



## CITY OF HARRISONBURG CITY MANAGER

409 SOUTH MAIN STREET, HARRISONBURG, VA 22801  
OFFICE (540) 432-7701 • FAX (540) 432-7778

TO: Harrisonburg City Council  
FROM: Ande Banks, City Manager  
DATE: June 28, 2024  
RE: Population Analysis Consideration

**Summary:** At the June 25, 2024 Harrisonburg City Council meeting Councilmembers asked that I review and prepare a process by which the City might conduct a population analysis with the assistance of the Weldon Cooper Center.

**Background:** As City Council continues to consider significant public policy issues including, affordable housing, public service delivery and capital investments, it is clear that more accurate population data is necessary. To this end, City staff contacted the Weldon Cooper Center for a proposal to provide that analysis.

The scope of services the staff of Weldon Cooper proposed includes:

1. Examine the city's population and housing trends since 2000 (including births, age composition, building permits, household types, persons per housing unit, etc.).
2. Examine the city's school-age population and public school enrollments, as well as private school and home school enrollment trends since 2000.
3. Calculate and examine student generation rates for the city based on different housing types and neighborhoods. This will include projecting future 5-and 10-year enrollments with scenarios that account for new home construction and the city's demographic trends.
4. Address methodological considerations for producing future school enrollment projections in Harrisonburg to account for both new residential construction and the city's demographic trends.



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5. Project the city's total population in 2030, 2040, and 2050, adjusting for the undercount in the 2020 Census.

If approved it is anticipated this contract will began September 1, 2024.

**Key Issues:** Consultant contract for population analysis.

**Environmental Impact:** None

**Fiscal Impact:** Proposed cost is \$75,000

**Prior Actions:** None

**Alternatives:** (a) Delay the population analysis for future consideration  
(b); or don't conduct a population analysis at this time.

**Community Engagement:** N/A

**Recommendation:** It is the recommendation of City staff that City Council empower the City Manager to enter into a contract with the Weldon Cooper Center to conduct a population analysis.

**Attachments:** N/A

**Review:**



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*The initiating Department Director will place in Legistar, in sequence of transmittal, the names of each department that must initial their review in order for this item to be placed on the City Council agenda. The completion of review only addresses the readiness of the issue for Council consideration. This does not address the recommendation for approval or denial of the issue.*

