

24TH ANNUAL
DEMOGRAPHIC WORKSHOP

**Generation Revolution in
Southern California:**
Planning Implications of Fewer
Children & Many More Elderly

PROGRAM

Monday, May 21, 2012 | 8:00 AM – 4:30 PM
USC Davidson Conference Center

**USC
Price**

Sol Price School
of Public Policy

SOUTHERN CALIFORNIA



ASSOCIATION OF
GOVERNMENTS

24TH ANNUAL DEMOGRAPHIC WORKSHOP

Generation Revolution in Southern California: Planning Implications

PROGRAM | MONDAY, MAY 21, 2012 | 8:00 AM – 4:30 PM

8:00

- Registration & Continental Breakfast

8:30

- Welcome & Introductions

Jack Knott, USC

Hasan Ikhata, SCAG

Howard Hogan, US Census Bureau

- Panel 1: Generation Revolution in Southern California – Some of What Census Data Can Tell Us

Howard Hogan, US Census Bureau

- Questions & Answers

MORNING SESSION

2:45

- Afternoon Roundtables

Table 1: Exploring American FactFinder
with Jerry Wong (*2nd floor*)

Table 2: Population Forecasts & Immigration
with John Pitkin

Table 3: School Forecasting & Operations
with Valerie Edwards & Mary Ehrental Prichard (*2nd floor*)

Table 4: The Housing Demand Divide & Affordability
with Joseph Carreras

3:45

- Summary of Roundtables
- Questions & Answers

2:35 BREAK

THANKS TO OUR SPONSORS:

California Department of Finance, Demographic Research Unit

State Census Data Center | US Census Bureau | USC Population Dynamics Research Group

of Fewer Children & Many More Elderly

9:30

- Panel 2: Unprecedented (Steady) Loss of Children

MODERATOR

Julie Park, University of Maryland

Dowell Myers, USC

John Pitkin, Analysis & Forecasting, Inc.

Michele Siqueiros, Campaign for College Opportunity

- Questions & Answers

11:00

- Panel 3: Rise of Older America – Implications for Planning & Services

MODERATOR

Dowell Myers, USC

David Pacheco, AARP

Jon Pynoos, USC

Fernando Torres-Gil, UCLA

- Questions & Answers

10:45 BREAK

1:20

- Panel 4: Growth & Change – How Should the Region Respond

MODERATOR

William Schooling, Department of Finance

Stephen Levy, Center for the Continuing Study of the California Economy

Hon. Pam O'Connor, SCAG & City of Santa Monica

Cynthia Banks, County of Los Angeles

- Questions & Answers

AFTERNOON SESSION

12:15

- Lunch

Garden Terrace

1:15

- Greetings

William Schooling,
California Department of Finance

USC
Price

Sol Price School
of Public Policy



USC Sol Price School of Public Policy, University of Southern California
Lewis Hall 312, Los Angeles, California 90089-0626
(213) 740-6842 | www.usc.edu

Southern California Association of Governments
818 W. 7th Street, Los Angeles, CA 90017
(213) 236-1800 | www.scag.ca.gov

CYNTHIA BANKS

Director of Community & Senior Services
Los Angeles County



Cynthia Banks is the director of Community and Senior Services for Los Angeles County. She oversees the Area Agency on Aging, Adult Protective Services, Workforce Investment, the administration of the Human Relations Commission, and other community-based programs. She is also the Chair of the California Association of Area Agencies on Aging.

She is a graduate of Cal State Dominguez Hills with a degree in behavioral science and a frequent speaker on workforce and aging issues nationally.

VALERIE EDWARDS

Chief Enrollment Analysis Coordinator
Los Angeles Unified School District



Valerie Edwards is Chief Enrollment Analysis Coordinator for the LAUSD, where she leads strategic planning and coordination of demographic analysis, enrollment projections, and initiatives that improve data analysis and operational processing. She heads E-CAST, LAUSD's online school forecasting review application, which migrated the district's enrollment forecast review process from the annual on-site event known as "Roadshow" to an internet-based electronic process.

Ms. Edwards has extensive experience with school choice modeling. With her team at LAUSD, she developed the SABR (School Assignment By Record) Engine, which determines students' resident school assignments using an algorithm that simulates the school choice behavior of students living in option areas. As head of Strategic and Capital Planning for the Boston Public Schools (BPS) from 1996 to 2005, she worked with internationally-known game-theory economists to re-model BPS' student assignment algorithm, resulting in more equitable school choice practices and higher parental satisfaction.

Ms. Edwards holds an undergraduate degree in music from Boston University, a Master's degree in city planning from MIT, and has studied statistics and planning at Brandeis and Harvard Universities.

HASAN IKHRATA

Executive Director
SCAG – Southern California Association of Governments



Hasan Ikhata has served as the Executive Director of the Southern California Association of Governments (SCAG) since January 2008. His responsibilities include implementing the policies of an 84-member Regional Council and directing day-to-day operations of the nation's largest Metropolitan Planning Organization. Mr. Ikhata has over 25 years of public and private sector experience in Transportation Planning in the Southern California region.

Prior to joining SCAG in 1994, Mr. Ikhata worked for the Los Angeles County Metropolitan Transportation Authority (MTA) for four years. While there he developed a comprehensive Transportation Control Measure/Transportation Demand Management program for the MTA and 88 cities in the County. Prior to MTA, Mr. Ikhata worked for the South Coast Air Quality Management District (SCAQMD) for two years managing transportation and air quality related projects. He headed the evaluation of various components of Regulation XV, the nation's first mandatory employer based trip reduction program designed to reduce commute related automobile travel.

Mr. Ikhata held a Research Assistant position for six years with the University of Southern California (USC) and University of California, Los Angeles (UCLA). While there his research included work in three diverse areas: land use and transportation planning; harnessing the energy of tidal waves; and pile foundations under dynamic loads.

Mr. Ikhata holds a Bachelor's and a Master's degree in Civil and Industrial Engineering from Zaporozhye University in the former Soviet Union; a Master's degree in Civil Engineering from UCLA, and a Ph.D. Candidacy in Urban Planning and Transportation from USC.

JOSEPH CARRERAS

Former Program Manager of Housing & RHNA
SCAG – Southern California Association of Governments

Joseph Carreras is currently working on a temporary assignment as a lead policy analyst for the Southern California Association of Governments (SCAG), the largest Metropolitan Planning Organization in the United States. He recently retired after almost 32 years of service with SCAG.

Formerly a Program Manager, he was responsible for the development and implementation of the Regional Housing Needs Assessment (RHNA), Creating Livable Places initiative and Housing Southern Californians project. Mr. Carreras was also the project program manager of the CALOTS web based mapping and community analysis tool developed in partnership with UCLA. His focus was to develop consensus-based solutions for analyzing housing market needs and envisioning future growth.

Mr. Carreras has almost 40 years of experience in housing and community development planning, program administration and consulting. This includes professional positions with HUD, local government and volunteer positions on a nonprofit housing corporation board of directors and as the Chair of a local Housing Commission. Currently, he is a Member of the Governing Board of the Orange County Housing Trust.

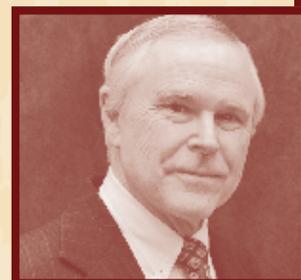
Mr. Carreras received his Bachelor's degree from Louisiana State University and attended graduate school at New York University and at the University of California, Irvine.



HOWARD HOGAN

Chief Demographer
US Census Bureau

Dr. Howard Hogan is the Chief Demographer of the US Census Bureau. During his career, he has worked on four population censuses, population estimation, as well as household and business surveys. He is a native of Ventura County, graduated from Camarillo High School and from Pomona College. He holds a Ph.D. from Princeton's Office of Population Research, and a Masters of Public Affairs from the Woodrow Wilson School. He is an Honorary Fellow of the American Statistical Association.



JACK KNOTT

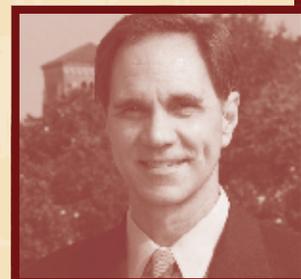
Dean, Sol Price School of Public Policy
USC – University of Southern California

Jack H. Knott, former professor of public policy and management at the University of Illinois, was named dean of the USC School of Policy, Planning, & Development and holder of the C. Erwin and Lone L. Piper Dean's Chair in August 2005.

In recognition of his sustained contributions to the field of public administration, Mr. Knott was named a fellow of the National Academy of Public Administration in 2007.

Before joining USC, Mr. Knott served on the faculty of the University of Illinois at Urbana-Champaign and Chicago from 1997 to 2005. There, he directed the university's Institute of Government and Public Affairs and held a joint appointment as professor of political science at Urbana-Champaign. Before joining the University of Illinois, Mr. Knott taught at Michigan State University and held visiting professorships at the University of Arizona and the University of Warwick in the UK.

Mr. Knott holds a Ph.D. in political science from UC Berkeley, a Master of Arts in economics and comparative politics from the School of Advanced International Studies at Johns Hopkins University and a Bachelor of Arts in history from Calvin College in Grand Rapids, Michigan.



STEPHEN LEVY*Director***Center for the Continuing Study of the California Economy**

Stephen Levy is Director and Senior Economist of the Center for Continuing Study of the California Economy (CCSCE) in Palo Alto. CCSCE is a private research organization founded in 1969 to provide an independent assessment of economic and demographic trends in California.

CCSCE works with public institutions and private companies that require an explanation and analysis of California growth trends including detailed projections. CCSCE prepares long-term economic and demographic projections for public and private sector organizations in California. Recent clients include SCAG, SACOG, MWD and The Irvine Company.

Recently Mr. Levy has been doing research on the impact of immigration on the California economy. CCSCE prepared a paper on immigration issues for the California Economic Strategy Panel and is currently studying the implications of immigration for California workforce policy.

For the past several years Mr. Levy has worked extensively on how the state budget and economy are related. He created the California Budget Challenge and Budget IQ Quiz in partnership with Next Ten. Mr. Levy has also worked with the Rockefeller and San Francisco Foundations to present workshops that serve as a forum for discussing the relationship between the state economy and budget.

He is a member of the NOVA (Silicon Valley) Workforce Board and the Board of the Bay Area Economic Institute and an advisor to the California Economic Strategy Panel. Mr. Levy has degrees in economics from MIT and Stanford University.

HON. PAM O'CONNOR*Immediate Past President & Council Member***SCAG – Southern California Association of Governments & City of Santa Monica**

Council Member O'Connor has served on the Santa Monica City Council since 1994. As President of SCAG in 2011, she led the effort for the recently adopted 2012–2035 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS). As a member of SCAG's Regional Council, she represents the Westside Cities and is Chair of SCAG's Regional Comprehensive Plan Task Force. She is a member of the Board of Directors of the Los Angeles County Metropolitan Transportation Authority and former Chair. Ms. O'Connor works on policy issues with the League of California Cities, the National League of Cities, and the American Public Transportation Association and is a member of the Local Government Commission Board of Directors. She also serves as Vice Chair of the Exposition Metro Line Construction Authority and is an Alternate on the California Coastal Commission.

JULIE PARK*Assistant Professor, Sociology & the Asian American Studies Program***University of Maryland**

Julie Park is assistant professor in Sociology and Asian American Studies at the University of Maryland. She is also a faculty associate of the Maryland Population Research Center and serves on the Board of Directors for the Center for the History of the New America. Professor Park's research focuses broadly on the adaptation process of immigrants in the United States. Specifically, she examines how immigrants improve their socioeconomic status and healthcare access with longer duration in the U.S as well as the intergenerational mobility across immigrant generations. Lastly, she considers how internal migration and residential segregation changes in new and established immigrant gateways. Her latest research appears in *Demography*, *Social Science Research*, and *Social Science and Medicine*.



DOWELL MYERS

Director of the Population Dynamics Research Group, Sol Price School of Public Policy
USC – University of Southern California

Dowell Myers is a Professor in the USC Sol Price School of Public Policy. He is director of the Population Dynamics Research Group – whose recent projects have been funded by the National Institute of Health, the Haynes Foundation, Fannie Mae Foundation, and the Ford Foundation—and he also is co-director of the new Center for the Study of Immigrant Integration.

Well-known as a specialist in demographic trends and their relation to all areas of policy and planning, Mr. Myers has been a long-standing advisor to the United States Census Bureau and is the author of the most widely referenced text on census analysis. In March 2007, the Russell Sage Foundation published his newest book, *Immigrants and Boomers: Forging a New Social Contract for the Future of America*, which won the ASA Award for Best Book on Immigration. In fall 2006, Mr. Myers was recipient of the Haynes Award for Research Impact that was issued on the occasion of the Haynes Foundation's 80th anniversary. In the past two years Mr. Myers has testified before the US Congress at Ellis Island and before the Latino Caucus of the California Legislature.

His undergraduate degree in anthropology from Columbia University was followed by a Master of Planning degree from UC Berkeley. Mr. Myers holds a Ph.D. in urban planning from MIT and has studied demography and sociology at Harvard University.



DAVID PACHECO

California State President
AARP – Association of American Retired Persons

David is the principal spokesperson for AARP's 3.6 million age 50+ members in California. In this volunteer role, he advocates for affordable health care, economic security, and livable communities for all.

David is the Director of the California Senate Fellows Program and Associate Director of the Center for California Studies at Sacramento State University. He joined the Center in 2005 after a distinguished career with the California Legislature and as an academic administrator with the University of California. He most recently was chief consultant to the Assembly Committee on Jobs, Economic Development and the Economy and has served seven members of the Senate and Assembly since his arrival in Sacramento as a Jesse M. Unruh Assembly Fellow in 1978.

David holds advanced degrees in Education Administration from San Jose State University and Social Sciences in Education from Stanford University. He is a former Charles Stewart Mott Foundation Fellow and a United States Department of Education Title VII Doctoral Fellow. He is the fourth of five children of Mexican immigrants; all five siblings attended college, three at the doctoral level.



JOHN PITKIN

President
Analysis and Forecasting, Inc.

John Pitkin is a consultant and president of Analysis and Forecasting, Inc., a demographic research firm located in Cambridge, Massachusetts. He is also a Senior Research Associate at the University of Southern California. Prior to becoming a consultant, he was Research Associate at the Joint Center for Urban Studies of Harvard University and MIT, where he did research on housing demographics and population projections. He holds a Bachelor's degree from Columbia University and has studied at Oxford University and the University of Helsinki.

Mr. Pitkin co-authored 2009 reports on "US Housing Trends: Generational Changes and the Outlook to 2050," published by the National Academy of Sciences, and on "Demographic Forces and Turning Points in the American City, 1950-2040," published in the *Annals of the American Academy of Political and Social Science*. His current research activities include new population projections for California for the University of Southern California's California Demographic Futures project and measuring the advancement of immigrants in the US.



MARY EHRENTAL PRICHARD

Demographic Research & Planning Analyst II
Los Angeles Unified School District



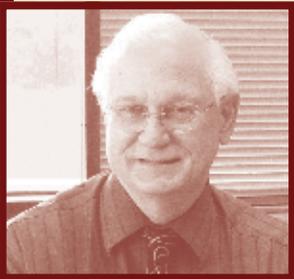
Ms. Prichard currently serves as a Demographic Research and Planning Analyst II for the Master Planning and Demographics Unit of the Los Angeles Unified School District. A main focus of her work has been the strategic planning, methodological and process development, production, and quality control of short and long range student enrollment projections and K-12 demographic analysis. Her primary responsibilities include process development, oversight of implementation and documentation; production of individual school enrollment forecasts for District schools, database development and management, and production of specialized demographic research and analysis. Mary is currently managing a project to obtain state-wide longitudinal student datasets.

She served for a number of years in adjunct faculty positions for community colleges in the Los Angeles region as well as at California State University at Los Angeles. She is a member of the Los Angeles Geographical Society (LAGS) and served as President from 2002 to 2004. Her research has been presented at the Association of American Geographers National Conferences and Population Association of America Annual conferences.

She is co-author of LAUSD's publication entitled "Why is the Los Angeles Unified School District's Enrollment Declining- When the Los Angeles Area is Growing." <http://mo.laschools.org/fis/nc/> (click on Master Planning & Demographics then click on Analysis and Reports). She holds B.A. and M.A. degrees in the field of Geography (Cal State, LA, 2001).

WILLIAM SCHOOLING

Chief, Demographic Research Unit
California Department of Finance



Bill Schooling is the Chief of the Demographic Research Unit in the California Department of Finance. Demographic Research is responsible for the state's population estimates, projections, and school enrollment projections; and they are the lead agency for the State Census Data Center. Bill returned to Demographic Research earlier this year after working as the State Demographer for Arizona. While in Arizona, he agreed to add the duties of the Labor Market Information Director. Bill began his career in the estimates program in Demographic Research and was asked to develop the State Census Data Center. He was elected as the first Chair of the U.S. State Data Center Steering Committee. Bill is the former chief of the population estimates program at the Census Bureau.

Bill has an M.P.A. from USC and an M.S. from Cornell's Population program in their Development Sociology School.

FERNANDO TORRES-GIL

Professor of Social Welfare & Department Chair, Professor of Public Policy, Director for the Center of Policy Research on Aging
UCLA – University of California, Los Angeles



Fernando M. Torres-Gil's career spans the academic, professional, and policy arenas. He is a Professor of Social Welfare and Public Policy at UCLA, an Adjunct Professor of Gerontology at USC, and Director of the UCLA Center for Policy Research on Aging. He has written six books and over 100 publications, including *The New Aging: Politics and Change in America* (1992) and *Lessons from Three Nations, Volumes I and II* (2007). His academic contributions have earned him membership in the prestigious Academies of Public Administration, Gerontology and Social Insurance.

Professor Torres-Gil is more than an academic. He has an impressive portfolio of public service and national and international recognition as a leading spokesperson on demographics, aging, and public policy. He earned his first presidential appointment in 1978 when President Jimmy Carter appointed him to the Federal Council on Aging. He was selected as a White House Fellow and served under Joseph Califano, then Secretary of the U.S. Department of Health, Education, and Welfare (HEW), and continued as a Special Assistant to the subsequent Secretary of HEW, Patricia Harris. He was appointed by President Bill Clinton as the first-ever U.S. Assistant Secretary on Aging in the U.S. Department of Health and Human Services (DHHS).

In 2010 he received his third presidential appointment when President Barack Obama appointed him as Vice Chair of the National Council on Disability, an independent federal agency that reports to the Congress and White House on federal matters related to disability policy.

Dr. Torres-Gil was born and raised in Salinas, California, the son of migrant farm workers. He earned his A.A. in Political Science at Hartnell Community College (1968), a B.A. with honors in Political Science from San Jose State University (1970), and an M.S.W. (1972) and Ph.D. (1976) in Social Policy, Planning and Research from the Heller Graduate School in Social Policy and Management at Brandeis University.



JON PYNOOS

UPS Foundation Professor of Gerontology, Policy & Planning at the Andrus Gerontology Center
USC – University of Southern California

Jon Pynoos is the UPS Foundation Professor of Gerontology, Policy and Planning at the Andrus Gerontology Center of the University of Southern California. He is also Director of the National Resource Center on Supportive Housing and Home Modification, and Co-Director of the Fall Prevention Center of Excellence which is funded primarily by the Archstone Foundation.

Dr. Pynoos has spent his career researching, writing, and advising the government and non-profit sectors concerning how to improve housing and long term care for the elderly. He has conducted a large number of applied research projects based on surveys and case studies of housing, aging in place and long-term care. He teaches courses on Social Policy and Aging.

He has written and edited six books on housing and the elderly including *Linking Housing and Services for Older Adults: Obstacles, Options, and Opportunities*; *Housing the Aged: Design Directives and Policy Considerations*; and *Housing Frail Elders: International Policies, Perspectives and Prospects*. Dr. Pynoos was a delegate to the last three White House Conferences on Aging and is currently on the Public Policy Committee of the American Society of Aging (ASA).

Dr. Pynoos has been awarded both Guggenheim and Fulbright Fellowships. Before moving to USC in 1979, Dr. Pynoos was Director of an Area Agency on Aging/Home Care Corporation in Massachusetts that provided a range of services to keep older persons out of institutional settings. He holds undergraduate, Master's and Ph.D. degrees from Harvard University where he graduated Magna Cum Laude.



MICHELE SIQUEIROS

Executive Director

Campaign for College Opportunity

Michele Siqueiros grew up in Los Angeles and was the first in her family to go to college, making her passionate about the power of college to change lives and the influence of policy making to expand or constrain opportunities for others like her.

As the Executive Director for The Campaign for College Opportunity, Michele works to expand access and success in college for California students. With her leadership in 2010, the Campaign led the effort for historic transfer reform that will make it easier for students to transfer from any California Community College to the California State University system. The Campaign has also assembled a statewide network of over 12,000 coalition supporters, involved over 50,000 young people and their families through the "Save Me a Spot in College" and "I'm One in A Million" scholarship contests awarding over \$670,000 in scholarship dollars, released reports on the impact to the California economy and educated workforce needs, and sponsored and passed legislation to increase access to Pell Grants and promote college awareness for middle school students.

Michele has dedicated her career to advising local policymakers and managing organizational partnerships as Senior Project Coordinator with the Department of Neighborhood Empowerment in the City of Los Angeles, founding Program Manager for Public Allies-Los Angeles and Assistant Director of Constituency Services for the National Association of Latino Elected and Appointed Officials Educational Fund (NALEO). In November 2011, Michele was appointed to the California Student Aid Commission by Governor Jerry Brown.

Michele graduated from Pitzer College with a Bachelor's degree in Political Studies with Honors in Chicano/a Studies. She received her Master of Arts in Urban Planning from the University of California, Los Angeles.

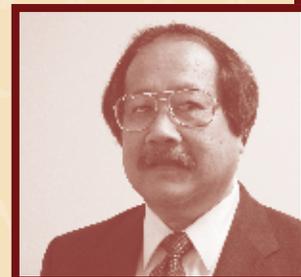


JERRY WONG

Information Specialist

US Census Bureau

Jerry Wong currently serves as the Information Services Specialist for the Census Bureau's Los Angeles Region. Over the course of four decennial censuses in 34 years of service, Mr. Wong's experience has been extensive in both the Census Bureau's missions of collecting and disseminating information. He has worked in management positions during each of the last four censuses. Mr. Wong's data collection experience also includes supervising five of the Bureau's ongoing health surveys in the Los Angeles Region. For over 20 years of his career, Mr. Wong has served as an Information Services Specialist where he worked with community groups, businesses, elected officials, planners, other organizations and the media and trained thousands of individuals on the use of demographic and economic census data for market research, community analysis and planning, grant proposals, and general decision-making which involves the use of statistical information. He is a frequent speaker on cultural diversity and demographic trends. Mr. Wong holds a Bachelor's degree in Political Science from UCLA and a Master's degree in Social Welfare from UCLA.



A series of horizontal dotted lines for taking notes.



A series of horizontal dotted lines spanning the width of the page, intended for writing or data entry.



**SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS**

818 West 7th Street, 12th Floor | Los Angeles, CA 90017
Tel: (213) 236-1800 | Fax: (213) 236-1962 | www.scag.ca.gov