



Planning for the 21st Century

KAMLOOPS
TOMORROW

**BACKGROUND
NEWSLETTER #1:**

POPULATION & ECONOMY

Information on the Backgrounder Series

The City has produced a series of background newsletters to provide some basic information and to help address some important questions now facing our community. For instance:

- How do we retain or improve Kamloops' small city quality of life?
- How do we continue to provide services efficiently and economically?
- How do we respond to the emerging traffic problems?
- How do we address environmental impacts and ensure sustainability?
- How do we address regional growth and cost sharing issues?
- How do we resolve social concerns like public safety and affordable housing?

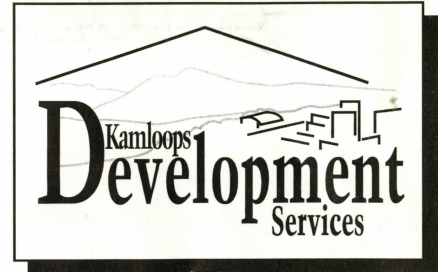
Each Backgrounder is designed to focus on these major challenges, and to stimulate discussion on other related issues.



Farmers Market · St. Paul Street

KAMPLAN 1995

Backgrounder: Population & Economy



This is one of five backgrounder reports intended to introduce and to provide information on the 1995 KAMPLAN review.

What is KAMPLAN?

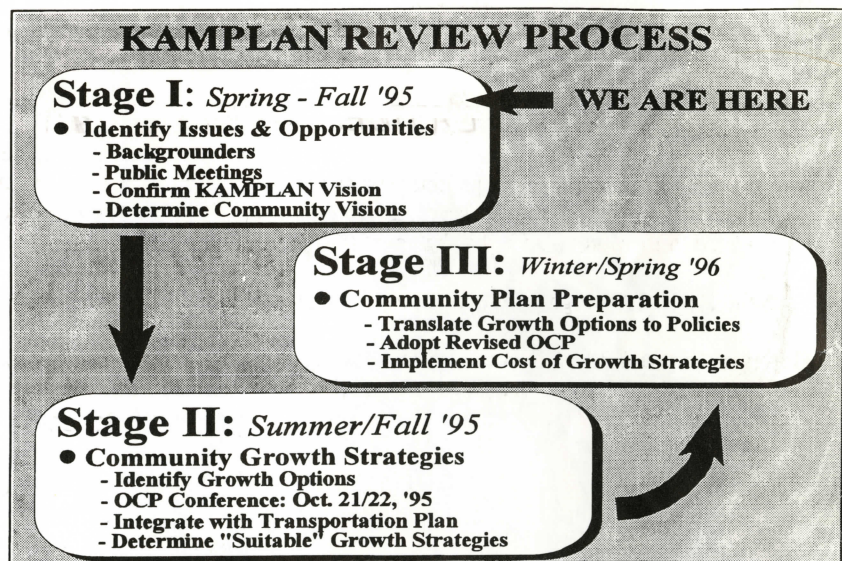
KAMPLAN is the City's Official Community Plan. An Official Community Plan (OCP) is a community's "formal statement of the broad objectives of the local government respecting the form and character of existing and proposed land use and servicing requirements" (Municipal Act). KAMPLAN applies to all lands within the City of Kamloops and currently addresses several topics including:

- setting out in broad terms the location, type and density of future land use.
- providing guidance on municipal servicing needs.
- providing direction on preserving and protecting hazard lands and environmentally sensitive areas.
- promoting the conservation of important heritage features.
- providing guidance on the supply of parkland and open space.

Why is KAMPLAN being changed?

The City is reviewing and considering changing KAMPLAN for several reasons:

- the current version of KAMPLAN is five years old, typically the lifespan of a comprehensive plan of this nature.
- the significant growth and change that have occurred in the city since 1990 has had an impact on our community. Some existing KAMPLAN policies may require alteration.
- as a result of a number of amendments to the *Municipal Act* an OCP can or must address several issues, including: setting goals for affordable housing, rental housing and special needs housing; establishing social needs, social well-being and social development policies as they relate to the community; and, working towards a regional growth strategy.

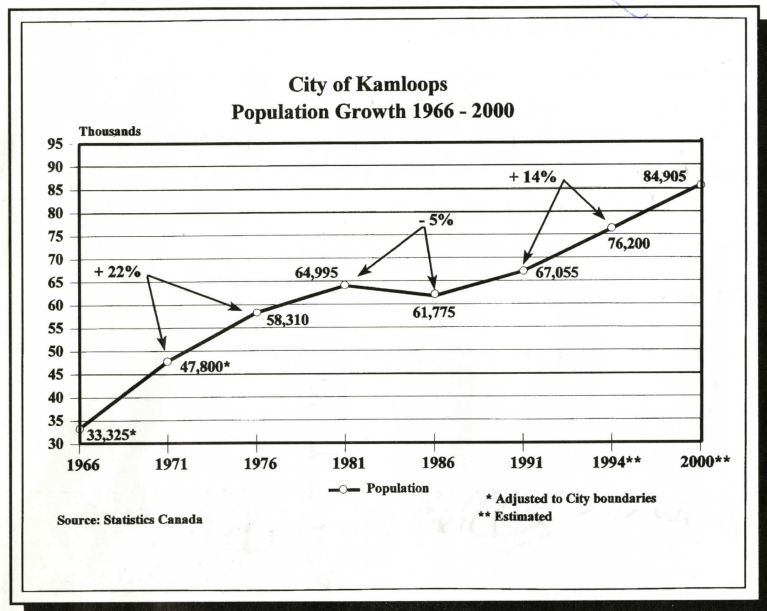


KAMLOOPS TOMORROW: BE INVOLVED. PROVIDE INPUT!

KAMPLAN 1995 BACKGROUNDER: POPULATION & ECONOMY

A GROWING POPULATION...

Kamloops is growing...again. After a period of steady growth leading to a 1981 peak of almost 65,000 people, followed by a significant decline of 5% or 3,000 people between 1981 and 1986, Kamloops' population has rebounded dramatically by increasing about 23% from 1986 to 1994. In particular, from 1991 to 1994 significant growth occurred with 1994 year end population estimates nearing the 76,500 mark, representing 14% (3.5% yearly) growth over the four years.



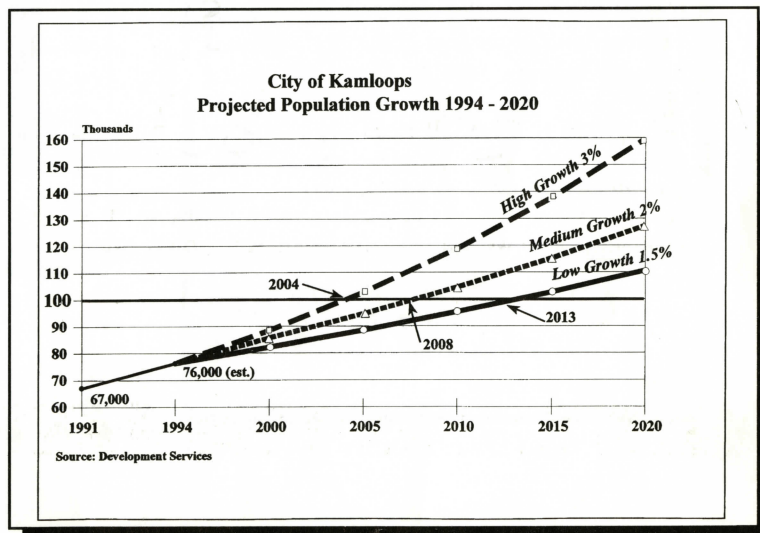
CITY	1986	1994	GROWTH
Kamloops	62,000	76,000	23%
Kelowna	61,000	90,000	47%
Nanaimo	49,000	70,000	43%
Prince George	67,500	75,000	11%

Natural increase (excess of births over deaths) accounted for almost half of the growth in Kamloops from 1986 to 1991. 32% of new residents were from outside the province or the country. In general, Kamloops residents are very mobile with over 50 % of the city's residents having changed addresses from 1986 to 1991.

Since 1986 the majority of Kamloops' growth has occurred on the South Shore, particularly the southwest sector. The relatively new neighbourhoods of Aberdeen and Sahali accounted for over half of the city's overall growth since 1986. 52% of city residents currently live on the South Shore. This is projected to increase to 55% by the year 2000.

With the 1991 - 1994 high growth rate projected into the future, Kamloops' population would hit the 100,000 level by 2004.

However, City and B.C. Government Statistics suggest that the city's actual population will follow a more moderate growth rate pattern of 1.5-2% per year reaching 100,000 people by around 2010.



KAMPLAN 1995 BACKGROUNDER: POPULATION & ECONOMY

A CHANGING POPULATION...

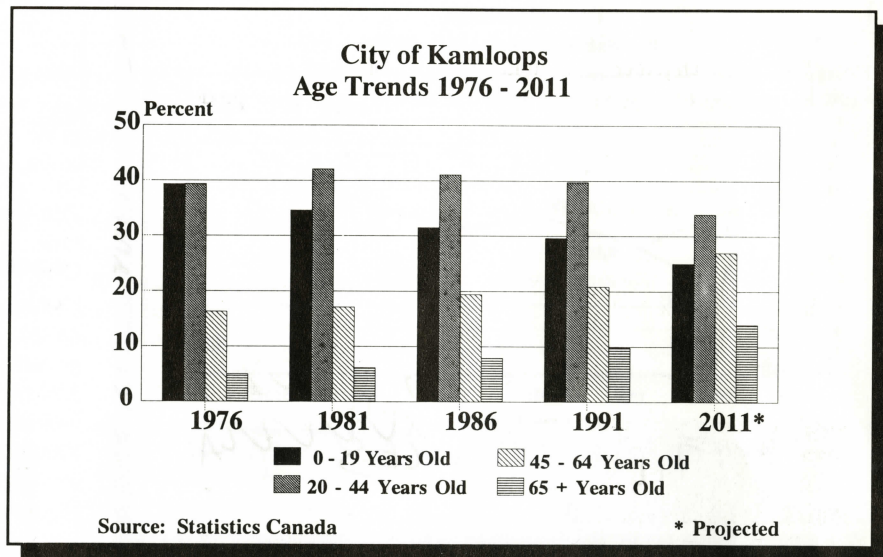
Growth brings change. Baby Boomers are now middle aged. Fulfilling the needs of a growing seniors' population is now referred to as the new 'clean industry' of the 90's. And though we are aging as a community, our youth population is also increasing, though not yet reaching their numbers of the past.

Age: As is the case in the rest of BC and across Canada, Baby Boomers and seniors are the fastest growing segments of the population.

This is reflected in the following Kamloops demographics. In 1991, of the overall population:

- 44 % were under 30 years of age, compared to 48% in 1986, 54% in 1981, and 58% in 1976.
- 42% were aged 30-59, compared to 40% in 1986, 37% in 1981, and 37% in 1976.
- 14% were 60 years and older, compared to 12% in 1986, 9% in 1981, and 8% in 1976.

Currently, the average Kamloops resident is 34.7 years old, compared to 31.1 in 1986, 27.8 in 1981, and 25.8 in 1976.

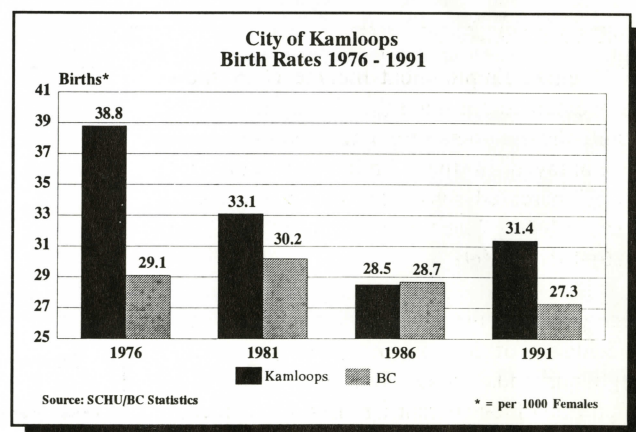


BACKGROUNDER BULLETIN:

Youth Population Increasing

Following a continuous decline in both numbers and as percent of the city's overall population from 1976 to 1986, the 0 -19 aged youth population number is again increasing. In 1976, 22,910 were under 19 years of age, compared to 22,530 in 1981, 19,470 in 1986, and 19,855 in 1991.

Enrollment statistics provided by School District #24 support this trend with a total of 18,143 students enrolled in 1978, 17,832 in 1981, 15,652 in 1986, 16,061 in 1991, and 16,851 in 1994.



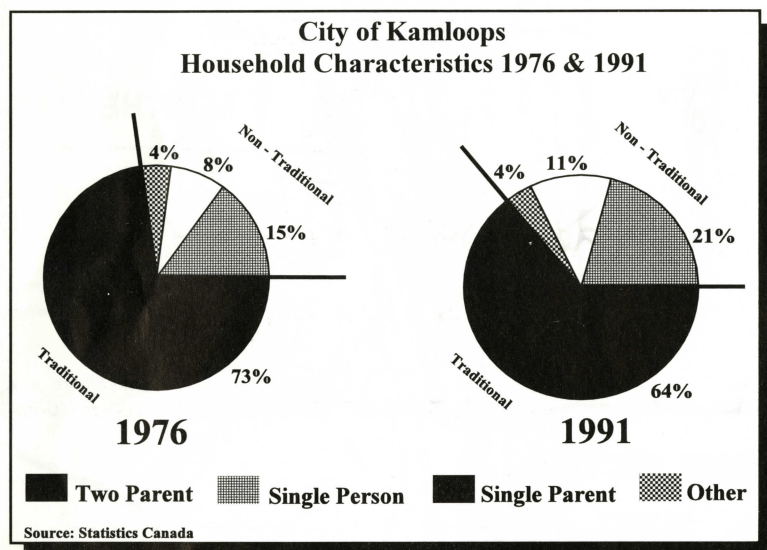
Although crude birth rate statistics (births per 1000 females) continued to drop until 1986, reflecting the provincial and national trend, 1991 statistics for Kamloops show a slight increase in fertility rates.

KAMPLAN 1995 BACKGROUNDER: POPULATION & ECONOMY

Household Characteristics: As of 1991, there were 24,735 households in Kamloops with an average of 2.7 persons per household (similar to the provincial average of 2.6). Household size has stabilized after a continuous decline from a 1976 peak of 3.1, to 2.9 in 1981 and 2.7 in 1986. In 1991, there were 5,220 single person households (21% of total households), an increase from 4,405 (20%) in 1986, 3,965 (18%) in 1981, and 2,780 (15%) in 1976.

Although lone parent families have decreased as a percentage of the overall population, according to 1991 census data they have increased in numbers at 2,630 (14% of total families), compared to 2,445 (15%) in 1986, 2,110 (12%) in 1981, and 1,500 (10%) in 1976. The majority of single parents are female (84%), with most living on the North Shore, in Brocklehurst, and in Sahali.

The non-traditional household now occupies a larger portion of the overall pie. In 1976, single person, lone parent and other types of living arrangements accounted for 27% of all households in Kamloops. In 1991, this figure had increased to 36%. While the traditional or two-parent "nuclear family" remains the predominant lifestyle choice of Kamloops residents, a definite alternative lifestyle trend is apparent.



Income: The average household income in Kamloops in 1991 was \$44,440, which was lower than the averages for BC (\$46,910) and Canada (\$46,140). Average household incomes were highest in Aberdeen/Mt. Dufferin - \$63,230 - and Dallas/Barnhartvale - \$59,565.

The incidence of low income (percentage of families or single persons below an established low income figure) for city wide families dropped to 13% (2,425 of total families) in 1991 from 15% (2,535 families) in 1986. For single persons, however, the incidence of low income increased from 40% (2,735 of all single persons) in 1986 to 42% (3,350) in 1991.

The Median Employment Income chart shows that women do not share the higher paying jobs, despite the numbers of women over the age of 15 employed in the Kamloops labour force having increased substantially over the last 10 years. (40% of labour force in 1991; 43% in 1986; 46% in 1991).

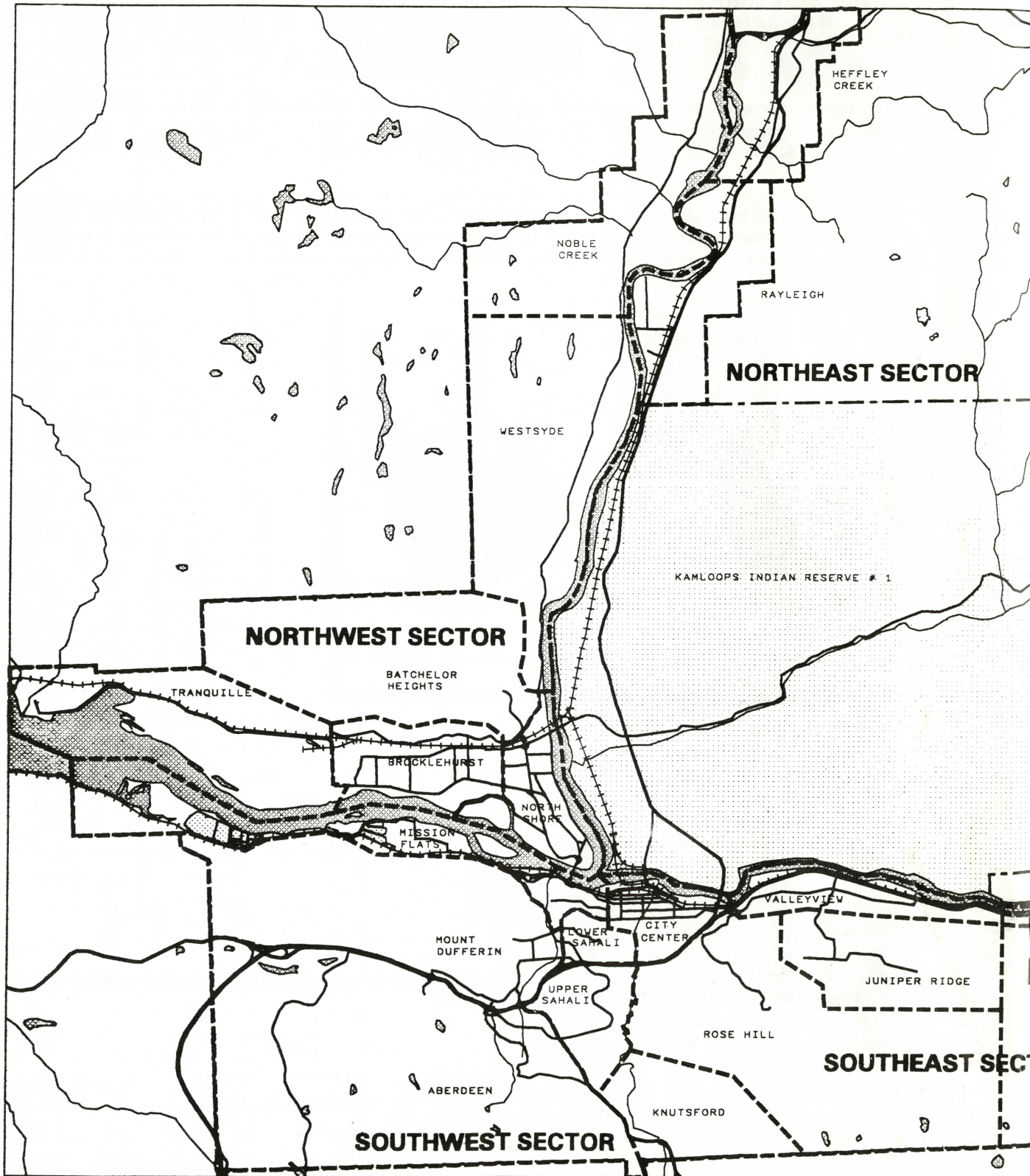
According to the 1991 census the highest percentages of low income tend to occur in neighbourhoods also having the highest proportion of lone parent families, single income households, and rental to home ownership ratio. This includes the City Centre, the North Shore, and Brocklehurst census areas.

MEDIAN EMPLOYMENT INCOME

	1986		1991	
	MALE	FEMALE	MALE	FEMALE
Kamloops	\$24,400	\$10,600	\$27,800	\$12,200
Prince George	\$27,400	\$10,800	\$32,300	\$13,200
Kelowna	\$16,700	\$9,400	\$22,450	\$12,700
British Columbia	\$22,300	\$11,300	\$26,800	\$14,700

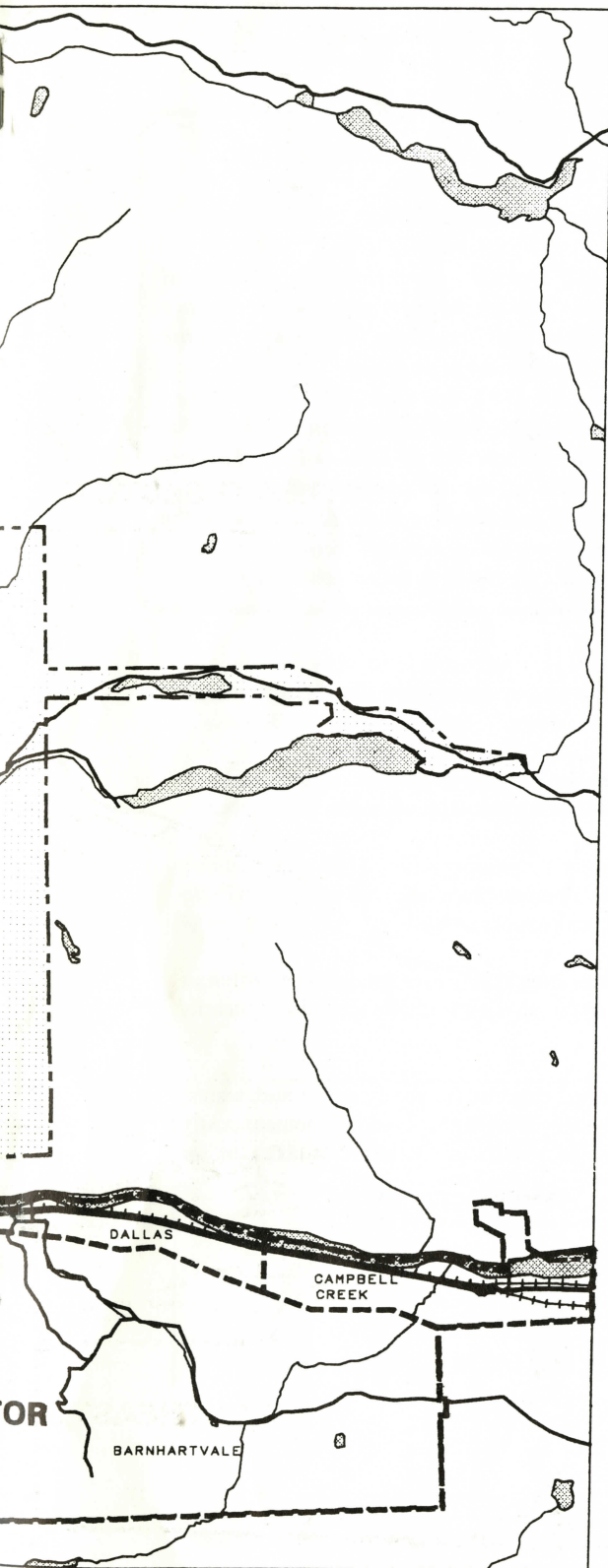
Source: Statistics Canada

KAMPLAN 1995 BACKGROUNDER: POPULATION & ECONOMY



KAMPLAN 1995

**MAP 2
PLANNING NEIGHBOURHOODS**



SCALE 1:120000

1000 0 1000 2000 3000 4000



METERS

KAMPLAN 1995 BACKGROUNDER: POPULATION & ECONOMY

POPULATION ...TRENDS & MAJOR ISSUES

Trends:

In 1990, KAMPLAN recognized and planned for a number of trends that still hold true today, including the following:

- ◆ an increase in retirees
- ◆ an aging population
- ◆ lower birth rates
- ◆ changing household characteristics - smaller household size; more lone parent families; trend toward more non-traditional households.

Since 1990, however, a number of additional trends have emerged, including:

- ◆ an increase in the city's youth population
- ◆ increases in the incidence of low income for single person's and in person's receiving social assistance
- ◆ an estimated 14% growth in population from 1991 - 1994

Major Issues:

KAMPLAN 1995 will have to continue to plan for these existing and emerging trends as they could make significant demands on city services and programs. Demands such as:

- an increasing seniors population, the Baby Boomers' bulge, and the dramatic increase in number of city residents relying upon income assistance will have a direct impact on future housing and transportation needs. Affordability, accessibility, and location will be key factors to plan for.
- the increase in younger age groups will impact schools and youth/young adult oriented services and programs. There will be an increasing demand for these services for adults, middle aged, and seniors as well.
- community changes will bring increased social demands and needs. Issues such as day care for children, different kinds of care for the elderly, the concept of aging in place, the needs of the physically challenged, and concerns relating to low income and poverty will become more prevalent.
- continued rapid growth places increased pressure on existing infrastructure capacity (ie. roads, sewer and, water) and on existing services (ie. community facilities, fire, police, and schools) . Further, it could perpetuate costly urban sprawl thus requiring the city to plan for major service expansion requiring increases in taxes and/or development cost charges.

BACKGROUNDER BULLETIN:

Social Assistance Recipients Increase

Recent statistics provided by Provincial Ministry of Social Services show the number of Kamloops residents receiving income assistance increasing over the last four years. In 1991, this included 6,675 people - or 10% of the total population. In 1994, this number increased by 60% to 10,500 people - or 14% of the city's estimated population. About 1 in 5 Kamloops children (4,000), the largest single group of recipients, live in families receiving income assistance.

KAMPLAN 1995 BACKGROUNDER: POPULATION & ECONOMY

Backgrounder Bulletin

1990 - 1994: Signs of a Healthier Economy

- Canada Games & spin-offs
- Record Building Permit values
- WeyCan: \$100 Million retrofit
- Significant Growth in the Accommodation/Tourism Sector
- Record Business licence activity.
- UCC: Degree granting status - major growth & expansion
- Sun Peaks Resort: \$60 Million retrofit

AN ECONOMY IN TRANSITION

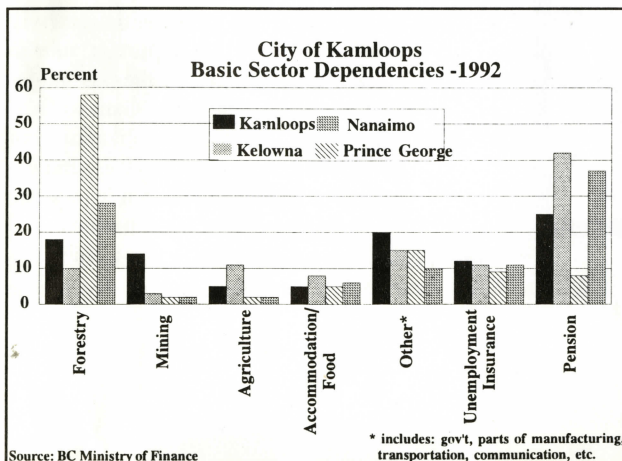
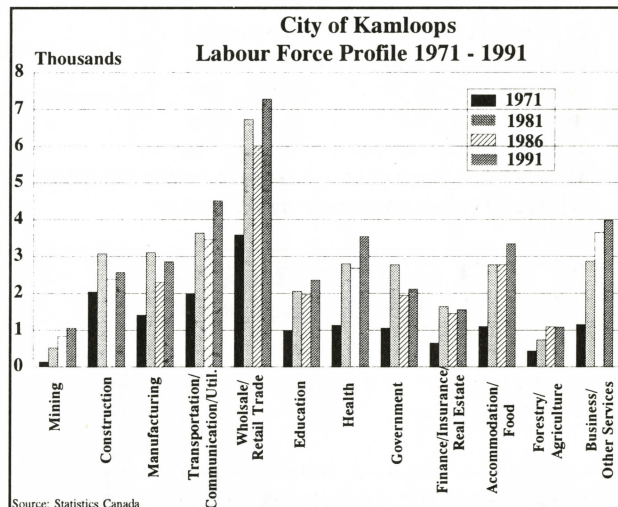
Since 1990, Kamloops has enjoyed a relatively healthy and stable economy. The dramatic population increase from 1986 to 1991 also resulted in a 15 % increase (1981 - 32,480; 1986 - 30,560; 1991 - 35,280) in the number of jobs in the same time frame. Employment levels in most sectors of the labour force have reached and/or surpassed 1981 peaks. Much like the rest of BC, Kamloops' strong economy over the last five years has been attributed to increased immigration, lower interest rates, record building permit activity, and greater consumer confidence.

Four sectors have tended to drive the Kamloops economy since the early '60's: mining, forestry, transportation/utilities, and public services. These basic sector activities, which are generated by external demand, are typically the higher wage earning positions and

the most stable. In 1981, of all Kamloops jobs 46.5% were in these sectors; in 1986 this figure dropped slightly to 45.6%, and in 1991 appears to have stabilized at 45.8%.

The redistribution of income from these four sectors creates approximately the same number of jobs in the goods and services industry. Employment in these categories, or non-basic activities including retailers, accommodation, food services, personal services, etc, generally tend to be lower paying and less stable.

Relative to other BC communities, Kamloops has a diversified economy with no one sector dominating the labour force.



Significant growth occurred from 1990 - 1994 in the number of existing businesses in the city. Business licence records show the number of businesses at 3,252 in 1986; 3,730 in 1991; and 4,177 in 1994, with the increase in new businesses predominantly small or home-based.

Kamloops' unemployment rate has declined significantly since the early '80's but is higher than the overall BC rate. Despite a relatively stable economy from 1990 - 1994 the city's unemployment rate increased noticeably. This is due to a number of factors: the popularity/desirability of the community; the lure of higher paying jobs in the basic sectors of the economy; the seasonality of the tourism sector; and, the number of migrants moving to the city seeking employment.

KAMPLAN 1995 BACKGROUNDER: POPULATION & ECONOMY

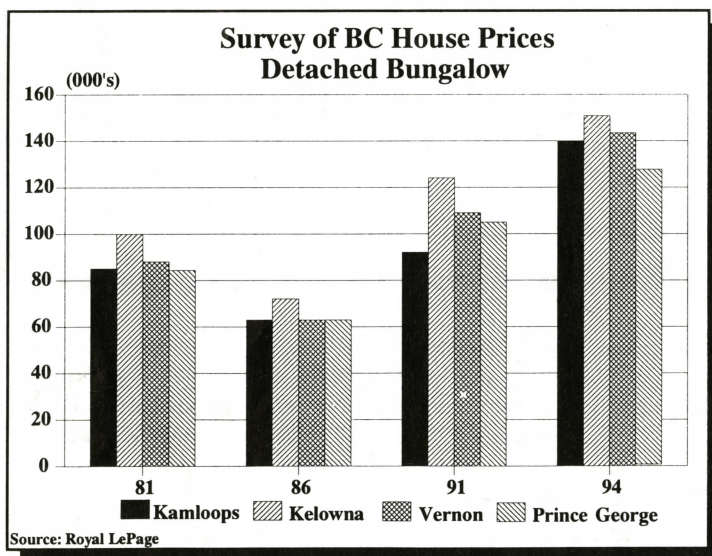
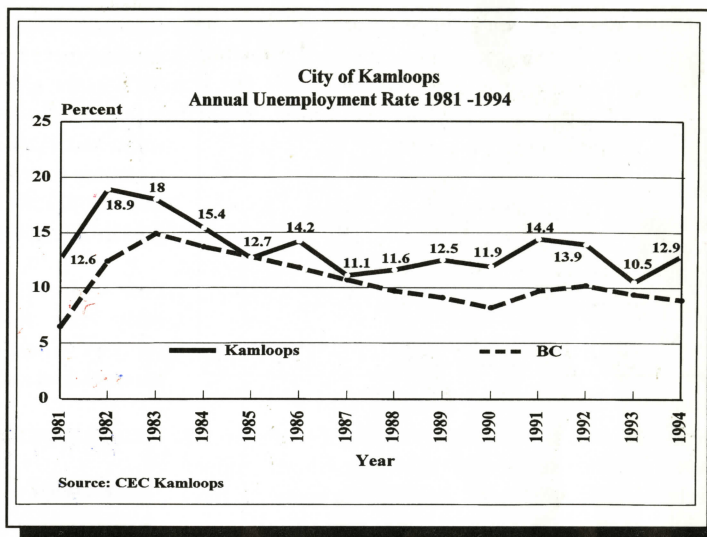
ECONOMY ...MAJOR ISSUES & TRENDS

In 1990, KAMPLAN identified and planned for a number trends that are present today, including:

- ♦ the Kamloops economy is built on higher paying jobs that are decreasing in number.
- ♦ lower paying, personal services and non-traditional employment is increasing.
- ♦ the number of women participating in the labour force continues to rise.

Since 1990, however, a number of additional trends have emerged, including:

- ♦ despite the significant growth over the last five years, the share of employment in the four major sectors has remained stable. In fact, there is increasing pressure for future downsizing. For instance, CN/CP & BC Tel restructurings; taxpayers demanding more for less from all levels of government; reductions in the forestry sector annual allowable cut; and Afton and Highland Valley mines nearing exhaustion.



- ♦ Kamloops has had major advantages over its counterparts with respect to lower housing costs. This has attracted people either leaving the lower mainland for other parts of BC or migrating from across Canada, because of affordability, quality of life and retirement. Today, as the graph to the left shows, Kamloops no longer holds this distinct advantage.

- ♦ Federal and Provincial initiatives will continue to play an important role in Kamloops' economy. In the past major events such as the Canada Games, UCC expansion, the regionalization of provincial government services, and the federal/provincial infrastructure program created employment opportunities

and injected taxpayers dollars back into the

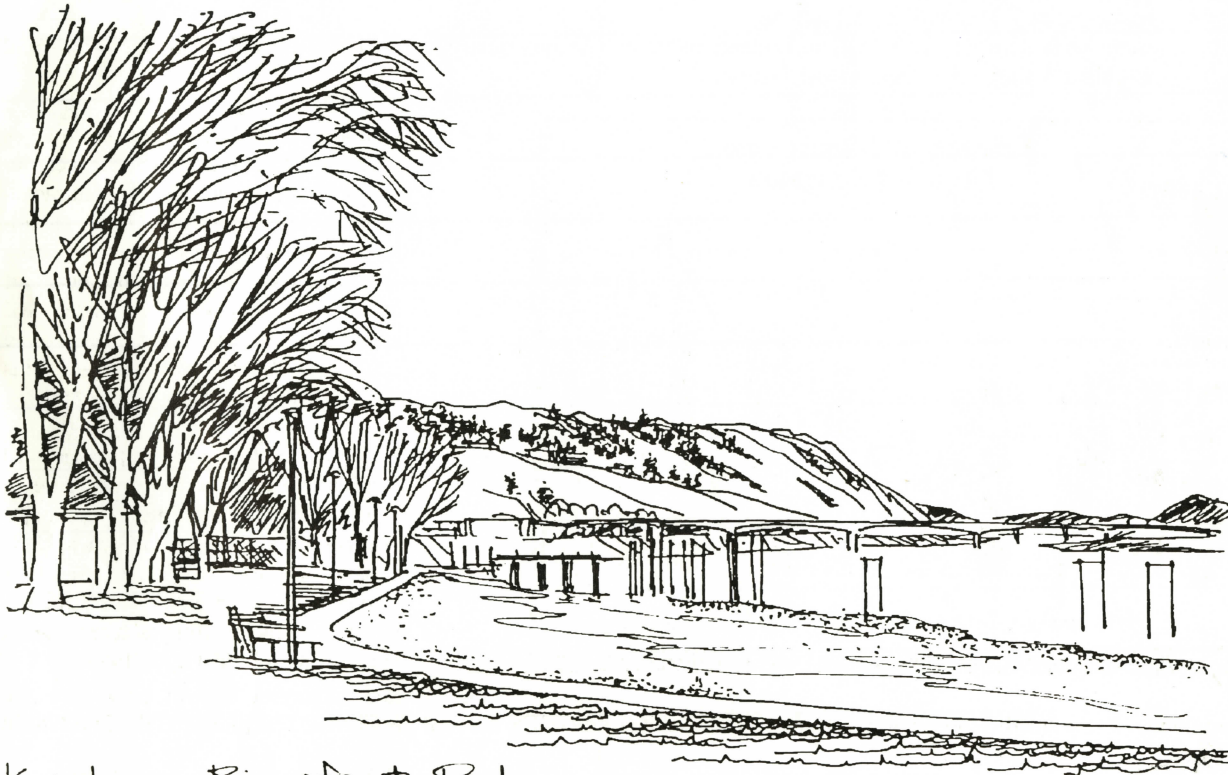
community. It appears this trend will continue with the construction of the new Library/TNRD complex, and the Psychiatric facility.

KAMPLAN 1995 BACKGROUNDER: POPULATION & ECONOMY

Major Issues:

KAMPLAN 1995 needs to address these existing and emerging trends as they will impact City services and programs in a number of ways:

- increased social concerns and needs. Lifestyle, costs, climate and the attractiveness of the community have contributed greatly to Kamloops' growth over the last 10 years. However, jobs have not been the driving force as was the case in the 60's and 70's. The trend to lower paying, less stable jobs could mean we become a less affluent community. Issues such as affordability, accessibility, or reduced taxes/reduced service levels may become more prevalent.
- changing industrial/commercial needs. Traditional large-scale employment generators (Weyerhaeuser, Afton/Highland Valley, CN/CP) are unlikely to be attracted to Kamloops. More realistically, Tourism and the small business sector will lead new job creation activities. The need for land, space, and a well trained labour force should direct economic development efforts.
- Quality of Life. Kamloops' quality of life has become an economic generator. Will this continue, and how do we accommodate new development while protecting our existing community liveability?



Kamloops Riverfront Park

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The City of Kamloops would like your input into the KAMPLAN process. If you have any comments or concerns on this or any other backgrounder, or if you wish to make a general statement, please provide your comments below and submit them to:

This image shows a single sheet of white, lined notebook paper. The paper has horizontal ruling lines spaced evenly down its length. There are approximately 20 lines visible. The paper appears slightly aged or off-white. There is no handwriting or other markings on the page.

KAMLOOPS TOMORROW: BE INVOLVED. PROVIDE INPUT.