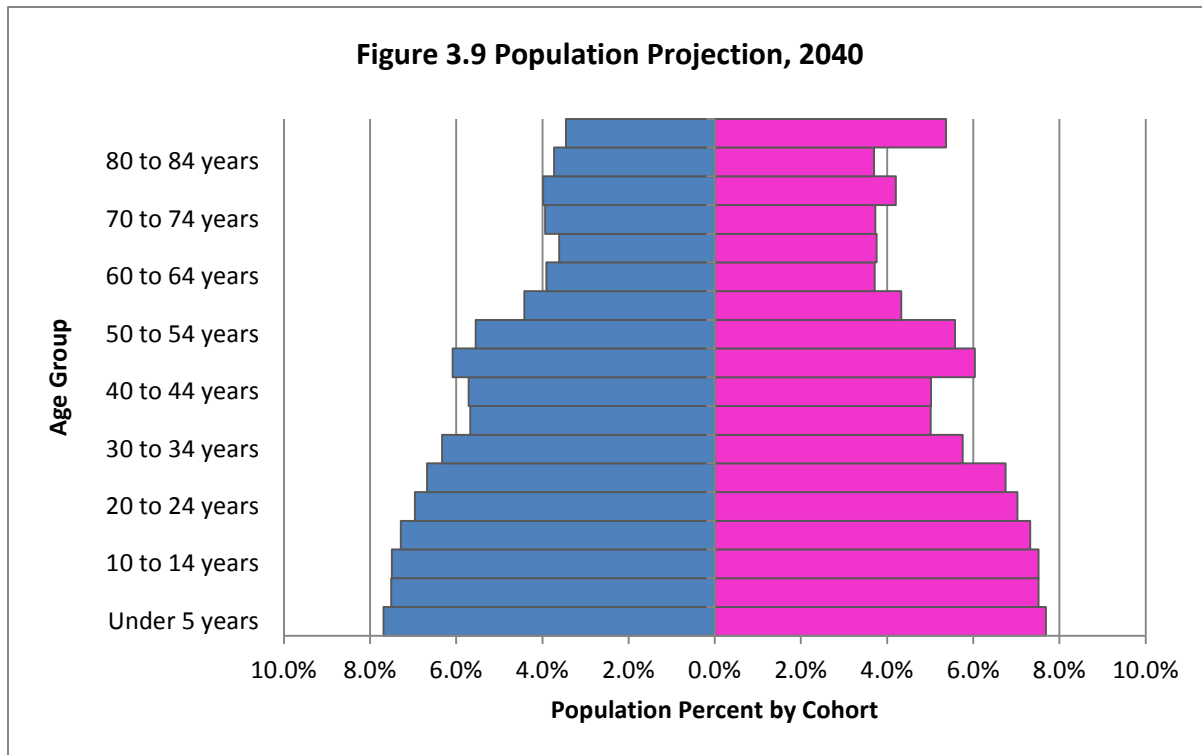
Population Projections

As noted in Table 3.1, the population in Clearlake is growing steadily. This trend is expected to remain and the population is projected to increase an additional 22 percent by 2040. Based on current birth, death, and immigration rates, the population in Clearlake will approach an estimated 18,702 residents by 2040 (see Table 3.4). Population growth will require strategic planning to provide a variety of services to a diverse population. It will be important to consider variety and types of housing options available as well as access to parks and public facilities for recreation, medical care, and civic engagement.

Year	Population
2010	15,250
2015	15,893
2020	16,513
2025	17,124
2030	17,702
2035	18,214
2040	18,702

Figure 3.9 shows a population pyramid based on the 2040 population projections. As the population ages, the pyramid begins to stabilize with less disparity between the age groups than shown in Figure 3.3. The middle-aged cohorts, ages 40 to 49, remain relatively stable,

while the cohort ages 50 to 69 show a projected decrease in overall population compared to 2010. This decrease, however, is met with a high percent increase in the cohorts ages 85 and above. The elderly population more than doubles by the year 2040, having significant implications regarding workforce, housing type, and necessary City services. While the younger population remains relatively steady, the pyramid shows a population structure with a higher percent of children than in 2010. The large percent of children under the age of 15 may lead to further population growth as these cohorts reach reproductive age. A larger percent composition of children may also require additional education facilities, depending on the ability of existing facilities to accommodate more students.



Community Outlook

As the population in Clearlake grows over the next 25 to 30 years, the City will need to address a growing and aging population. Several community members commented on the need for senior activities as well as improvements to education and employment opportunities. The low education level of residents will need to be addressed through increased education opportunities as well as increasing the variety of employment opportunities to match the skill level of current residents. Income levels will also need to be addressed by providing new employment opportunities, with an emphasis on job training to increase the ability of residents to secure higher wage positions.

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