



American Planning Association  
**California Chapter**

*Making Great Communities Happen*

**TO: APA California Chapter Board**

**FROM: Virginia Viado, Vice President of Administration**  
**Miroo Desai, AICP, Membership Inclusion Coordinator – North**  
**Anna Vidal, Membership Inclusion Coordinator – South**

**DATE: January 11, 2013**

**SUBJECT: Membership Inclusion Program Update**

Recommended Action:

Receive and file the report prepared by the Membership Inclusion Coordinators.

Background:

The 2012 Diversity Summit at the 2012 State Conference was well attended and included guest speakers Mitch Silver, AICP, APA National President and Dr. Leobardo Estrada, PhD, Associate Professor of Urban Planning at the UCLA School of Public Affairs, Department of Urban Planning. The attached information provides a summary of the event and presentation materials from the panel.

Fiscal Impact:

*None identified.*

Attachments:

*2012 Diversity Summit Summary and Presentation materials.*



## Diversity Summit Report 2012

This year's APACA Diversity Summit was held on Sunday, October 21, 2012, the first day of the annual planning conference held in Rancho Mirage, CA. We had over 100 conference attendees attend the event.

### Agenda

#### **Census Trends for Planning and Policy: Diversity Summit 2012**

APA California Chapter Conference

Rancho Mirage, California

Sunday, October 21

4:30-6:00 P.M.

**ABSTRACT:** *This year's California Chapter Diversity Summit deepen planners' understanding of statewide demographic trends to inform local land use planning and public policy, with particular emphasis on underserved communities, communities of color, and the planners who work in those communities. This session goal was to provide guidance for California planners on how to translate the Census 2010 data into everyday project, program, and policy guidance, providing relevant case studies and resources. Sample areas of focus had included effective public engagement strategies for communities with shifting demographics and navigating the changing fiscal resource landscape. The Summit featured American Planning Association President Mitchell Silver as the opening speaker, setting the national demographic context. The Summit keynote provided by Dr. Leobardo Estrada, PhD, focusing on California's unique planning and policy landscape. Dr. Estrada is Associate Professor of Urban Planning at the UCLA School of Public Affairs, Department of Urban Planning. State Membership Inclusion Directors Connie Galambos Malloy and Anna M. Vidal provided a brief overview of current Chapter diversity initiatives, trends, and opportunities for members to engage at the Section level.*

**4:30-4:35**

**Welcome & Overview - Connie Malloy, CCAPA Membership Inclusion Director – Northern**

**4:35-4:50**

**Opening – Mitchell Silver, APA National President**

- National context for demographic change that shapes planning & public policy and APA's Diversity efforts.

**4:55-5:30**

**Keynote - Leobardo Estrada , Professor of Urban Planning, UC Los Angeles**

- The U.S. Census in California – what did we expect? What emerged as surprises?
- Analysis of five key statewide planning & public policy issues
- Navigating demographic, community, municipal, and political change

**5:30-5:50**

**Moderated Reactions & Reflections - Mitchell Silver, APA National President**

**5:50-6:00**

**Diversity Summit Wrap-up - Anna Vidal, CCAPA Membership Inclusion Director – Southern**

**Notes**

After a brief welcome, Connie Malloy introduced APA President Mitchell Silver, AICP, who then began by calling out APA President-Elect Bill Anderson, AICP, and APA Executive Director Paul Farmer from the audience. Mr. Silver then explained that social equity and fairness have been an integral part of urban planning since the profession's inception, as evidenced by their inclusion in APA's past and present principles. Mr. Silver then asked the audience "what is the new normal?", and answered that demographic trends show the rise of the inclusive community, and that while planners are "on the front lines" and are "guardians of the future," APA membership and AICP certification does not currently reflect the new normal. Mr. Silver further elaborated that there are indeed consequences for no action, and that planners should avoid even mentioning sustainability if equity, one of sustainability's three E's, is not seriously considered, a phenomenon he referred to as "equity washing." APA has and continues to address this, according to Mr. Silver, through the Changes Faces of America track at the last national conference, as well as through the Ambassadors Program. Mr. Silver then introduced Dr. Leobardo Estrada, PhD, Associate Professor of Urban Planning at the UCLA School of Public Affairs, Department of Urban Planning.

Dr. Estrada began his keynote presentation with the idea of California as a "great experiment," and shared personal anecdotes of how outside observers are fascinated with how relatively conflict-free this experiment has been. Between the 2000 and 2010 Census in California, Asians and Latinos have increased in population and in "momentum," while Whites and Blacks have decreased in both. There is also a growing elderly population in California, as well as significant changes in household types and homeownership. California also has the highest percentage of foreign-born people in the US, yet that has been the case since the 1860 Census; this poses a tremendous challenge to crisis coordinators and managers, for example, who often must urgently communicate in languages other than English. Part of the great experiment is the lack of programs for immigrant integration, resulting in a "sink or swim"

situation. As for planning implications, current projections show an increase in property values, building permits, and government employment, all resulting in increases in staffing that should reflect the diverse community, as well as increased revenues that should then be spent on development that reflects the diverse community's values. Furthermore, the language and cultural barriers must be considered in public participation and in public safety and crisis planning. The most important takeaway from all of this, according to Dr. Estrada, is simply the need for "understanding" of this diversity - racial, generational, and otherwise - by the planning profession; Mr. Silver had previously explained that diversity is the valuing of different perspectives.

After the keynote presentation, the summit was opened for question/comment-and-answer.

1. The first question was simply how should we move forward to ensure that planners reflect the community, to which Mr. Silver replied that planning is for tomorrow and for the younger generations, for which extra work is needed to ensure that public comment has the proper representation, which includes more use of social media.
2. A Los Angeles County planner then asked how can planners best address the educational and generational gap; Mr. Silver answered that planners need to sell schools and education as economic development in order to change prevailing attitudes, as planners play a role in making our cities competitive in our global economy.
3. The third question was on how to break down the silos within the profession and the community at large, to which Dr. Estrada spoke of the differences in expectations from planning between the first, second, and third generations of immigrants and their varying degrees of exposure to the US system. Mr. Silver elaborated that the mature generations often plan for their own needs, even though it is the younger generations that will implement the plans.
4. APA President-Elect Bill Anderson then asked how to best deal with the trend of people relocating back to the cities, eventually leading to a surplus of single-family housing stock, to which Dr. Estrada explained that different generations have different norms when it comes to density; the demand for sprawl may in fact decline, and thus density must be presented differently.
5. The fifth question was how are business dealing with the demographic trends presented by Dr. Estrada, to which Mr. Silver replied that planners were five years ahead of realtors in predicting higher demand for smaller units and higher densities without necessarily going vertical. Mr. Silver also warned of the ticking time bomb of housing stock quality, as many of the homes built in the recent housing boom are of much lesser quality than those built shortly after World War II. Dr. Estrada then explained that aging-in-place has not been addressed on a large scale, for which the allowance of granny flats/accessory dwelling units can address.
6. The next comment from the audience was on the need to rethink homeownership as a proxy for stability; Mr. Silver shared the results of a bipartisan study that younger generations prefer to rent over owning a home. Dr. Estrada then explained that there is still a correlation between

home ownership and other quality of life factors such as crime, yet this correlation may decrease over time.

7. What about gated communities, asked the next audience member, to which Mr. Silver expressed bewilderment that such communities were allowed in California, as they are not permitted in Raleigh, NC due to the false sense of security. Dr. Estrada explained that gated communities have in fact created a new conflict: HOAs.
8. The next question was on whether second and third generations of immigrants learning English and assimilating still occurs, to which Dr. Estrada explained that this process still continues but is decelerating, since for example, a second or third generation immigrant can live in San Francisco's Chinatown and get by just fine without English.
9. The next three questions were answered in rapid-fire style. First, what resources are available from the California Chapter on this topic, for which past California Chapter President Kurt Christiansen suggested a partnership with AARP.
10. How do planners address the lack of awareness in the value of planning, especially among college students, for which Mr. Silver suggested marketing to the general public planning and economic development as one.
11. Moreover, how do planners address the lack of interest in joining APA within the profession, again especially among college students, for which Anna Vidal expressed the need for strong advocacy for students. Ms. Vidal also announced that the APA website will soon be revamped to include additional resources.

After the Q&A, Ms. Vidal thanked everyone for attending, and wished everyone a productive conference.

## Conclusion

We have concluded that since we had a huge success by adding Ethics credits, we will continue the tradition next year. We are researching future topics for the Diversity Summit 2013 and one of the ideas is Food Systems. We will be having a conference call with the Section Membership Inclusion Directors on January 15, 2013, to begin brainstorming for the 2013 Diversity Summit.

## Appendix

A – Welcome & Opening Power Point Presentation

B – Mitchell Silver, Power Point Presentation

C – Leo Estrada's Presentation



# ***Census Trends for Planning & Policy***

**Diversity Summit**

**October 21, 2012**

**4:30 - 6:00 PM**

# Diversity Summit Agenda

- Overview – *Connie Malloy, CCAPA Board*
- Opening – *Mitchell Silver, AICP*
- Keynote – *Dr. Leobardo Estrada, Ph.D.*
- Reflections – *Audience*
- Next steps – *Anna Vidal, CCAPA Board*





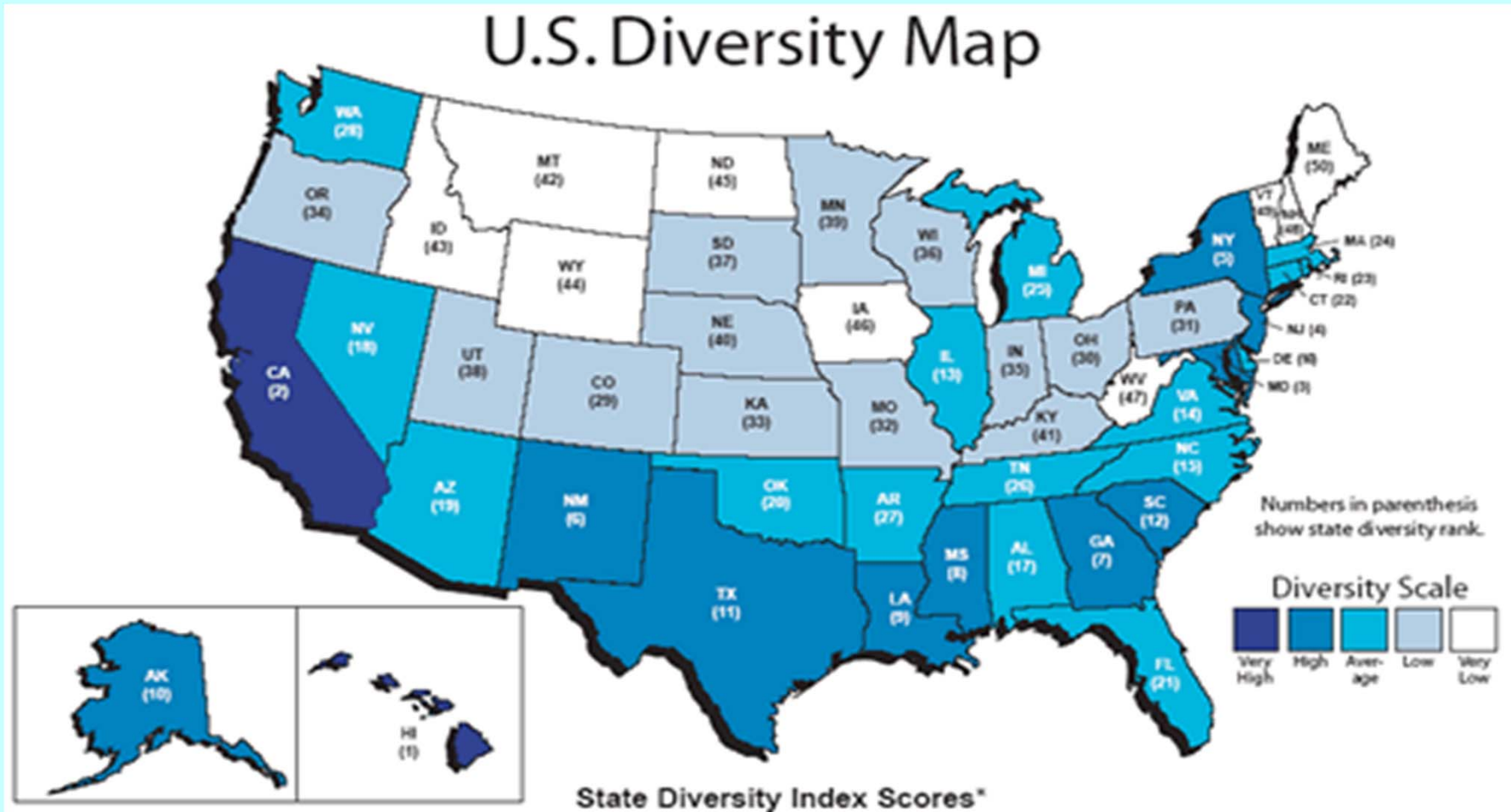
# Diversity Summit History

- 2006 Adding Color to the Profession
- 2007 Crossing Borders and Breaking Barriers
- 2008 Top 10 Planning Issues for Communities of Color
- 2009 Diversity in Planning
- 2010 Plan to Thrive, not just Survive
- 2011 California's Changing Face
- 2012 Census Trends for Planning & Policy

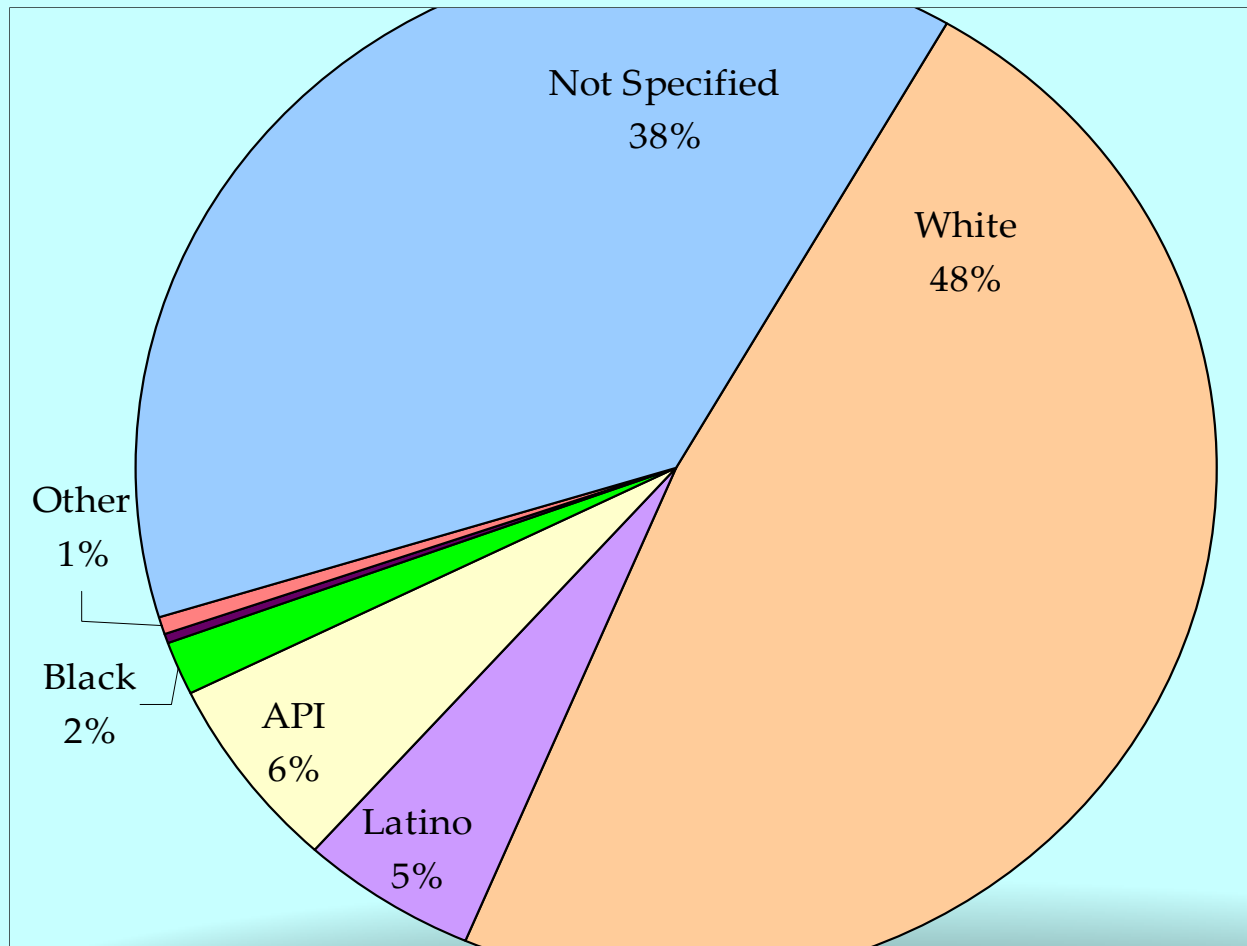
***Today marks our seventh summit!***



# California Sets the Trend



# CA Membership Demographics

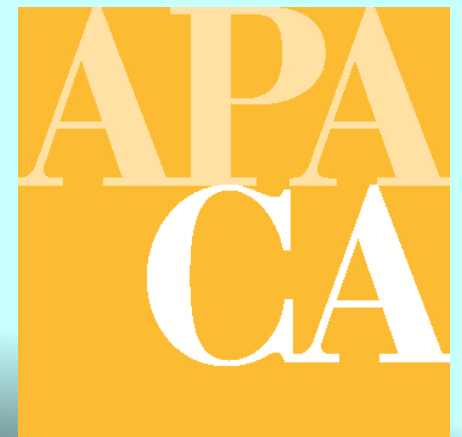


Source: APA  
National 2011



# Section Membership Inclusion Directors

- Monique Acosta, Los Angeles
- Connery Cepeda, San Diego
- Miroo Desai, Northern
- William Hoose, Orange
- Nelson Miller, Inland Empire
- Lilly Okamura, Central Coast
- Derek Wong, Sacramento



# Diversity Summit Contacts



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# UNDERSTANDING CALIFORNIA'S NEW DEMOGRAPHIC TERRAIN: IMPLICATIONS FOR PLANNING

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Leo Estrada, PhD

Luskin School of Public Affairs

UCLA

# CALIFORNIA DEMOGRAPHICS

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A Look at the State

# What we Expected

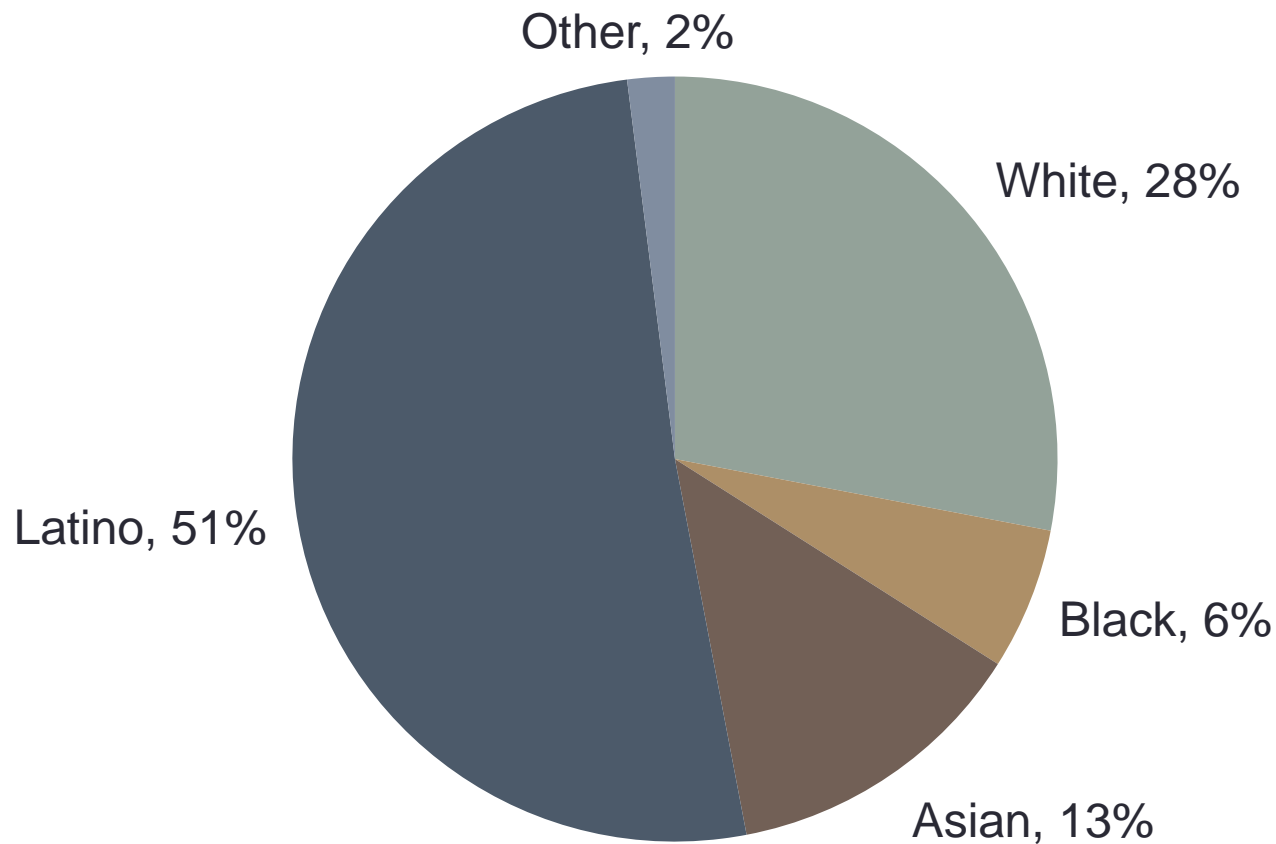
- California's population will continue to grow although at lower rates than in the past
  - 20 Million in 1970 to 37.2 Million in 2010
- Continued higher growth of Hispanics and Asians
  - 2.4 Million in 1970 to 14 Million in 2010
  - 1.5 Million in 1970 to 4.9 Million in 2010
  - Hispanic growth in 3,000 of 3,141 counties
- The Inland Empire, Sacramento region and San Joaquin Valley grew the most in the last decade



# Demographic Change: California 2000 to 2010

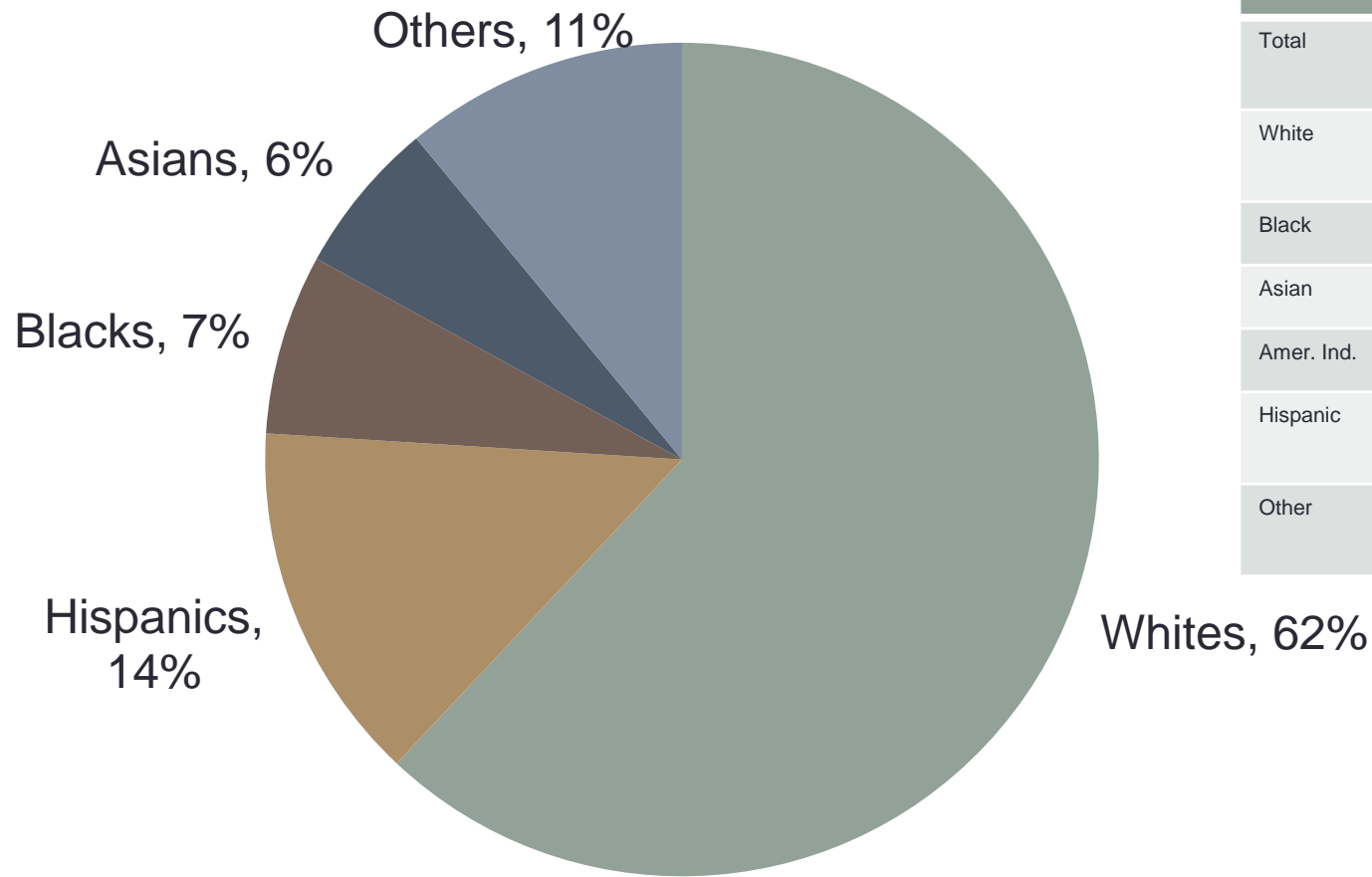
Race and Hispanic Origin	Numerical Change	Percent Change
Total, All Races	3,382,308	10%
Hispanic or Latino	3,047,163	27.8%
Not Hispanic or Latino		
White	-860,537	-5.4%
Black	-18,122	-0.8%
Amer. Indian	-16,734	-9.3%
Asian	1,126,210	30.9%
Hawaiian/PI	28,841	23.9%
Some other Race	13,906	19.4%
Two or more Race	65,581	7.3%

# Births by Race/Ethnicity in CA



	Number	%
Total	527,020	100.0
White	146,402	27.8
Black	31,090	5.9
Amer. Ind.	2,412	0.5
Asian	67,736	12.9
Hispanic	270,236	51.3
Not Stated	9,144	1.7

# Deaths by Race/Ethnicity in CA



	Number	%
Total	228,622	100.0
White	141,060	61.7
Black	16,232	7.1
Asian	14,403	6.3
Amer. Ind.	685	0.3
Hispanic	31,321	13.7
Other	24,691	10.8

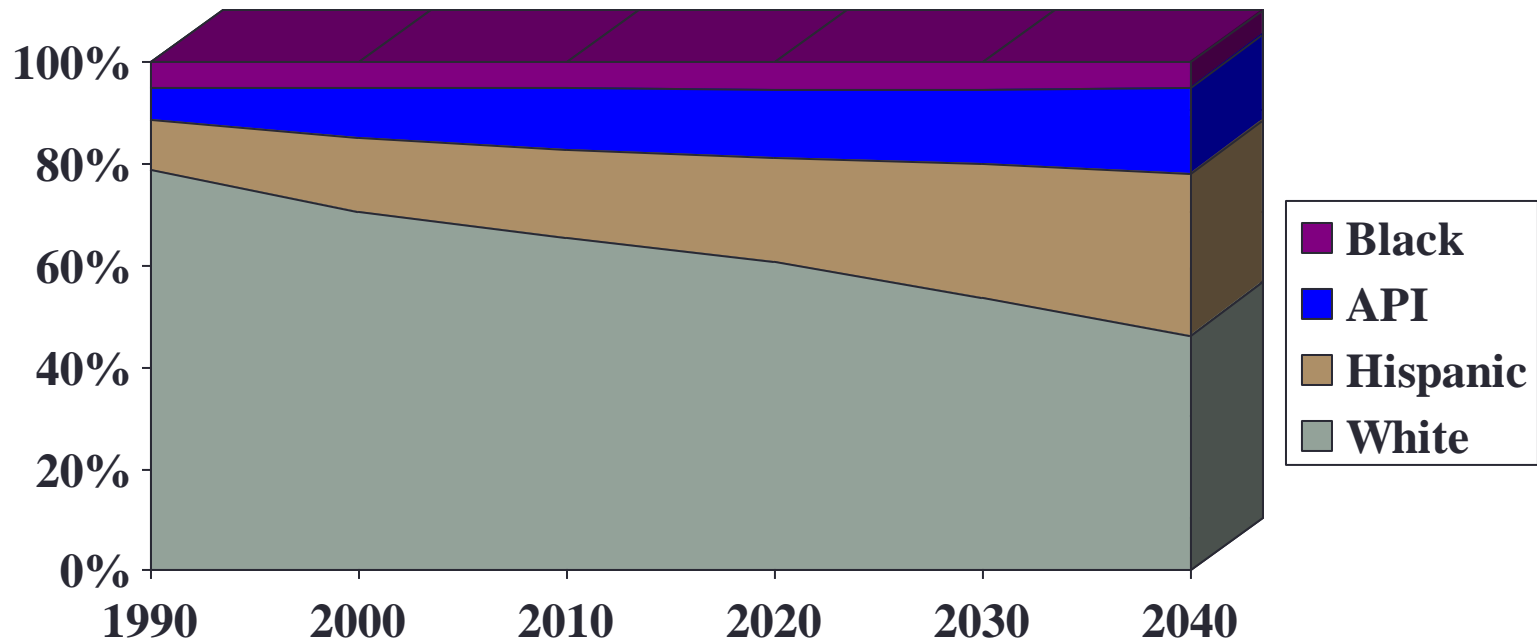
# What we Expected

- With a decline births and in-migration of younger populations, the median age of California populations is increasing

## Change in 60+ Population: California 2000 to 2010

Race and Hispanic Origin	Numerical Change	Change in Median Age
Total, All Races	1,987,068	1.9
Hispanic or Latino	718,821	2.1
Not Hispanic or Latino		
White	603,357	<b>4.3</b>
Black	110,393	<b>3.6</b>
Amer. Indian	11,411	<b>4.2</b>
Asian	530,000	<b>3.5</b>
Hawaiian/PI	10,131	3.1
Some other Race	2,791	1.1
Two or more Race	164	-2.1

# Growing Elderly Population



California's elderly population will increase from 3.7 million in 1990 to 10.1 million in 2040

# What did we not expect

- Strong decline in family households
  - Female households with children
  - Living alone
- Increases in owner occupied housing units
  - Especially for Asians, but also for Hispanics and Hawaiian and Pacific Islanders

# Change in Household Type: California 2000 to 2010

Race and Hispanic Origin	Family Households	Family Households with Children	Female Households, no Husband	Living Alone
Total, All Races	<b>9.1%</b>	<b>0.8%</b>	<b>15.8%</b>	<b>8.2%</b>
Hispanic or Latino	29.7%	17.8%	43.1%	43.1%
Not Hispanic or Latino				
White	-5.0%	-15.3%	-3.1%	-0.6%
Black	-0.6%	-12.8%	0.5%	13.7%
Amer. Indian	-8.1%	-22.8%	-5.5%	6.5%
Asian	35.3%	20.9%	43.5%	46.4%
Hawaiian/PI	29.6%	10.9%	38.1%	36.3%
Some other Race	11.0%	2.7%	23.3%	3.1%
Two or more Race	-3.9%	-7.1%	7.9%	-4.6%



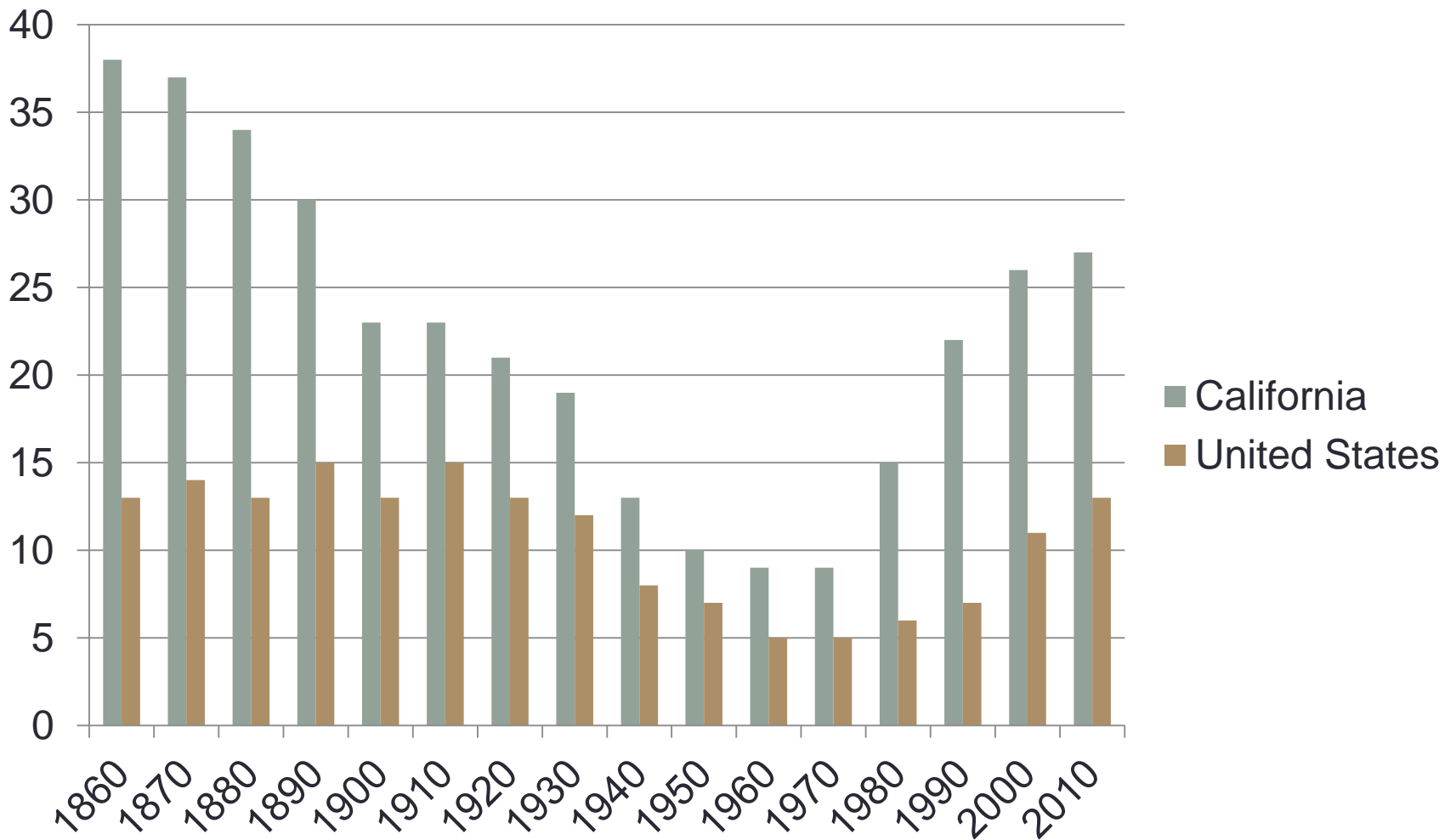
# Changes in Owner/Renter Status: California 2000 to 2010

Race and Hispanic Origin	Occupied Housing Units	Owner Occupied	Renter Occupied
Total, All Races	<b>1,074,628</b>	<b>7.5%</b>	<b>11.8%</b>
Hispanic or Latino	818,488	34.2%	30.1%
Not Hispanic or Latino			
White	-189,225	-3.6%	-1.3%
Black	31,331	-0.1%	6.7%
Amer. Indian	-2,975	-1.4%	-8.0%
Asian	413,241	43.0%	31.1%
Hawaiian/PI	7,986	27.1%	32.0%
Some other Race	1,730	3.7%	11.9%
Two or more Race	-5,948	-0.6%	-3.7%

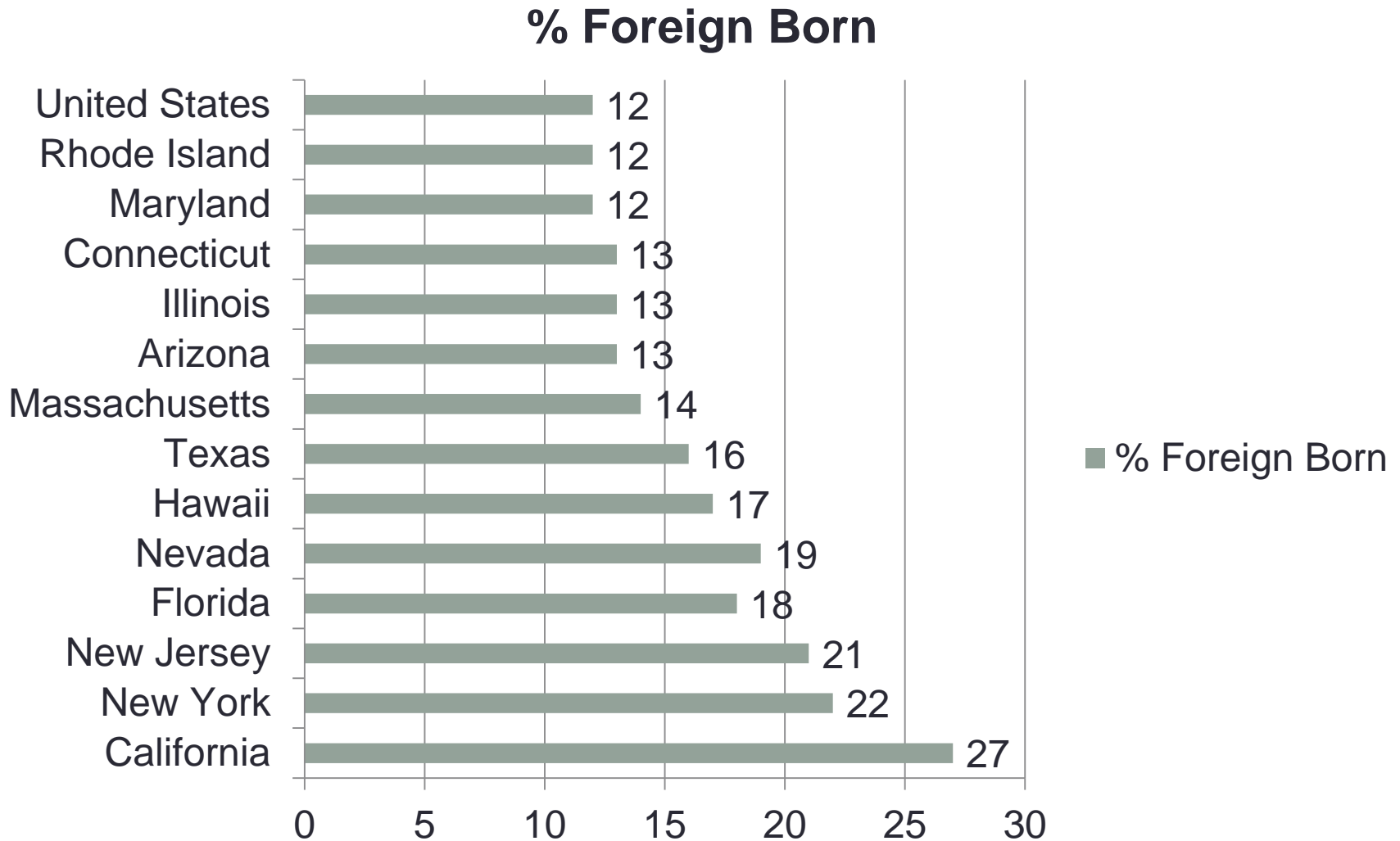
# What we Expected

- Continued immigration from abroad but at a lower rate than in the past
- California remains the State with the highest proportion of foreign born (27%)
- Continued diversity from all over the globe

# % Foreign Born 1860-2010



# States by Percent Foreign Born



# Immigrants to California

Mexico	Philippines	China	Vietnam	El Salvador
Korea	India	Guatemala	Taiwan	Iran
Canada	Japan	Hong Kong	Germany	U. Kingdom
Nicaragua	Peru	Laos	Russia	Thailand
Armenia	Ukraine	Cambodia	Honduras	Indonesia
Cuba	France	Colombia	Israel	Italy
Pakistan	Egypt	Lebanon	Portugal	Argentina
Brazil	Romania	Iraq	Poland	Netherlands
Burma	Ireland	Ecuador	Chile	Syria
Nigeria	Afghanistan	Australia	Ethiopia	Panama
South Africa	Belize	Hungary	Turkey	Spain
Yugoslavia	Greece	Costa Rica	Jamaica	Bangladesh
Sweden	Belarus	Jordan	Uruguay	

# Language Use in Selected Counties

Language other than English Spoken in the Home	Percent
San Diego County, CA	36.3
Orange County, CA	44.4
Los Angeles County, CA	47.7
Ventura County, CA	37.4
Riverside County, CA	39.5
San Bernardino County, CA	40.5
Kern County, CA	41.0

## THREE-PART DEFINITION

**IMPROVED  
ECONOMIC  
MOBILITY**

**RECEIVING  
SOCIETY  
OPENNESS**

**ENHANCED  
CIVIC  
PARTICIPATION**

## INDICATOR CATEGORIES

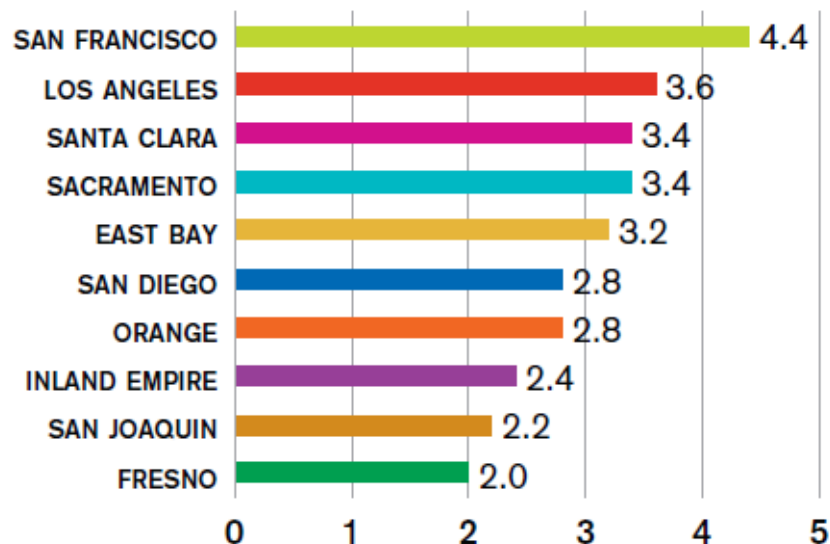
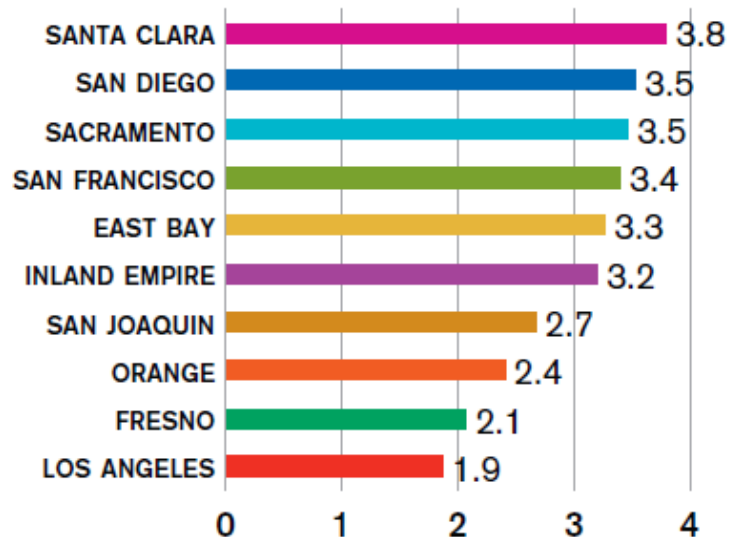
**ECONOMIC SNAPSHOT**

**ECONOMIC TRAJECTORY**

**WARMTH OF WELCOME**

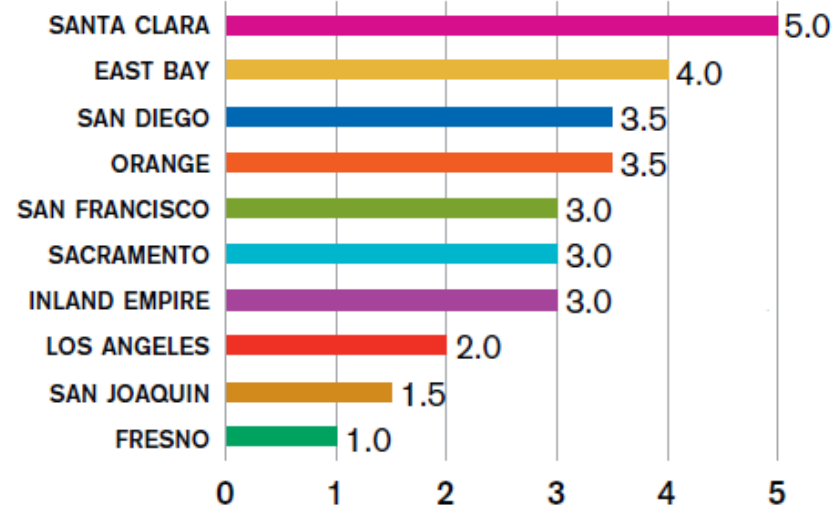
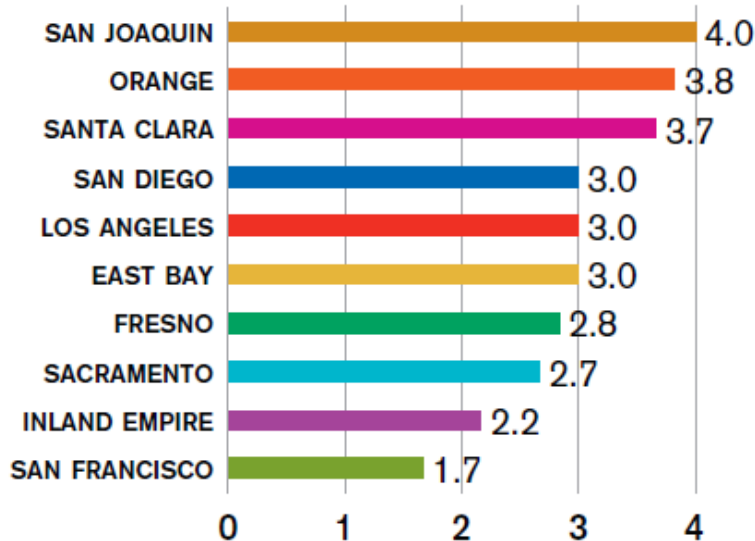
**CIVIC ENGAGEMENT**

# ECONOMIC SNAPSHOT



# WARMTH OF WELCOME

# ECONOMIC TRAJECTORY



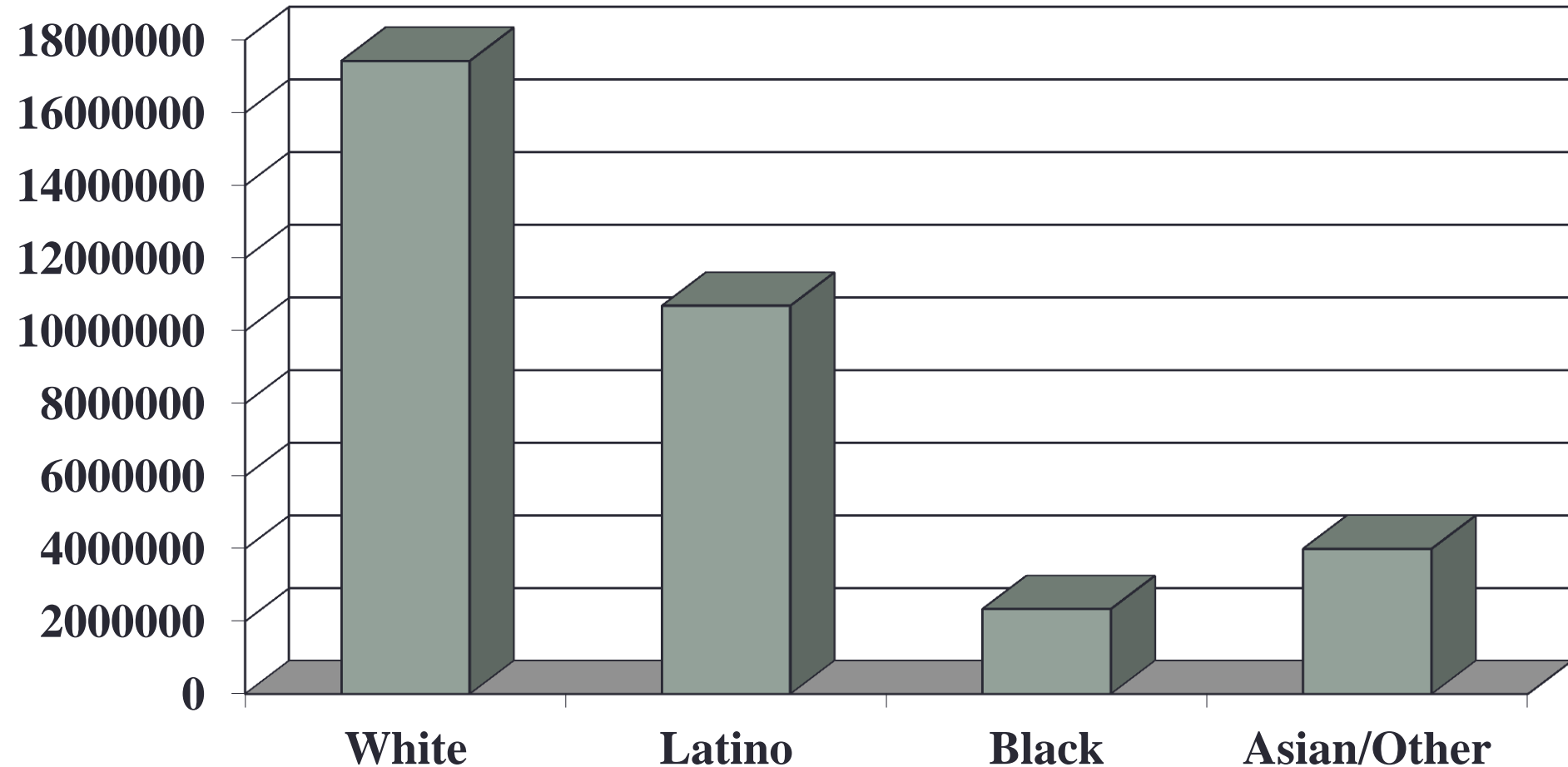
# CIVIC ENGAGEMENT



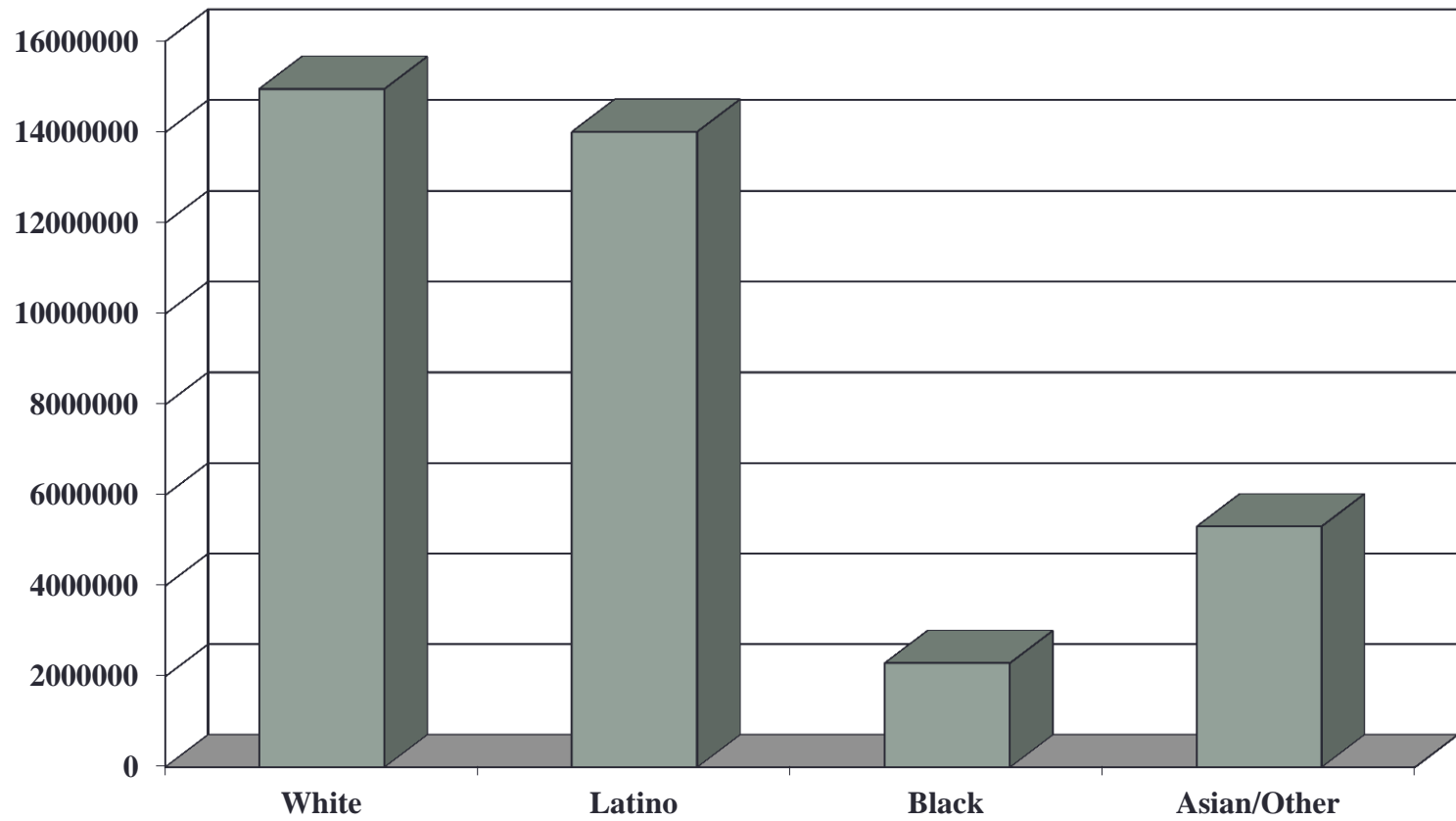
# What we Expected

- California has no majority population

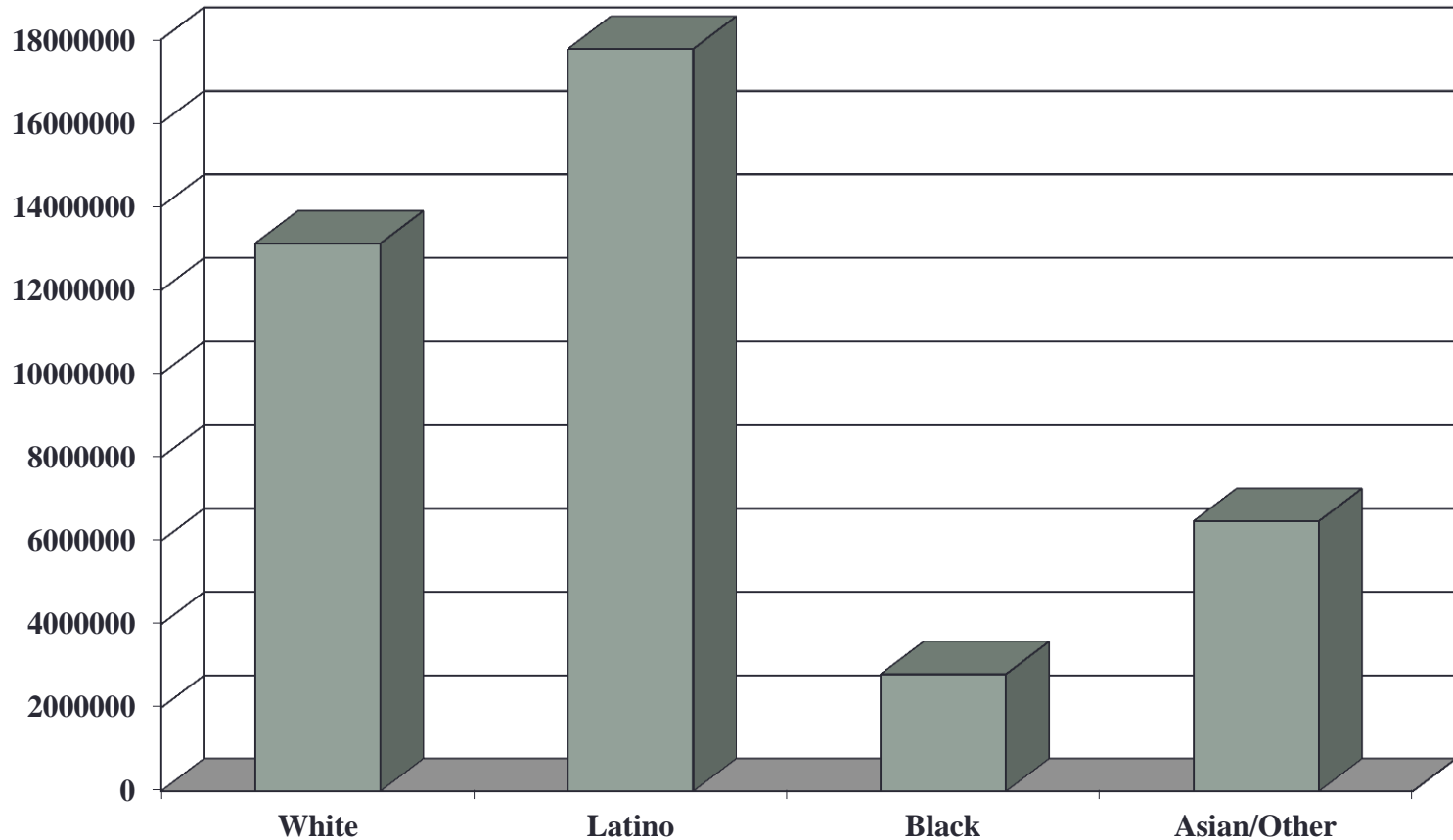
# California Population by Race and Ethnicity, 2000



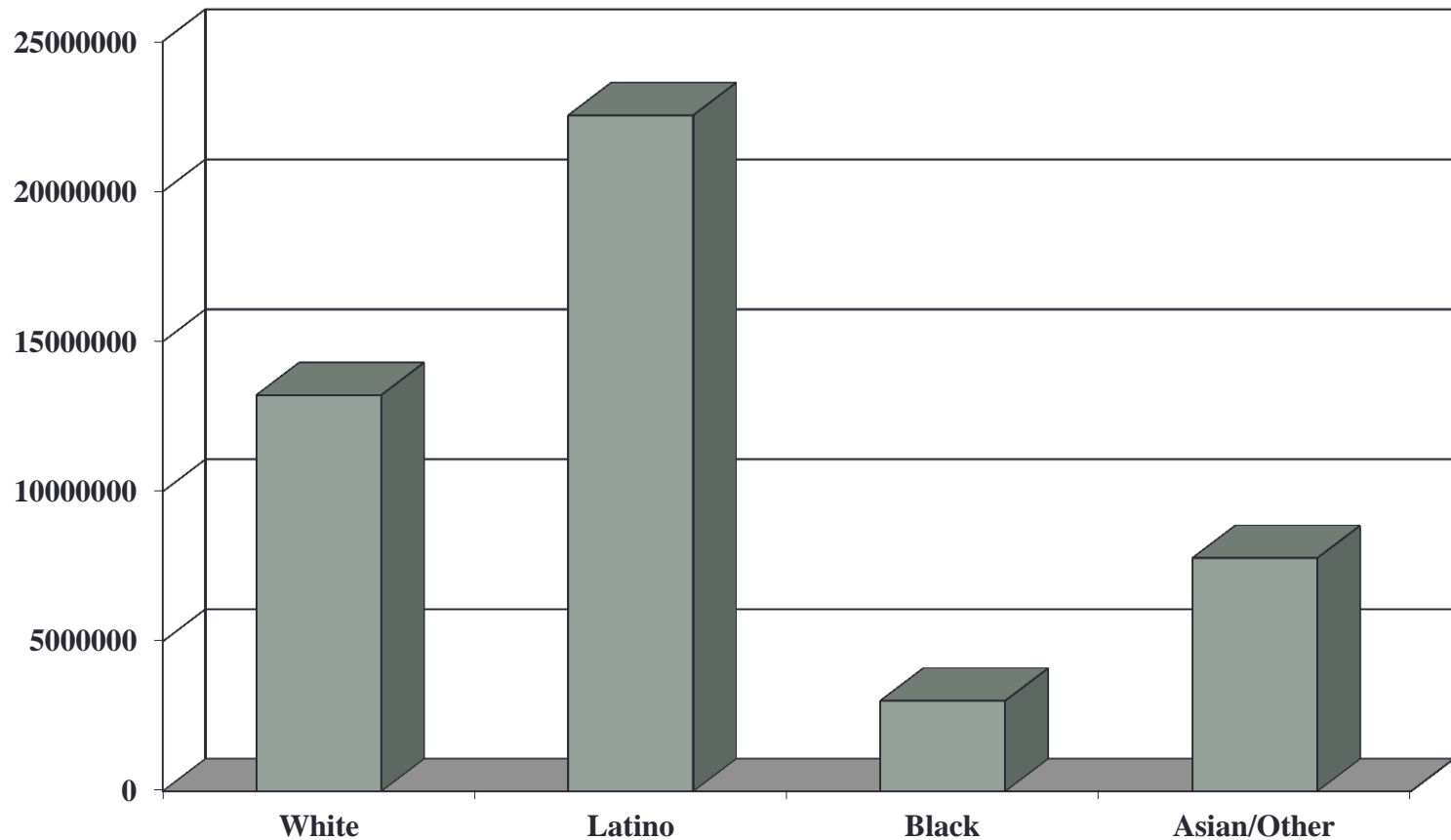
# California Population by Race and Ethnicity, 2010



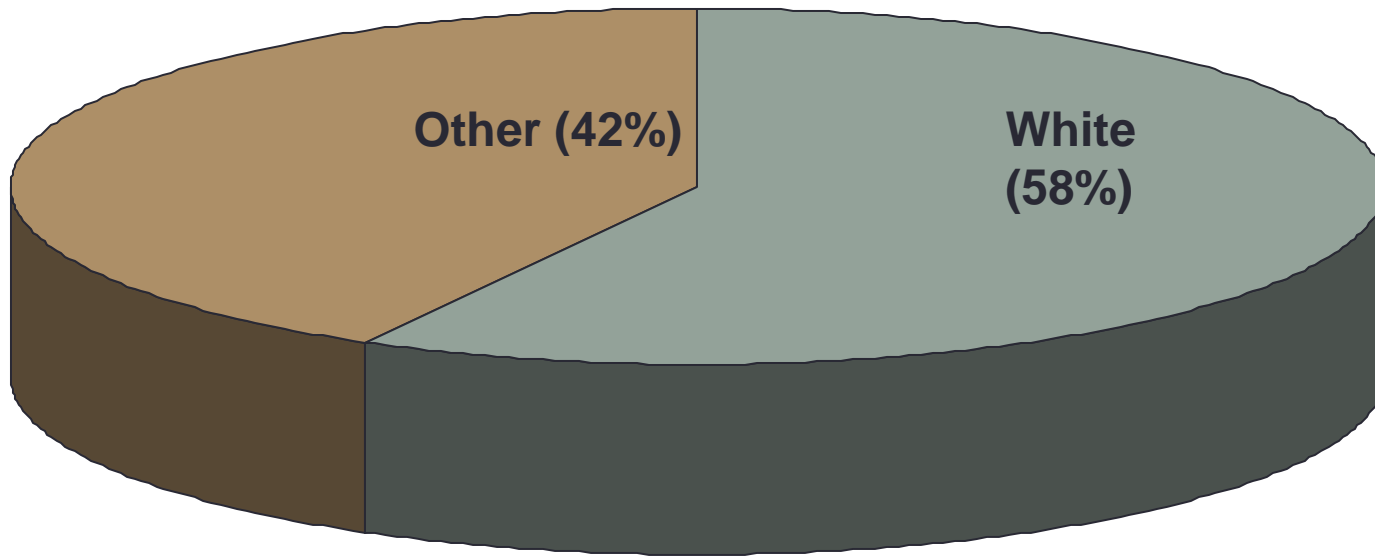
# California Population by Race and Ethnicity, 2020



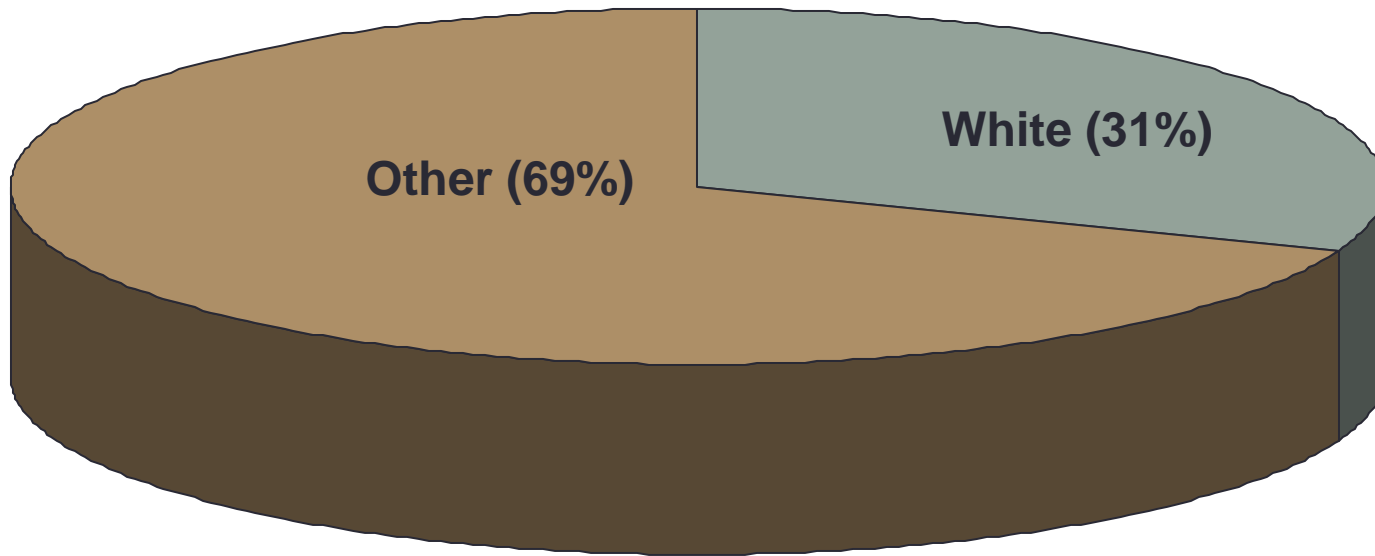
# California Population by Race and Ethnicity, 2030



# CALIFORNIA 1990



# CALIFORNIA 2040



# WHAT ARE THE IMPLICATIONS FOR PLANNING?

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Looking ahead or Looking away?



# What can we expect from this new demographic terrain?

Is this a time to be pessimistic or optimistic about California's future?

Most indicators point to an upswing in California's future

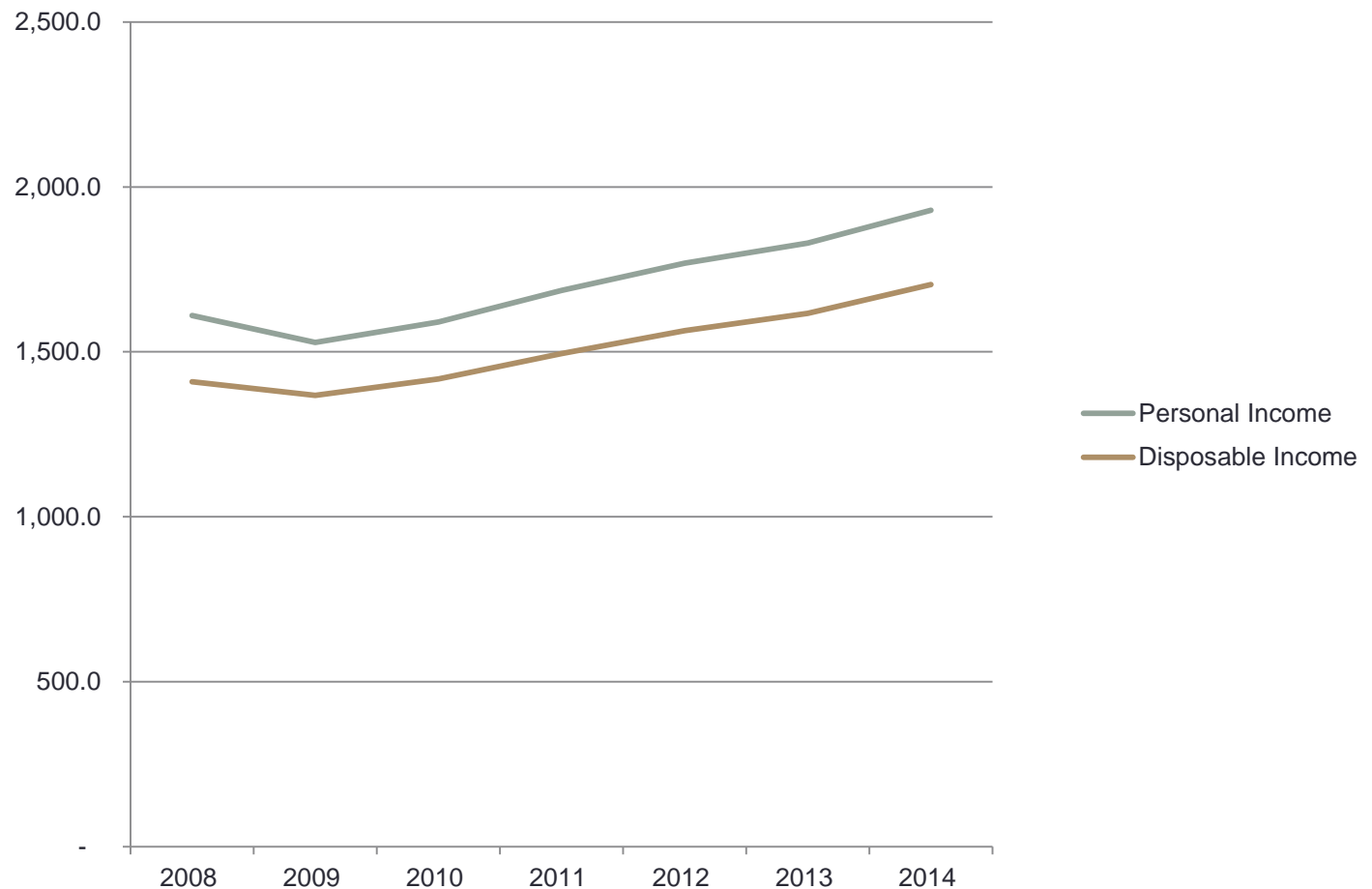
- Personal and Disposable Income

- Total Property Valuation

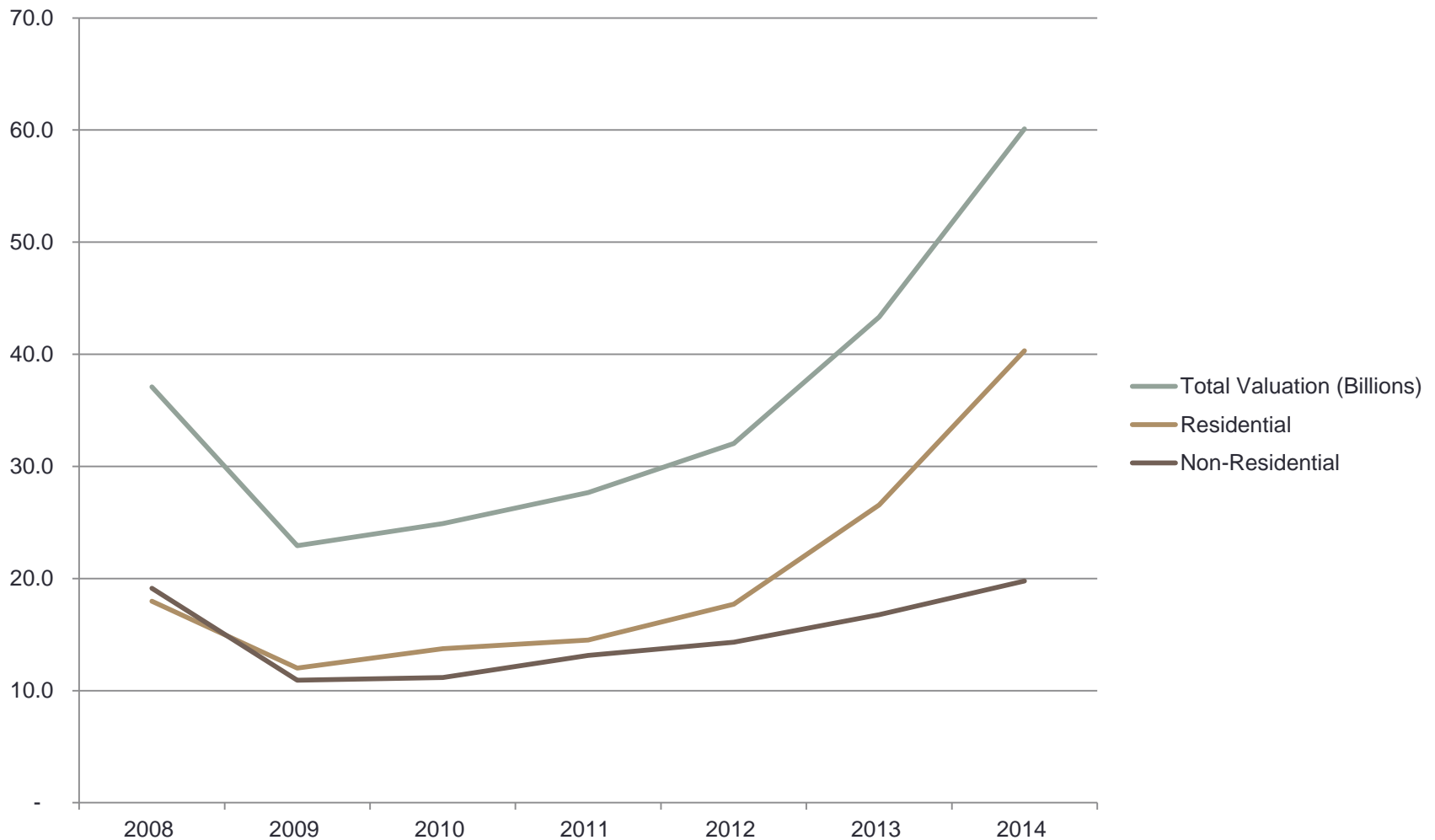
- Building Parts

- Local Government Employment

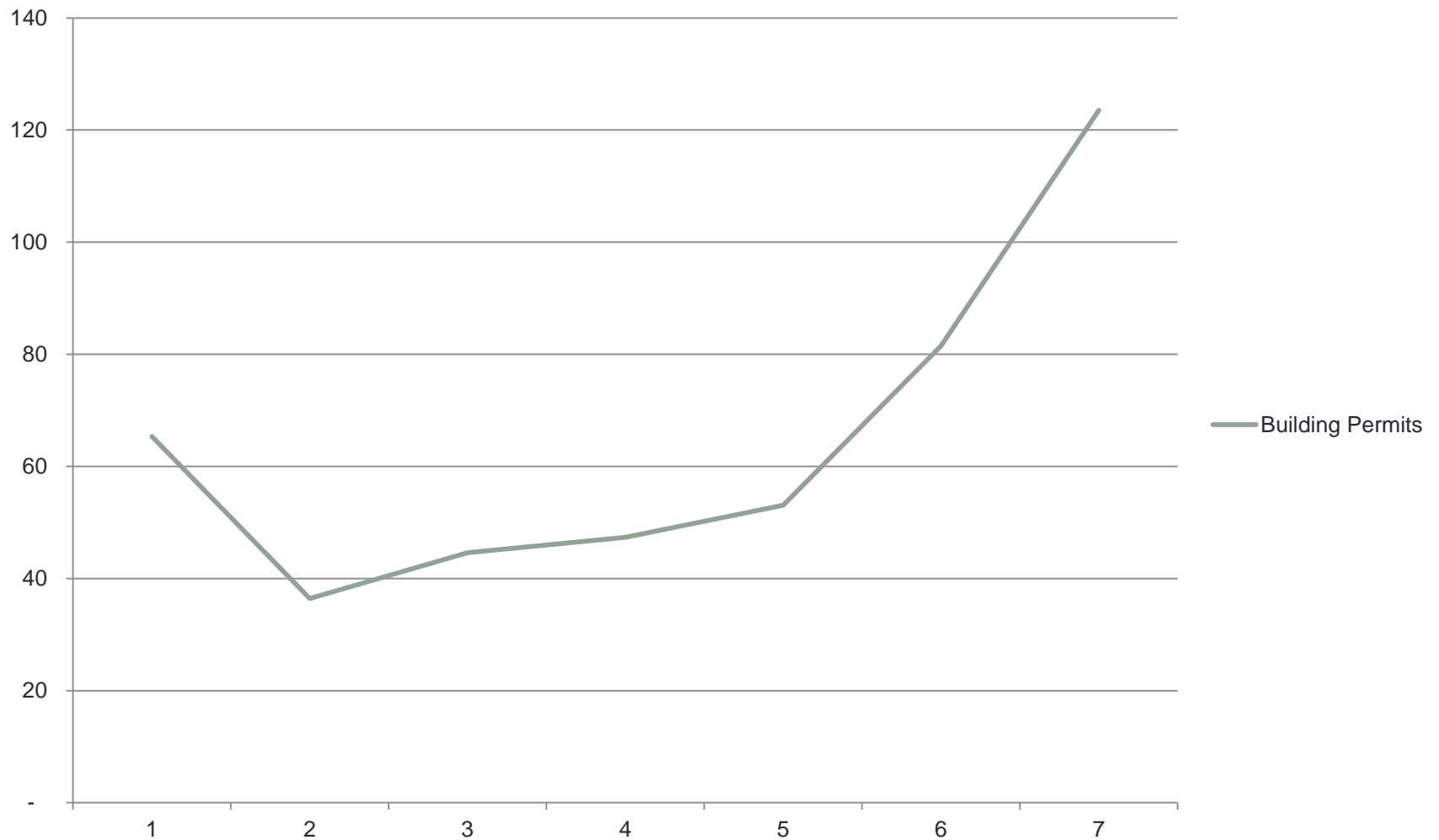
# Personal and Disposable Income California 2008 to 2014



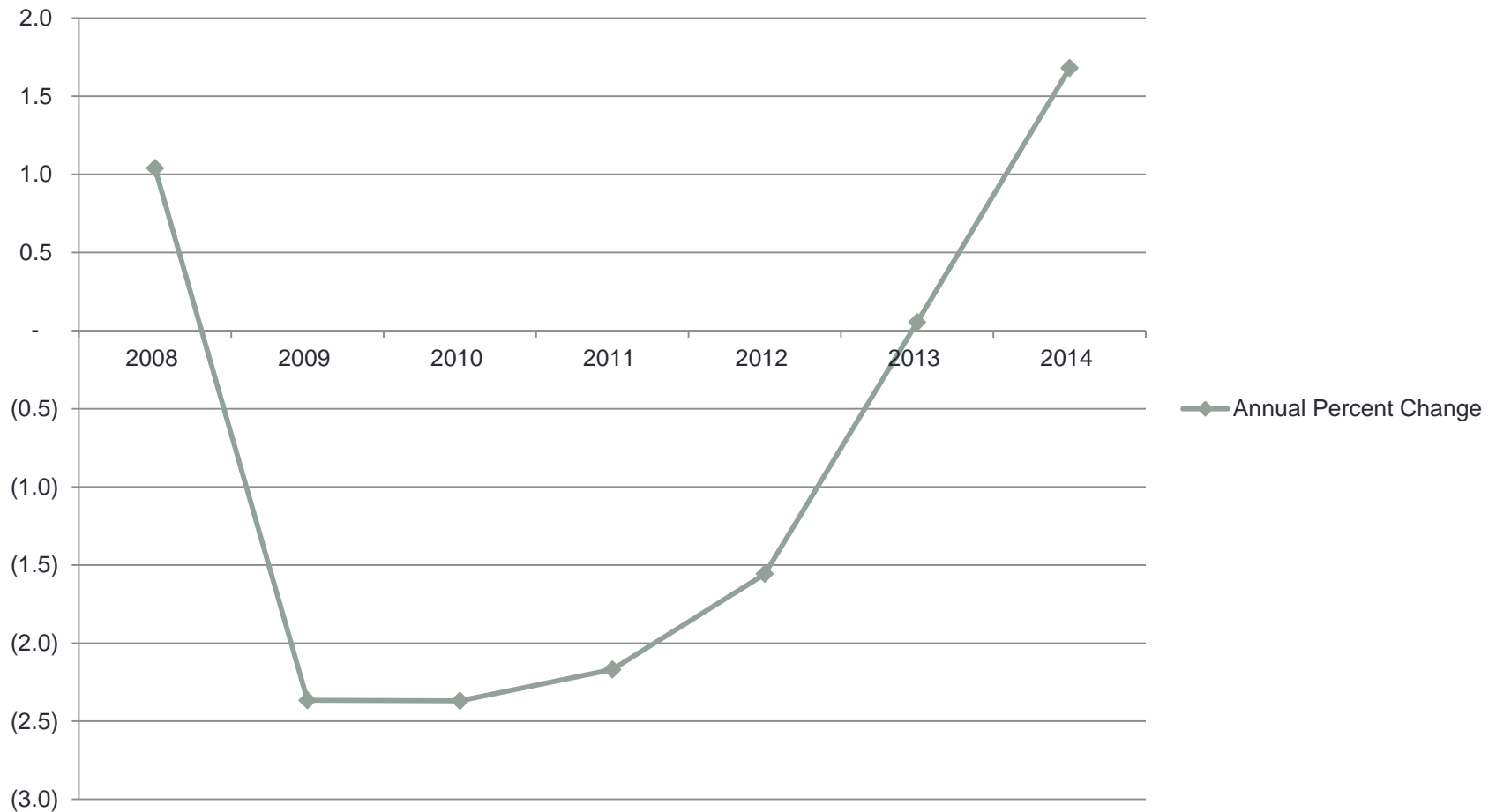
# Total Property Valuation



# Building Permits



# Local Government Employment



# Implications for Cities

- **Revenue—upswing coming**
- Infrastructure—growth will put continued pressure on infrastructure
- Land Use—no major issues here
- Community Participation--Language
- Public Safety and Crisis Planning—Language and community relations
- **Staffing—need to look toward future needs**