



## MEMORANDUM

**To: CCAPA Board of Directors**

**From: Hing Wong, AICP**

**Re: Membership Inclusion Director Report**

**Date: June 23, 2007**

CCAPA total membership remained fairly unchanged (6,000 members) between March 2006 and May 2007. In 2006, only 60 percent of the members responded to the race/ethnicity questions. With an e-mail announcement that was sent to get more members to answer those personal demographic questions through the APA website, the respondent rate has increased to 65 percent.

Comparing data between 2006 and 2007, all racial and ethnic groups increased slightly in actual numbers except for Hispanic which took a dramatic drop. This might be an issue that APA staff "over-corrected" some data. It should be noted that for Census data, persons of Hispanic origin may be of any race. In this database, Hispanic is counted as a race category and would not produce a double counting of a certain race and Hispanic, for example.

The current composition of the CCAPA membership (with 65 percent reporting): 85% White, 8% Asian, 3% Black, 2% Hispanic, 1% American Indian, and 1% Multiracial. California's population by race: 47% White, 33% Hispanic, 11% Asian, 7% Black, 2% Multiracial, and 1% American Indian. These percentages do not add up to 100% due to rounding. APA and the planning field need to produce a better "ratio" from the "racial" perspective.

The Diversity Summit will be held at this year's CCAPA Conference in San José on Sunday, September 30th at 4pm. We will explore the importance of understanding diversity in our profession and educating urban planning professionals about ethnicity in our communities and its relationship to good urban planning. Furthermore, we will help identify specific strategies for implementation by CCAPA and the Diversity Directors within each Section.

The Section Membership Inclusion Directors convened for a conference call on June 15th. The conference call participants included Ralph Kachadourian (Central Section), Heather Allen and Brian Pedrotti (Central Coast Section), Aaron Pfannenstiel (Inland Empire Section), Rogelio Flores (Los Angeles Section), Michele Rodriguez (Northern Section), David Crook (Orange Section), and Chantelle Swaby (San Diego Section).

Even though they vary in size and types of diversity, the eight California Sections face similar issues and challenges. Some Sections have already been going to high schools, colleges, and universities to give students an ideal of what planning is and what planners do. The conference call participants agree that reaching students prior to them making decisions on their careers would be most productive in getting more into the planning field.

Once a student decides to go into planning, mentoring may be an important next step. Even though there are students currently willing to participate in this type of program, it is very difficult to find enough seasoned planners willing to commit. The Section Membership Inclusion Directors agree to collaborate with each other in sharing ideas and perhaps producing joint programs with neighboring Sections.

<b>Section</b>		<b>Membership</b>	<b>White</b>	<b>Hispanic</b>	<b>Asian</b>	<b>Pacific Islander</b>	<b>Black</b>	<b>American Indian</b>	<b>Multirace</b>	<b>Other</b>	<b>No Answer</b>
<b>2007 CCAPA Membership</b>	Central	209	161	0	10	0	5	6	3	2	22
	Central Coast	440	248	5	9	1	3	3	3	2	166
	Inland Empire	487	236	1	18	0	12	2	0	5	213
	Los Angeles	1,271	512	31	87	1	33	5	8	14	580
	Northern	1,785	1,038	20	105	0	33	9	10	13	557
	Orange	661	346	3	42	0	4	2	2	7	255
	Sacramento Valley	580	357	5	24	0	12	5	4	1	172
	San Diego	541	344	6	24	2	7	3	4	4	147
	<b>CCAPA</b>	<b>5,974</b>	<b>3,242</b>	<b>71</b>	<b>319</b>	<b>4</b>	<b>109</b>	<b>35</b>	<b>34</b>	<b>48</b>	<b>2,112</b>
<b>Race/Ethnic Percentage for Each Section</b>	Central	100%	77%	0%	5%	0%	2%	3%	1%	1%	11%
	Central Coast	100%	56%	1%	2%	0%	1%	1%	1%	0%	38%
	Inland Empire	100%	48%	0%	4%	0%	2%	0%	0%	1%	44%
	Los Angeles	100%	40%	2%	7%	0%	3%	0%	1%	1%	46%
	Northern	100%	58%	1%	6%	0%	2%	1%	1%	1%	31%
	Orange	100%	52%	0%	6%	0%	1%	0%	0%	1%	39%
	Sacramento Valley	100%	62%	1%	4%	0%	2%	1%	1%	0%	30%
	San Diego	100%	64%	1%	4%	0%	1%	1%	1%	1%	27%
	<b>CCAPA</b>	<b>100%</b>	<b>54%</b>	<b>1%</b>	<b>5%</b>	<b>0%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>35%</b>
<b>2007 CCAPA Membership  Without "Other" or "No Answer"</b>	Central	185	161	0	10	0	5	6	3		
	Central Coast	272	248	5	9	1	3	3	3		
	Inland Empire	269	236	1	18	0	12	2	0		
	Los Angeles	677	512	31	87	1	33	5	8		
	Northern	1,215	1,038	20	105	0	33	9	10		
	Orange	399	346	3	42	0	4	2	2		
	Sacramento Valley	407	357	5	24	0	12	5	4		
	San Diego	390	344	6	24	2	7	3	4		
	<b>CCAPA</b>	<b>3,814</b>	<b>3,242</b>	<b>71</b>	<b>319</b>	<b>4</b>	<b>109</b>	<b>35</b>	<b>34</b>		
<b>Race/Ethnic Percentage for Each Section</b>	Central	100%	87%	0%	5%	0%	3%	3%	2%		
	Central Coast	100%	91%	2%	3%	0%	1%	1%	1%		
	Inland Empire	100%	88%	0%	7%	0%	4%	1%	0%		
	Los Angeles	100%	76%	5%	13%	0%	5%	1%	1%		
	Northern	100%	85%	2%	9%	0%	3%	1%	1%		
	Orange	100%	87%	1%	11%	0%	1%	1%	1%		
	Sacramento Valley	100%	88%	1%	6%	0%	3%	1%	1%		
	San Diego	100%	88%	2%	6%	1%	2%	1%	1%		
	<b>CCAPA</b>	<b>100%</b>	<b>85%</b>	<b>2%</b>	<b>8%</b>	<b>0%</b>	<b>3%</b>	<b>1%</b>	<b>1%</b>		

Source: APA

<b>Section</b>		<b>Population</b>	<b>White</b>	<b>Hispanic</b>	<b>Asian</b>	<b>Pacific Islander</b>	<b>Black</b>	<b>American Indian</b>	<b>Multirace</b>
<b>2000 Population</b>	Central	2,855,625	1,352,277	1,164,911	140,947	4,304	120,604	27,930	44,652
	Central Coast	1,406,277	843,815	436,537	65,062	2,438	26,892	7,865	23,668
	Inland Empire	3,273,517	1,551,844	1,248,573	139,795	8,176	248,308	21,116	55,705
	Los Angeles	9,559,635	3,056,684	4,264,140	1,139,396	24,132	916,140	27,691	131,452
	Northern	7,834,832	4,035,347	1,646,955	1,354,937	39,211	524,787	44,781	188,814
	Orange	2,854,026	1,477,117	880,754	389,607	8,391	43,717	8,714	45,726
	Sacramento Valley	3,283,063	2,141,133	567,229	261,737	11,886	178,459	36,872	85,747
	San Diego	2,976,223	1,589,772	873,886	254,811	12,662	163,909	17,784	63,399
	<b>California</b>	<b>34,043,198</b>	<b>16,047,989</b>	<b>11,082,985</b>	<b>3,746,292</b>	<b>111,200</b>	<b>2,222,816</b>	<b>192,753</b>	<b>639,163</b>
<b>Race/Ethnic Percentage for Each Section</b>	Central	100%	47%	41%	5%	0%	4%	1%	2%
	Central Coast	100%	60%	31%	5%	0%	2%	1%	2%
	Inland Empire	100%	47%	38%	4%	0%	8%	1%	2%
	Los Angeles	100%	32%	45%	12%	0%	10%	0%	1%
	Northern	100%	52%	21%	17%	1%	7%	1%	2%
	Orange	100%	52%	31%	14%	0%	2%	0%	2%
	Sacramento Valley	100%	65%	17%	8%	0%	5%	1%	3%
	San Diego	100%	53%	29%	9%	0%	6%	1%	2%
	<b>California</b>	<b>100%</b>	<b>47%</b>	<b>33%</b>	<b>11%</b>	<b>0%</b>	<b>7%</b>	<b>1%</b>	<b>2%</b>

Source: CA DOF