

23rd ANNUAL DEMOGRAPHIC WORKSHOP

New Trends in California's Population After the Great Recession: Implications for Workforce, Education and Housing



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PROGRAM

Monday, May 23, 2011

8:00 am – 4:30 pm

USC Davidson Conference Center

23RD ANNUAL DEMOGRAPHIC WORKSHOP//PROGRAM

AM

8:00

**Registration
Continental Breakfast**

8:30

Morning Welcome

Jack Knott
*Dean
School of Policy, Planning, &
Development, USC*

Pam O'Connor
*President
Southern California Association of
Governments
Council Member
City of Santa Monica*

James T. Christy
*Regional Director
Los Angeles Regional Office,
US Census Bureau*

**Panel 1:
The 23rd Census of the
United States, Official
Statistics, and the Academic
Discipline of Statistics**

Thomas L. Mesenbourg, Jr.
*Deputy Director
US Census Bureau*

**Panel 2:
California Population
Projections with Lengthening
Immigrant Generations and
California Natives**

Genevieve Giuliano
*Professor
School of Policy, Planning, &
Development, USC*

Dowell Myers
*Director of the Population
Dynamics Research Group
School of Policy, Planning, &
Development, USC*

John Pitkin
*President
Analysis & Forecasting, Inc.*

10:45

**Panel 3:
California's Changing
Workforce: Implications for
Education and Training**

Stephen Levy
*Director
Center for the Continuing Study of the
California Economy*

Gregory P. Irish
*Executive Director
Los Angeles Workforce Investment
Board*

David Rattray
*Vice President of Education &
Workforce Development
Los Angeles Area Chamber of Commerce*

**Presentation of Recognition
Award to Mary Heim**

Mary Heim was appointed Chief of the Demographic Research Unit in 2001 and has worked for the Department of Finance since 1979. Initially she worked in the city estimates program that produces the annual January 1 population estimates used to calculate the appropriation limits and to distribute state subvention funds. In 1983 Mary was first involved in the production of population projections. Since that time Mary has had primary responsibility for 12 population projection series.

Ms. Heim is a member of the Population Association of America. Her publications include *Fertility of Immigrant Women in California*; *Soaring Growth—California's 1990 Census Preview*; and *Demographic Outline Health Care Needs of the 90s*.

10:30 BREAK

PM

12:00

Lunch
Vineyard Room & Patio

1:00

Afternoon Welcome

Julie Hoang
*Director
State Census Data Center, California
Department of Finance*

**Panel 4:
California's Changing
Demography: Implications
for Housing**

Stephen Levy
*Director
Center for the Continuing Study of the
California Economy*

Joseph Carreras
*Former Program Manager of
Housing & RHNA
Southern California Association of
Governments*

Dowell Myers
*Director of the Population Dynamics
Research Group
School of Policy, Planning, &
Development, USC*

Linda Wheaton
*Assistant Director for Local
Government Affairs
California Department of Housing &
Community Development*

2:30

Afternoon Roundtables

2:20 BREAK

3:30

**Summary of Afternoon
Roundtables**

4:00

Concluding Remarks

Roundtable Topics & Moderators



↑ Arrow denotes Roundtables #1 and #4 will take place in an upstairs location. Please follow the directional signs outside.

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JOSEPH

Joseph Carreras
Former Program Manager of Housing & RHNA 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). He recently retired after almost 32 years of service with SCAG.

Formerly a Project Manager in the Housing Department he was responsible for the development and implementation of the Regional Housing Needs Assessment and Housing Southern Californians initiatives. 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.

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.



JAMES

James T. Christy
Regional Director Los Angeles Regional Office, US Census Bureau

As the Regional Director of the United States Census Bureau's Los Angeles region, James T. Christy manages a staff of 500 permanent employees and 10,000 temporary employees. He is responsible for all Census Bureau activities in Southern California and Hawaii. In addition to counting the population every ten years, the permanent presence of the Census Bureau in Los Angeles is involved in producing key social measures for things like poverty, health and well-being, crime and education. It measures the region's economy through indicators like the Consumer Price Index, the monthly Unemployment Rate and the Housing Starts data. Mr. Christy is a 22 year veteran of the Census Bureau; he has worked for the Census in Los Angeles, Denver, Kansas City, Phoenix, and Washington, DC.

Mr. Christy served on the Advisory Council for the Ralph and Goldy Lewis Center for Regional Policy Studies at UCLA School of Public Affairs, which seeks to understand and solve problems of regional policy issues. He also served as Chair of the Greater Los Angeles Federal Executive Board, which promotes communication and cooperation between government programs at all levels, from federal to local.



VALERIE

Valerie Edwards
Chief Enrollment Analysis Coordinator Master Planning & Demographics, Los Angeles Unified School District

Valerie Edwards serves as Chief Enrollment Analysis Coordinator for the Los Angeles Unified School District's Master Planning and Demographics Unit, 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, that successfully migrated the District's enrollment forecast review process from the annual on-site event known as "Roadshow" to an electronic web-based process in 2010, reducing Principals' forecast review time and corresponding District costs by over 70%.

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 by using an algorithm that simulates school choice behavior for every student living in an option area. As head of Strategic and Capital Planning for the Boston Public Schools from 1996 to 2005, she worked with a team of internationally-known game-theory economists to re-model BPS' student assignment algorithm, resulting in improved school choice equity and parental satisfaction.

Ms. Edwards has been a frequent participant at Population Association of America's Annual Meetings, serving as session organizer, presenter, panelist and discussant. She is a member of the American Planning Association and the Southern California Association of Governments' Plans & Programs Technical Advisory Committee. She holds a Master's degree in City Planning from the Massachusetts Institute of Technology's Department of Urban Studies and Planning.



GENEVIEVE

Genevieve Giuliano
Professor School of Policy, Planning, & Development, USC; Margaret & John Ferraro Chair in Effective Local Government Senior Associate Dean for Research & Technology Director, METTRANS

Genevieve Giuliano, Ph.D., conducts research on relationships between land use and transportation, transportation policy analysis, and information technology applications in transportation. Her current research includes analysis of regulatory policies aimed at reducing impacts of freight in metropolitan areas, development of metropolitan freight flow models, and analysis of changes in metropolitan spatial structure. Prof. Giuliano has published over 130 papers.

She serves on the Editorial Boards of Urban Studies and Journal of Transport Policy. She was named a National Associate of the National Academy of Sciences in 2003, received the TRB William Carey Award for Distinguished Service in 2006, and was awarded the Deen Lectureship in 2007. She has participated in several National Research Council policy studies; currently she is chairing the Committee on Funding Options for Freight Transportation Projects of National Significance. She is also founding Chair of the California Transportation Research and Technology Advisory Panel.



JULIE

Julie Hoang
Director State Census Data Center, California Department of Finance

Julie Hoang is the Director of the State Data Center (SDC), which is located in Sacramento and is part of the Demographic Research Unit of the California Department of Finance. She serves as a demographic expert and consultant to the Legislature, Governor's office, and other elected state officials. Ms. Hoang administers a network of 42 regional and affiliate data centers that provide expert consultation on census data products and services throughout California. In addition, Ms. Hoang also serves on the SDC Steering Committee, which represents the interests of the SDC network members in providing guidance and recommendations to the Census Bureau on census program development, policies, products, data usability, and data user needs.



HSI-HWA

Hsi-Hwa Hu
Transportation Modeler Southern California Association of Governments

Dr. Hu is a Transportation Modeler IV with the Southern California Association of Governments. In his position he serves as the Project Manager for SCAG's new Activity Based Model. This new model brings state-of-the-art capability to the SCAG's transportation modeling activities. The motivation for activity-based travel models is that travel is derived from the demand for activities. Therefore, travel decisions are part of a broader activity scheduling decision, and this requires that we model the demand for activities as well as mobility.

Dr. Hu holds a Doctoral degree from the University of Southern California in Planning. He holds dual Master's degrees in Urban & Regional Planning, and in Civil Engineering from Ohio State University. Dr. Hu has been working at SCAG since 1998.



GREGORY

Gregory P. Irish
Executive Director
Los Angeles Workforce Investment Board

Gregory P. Irish has dedicated his entire career to public service and workforce development programs.

He has served as Director of the District of Columbia's Department of Employment Services and Labor since 1998. Previously, he worked in the Employment and Training/CareerWorks Division of Santa Cruz County's Human Resources Agency. Prior to that position, he led the Human Services department of the Santa Barbara County Administrator's Office. In each of these capacities, Mr. Irish oversaw multi-million dollar budgets and implemented job-training, worker outreach and social service initiatives for low-income residents.

Mr. Irish was Chief of Staff to Los Angeles City Councilman David Cunningham from 1984-1987, and Chief Legislative Deputy to Councilman Howard Finn from 1981-1984.

Mr. Irish holds a bachelor's degree in Urban Studies from Fordham University.



JACK

Jack Knott
Dean
School of Policy, Planning, & Development, USC

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

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.



THOMAS

Thomas L. Mesenbourg, Jr.
Deputy Director
US Census Bureau

Thomas L. Mesenbourg, Jr. is the Deputy Director and Chief Operating Officer of the US Census Bureau (since May 2008). He was formerly, the Associate Director for Economic Programs.

The Deputy Director is the Census Bureau's Chief Operating Officer, overseeing the day-to-day operations of the government's preeminent statistical agency. Previously, as Associate Director for Economic Programs, Mr. Mesenbourg was responsible for the Economic Directorate's myriad of programs, including the economic census, the census of governments, and more than 100 monthly, quarterly and annual surveys. He served as the Advisor to the Census Bureau Director and Deputy Director on economic statistics programs and provided counsel as to the scope, quality, content and methodology of economic statistics programs.

Mr. Mesenbourg has worked at the Census Bureau since 1972. He became Chief of the Economic Census staff in 1986 and was responsible for the planning and processing of the 1987 Census of Agriculture and the 1987 Economic Census. He became Chief of the Economic Census and Surveys Division in October 1991, directing the planning and processing of the 1992 Census of Agriculture and 1992 Economic Census. He also planned and organized the 1991 International Conference on Classification that led to the development of the North American Industry Classification System.

In 2004, he was the recipient of a Presidential Rank Award for Distinguished Senior Executives, the government's highest award for career executives.

Mr. Mesenbourg attended Boston University, where he received his B.A. in 1968; and Pennsylvania State University, where he received his M.A. in 1971.



DOWELL

Dowell Myers
Director of the Population Dynamics Research Group
School of Policy, Planning, & Development, USC

Dowell Myers is a Professor in the USC School of Policy, Planning, and Development. 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.



PAM

Pam O'Connor
President
Southern California Association of Governments
Council Member
City of Santa Monica

Council Member O'Connor has served on the Santa Monica City Council since 1994, as First Vice President of SCAG in 2010 and Second Vice President in 2009. 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.

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JOHN

John Pitkin
President
Analysis & 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 an A.B. 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

Mary Ehrental Prichard
Demographic Research & Planning
Analyst, Master Planning &
Demographics
Los Angeles Unified School District

Mary Prichard is a Demographic Research and Planning Analyst for the Master Planning and Demographics Unit of the Los Angeles Unified School District.

The main focus of her work has included the production of short and long range enrollment forecasts for the District's 600+ schools, the production of specialized demographic research and analysis, including the analysis of internal LAUSD and general population demographic data. She has worked extensively with spatially referenced US Census data within a GIS environment.

She is co-author of LAUSD's recent publication entitled "Why is the Los Angeles Unified School District's Enrollment Declining- When the Los Angeles Area is Growing."

Ms. Prichard has 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, Los Angeles. She served as President of the Los Angeles Geographical Society 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 holds B.A. and M.A. degrees in the field of Geography.



DAVID

David Rattray
Vice President of Education &
Workforce Development
Los Angeles Area Chamber of Commerce

David Rattray serves as the Vice President of Education and Workforce Development for the Los Angeles Area Chamber of Commerce and President of UNITE-LA – the School-to-Career Partnership of Los Angeles. After being a strategic partner, he joined the Chamber formally in 2003. Since 1998, he has led UNITE-LA in building business and educational partnerships toward a goal of improving the academic achievement and enthusiasm for learning for all Los Angeles students. Mr. Rattray also serves on the LA City Workforce Investment Board and Youth Council, State Youth Council, Chaired a Working Group for the Legislative Joint Committee for the K-University Master Plan, Co-Chairs the statewide network of School-to-Career partnerships called CalSCAN and serves on the boards of over 10 CBO's and private sector firms.

Prior to this role with the Chamber and UNITE-LA, he spent over 20 years in the foodservice distribution industry. Mr. Rattray held numerous executive positions such as Vice President Operation-West, Vice President MIS, and Executive Vice President with foodservice distribution giants CFS Continental and Sysco. In the six years previous to joining UNITE-LA, Mr. Rattray worked at US Foodservice (formerly Rykoff-Sexton) Corporation, one of the largest foodservice distribution companies in the nation. While Western Regional Vice President, Mr. Rattray led a region of 10 divisions and 1,200 associates and sales of over \$400 million for Rykoff. He is married and a father of three grown children and has a MBA from USC.



WALTER

Walter Schwarm
Research Program Specialist
Demographic Research Unit
California Department of Finance

Walter Schwarm joined the Demographic Research Unit of the California Department of Finance in 2006 as an Analyst in the city projections assignment. He moved to the State Data Center assignment as a Research Program Specialist in January 2009. From 2003-2006 he was the Post-Doctoral Research Fellow at the Regional Research Institute at West Virginia University, involved in a variety of public and privately funded research projects while maintaining the West Virginia population projections. He earned his Ph.D. in Economics from Colorado State University in 2002. Mr. Schwarm research involved modeling small region fiscal interactions and revenue sharing issues, and he has published a number of papers in academic journals as well as several book chapters.



LINDA

Linda Wheaton
Assistant Director for Local Government
Affairs, California Department of Housing
& Community Development

Linda Wheaton is the Assistant Director for Local Government Affairs of the California Department of Housing and Community Development (HCD). She is a key staff member to the Strategic Growth Council and is a member of the Health in All Policies Task Force, representing HCD for the Business Transportation and Housing Agency, and also represents HCD on the Federal Region IX Sustainable Communities Partnership. Ms. Wheaton has worked with local and regional governments for many years, previously serving as the Assistant Deputy Director of HCD's Housing Policy Division, supporting development and implementation of State housing policy and programs.

She has managed statewide programs including implementation of the regional housing need allocation (RHNA) process used for updating local general plan housing elements; the State Housing Plan and State Consolidated Plan; support for design of local assistance programs such as the State Transit-Oriented Development (TOD) and Housing Related Parks Programs. She has also represented HCD in inter-agency coordination activities with other State programs including, for example, the Climate Change Land Use and Infrastructure Committee, SB 375 implementation including the 2010 Regional Transportation Plan Guidelines update, the Regional Blueprint Program, and the Smart Mobility Project.

She is a member of the American Institute of Certified Planners, and has a Master's Degree in Urban and Regional Planning from the University of California, Berkeley.



JERRY

Jerry Wong
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 4 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 of Arts Degree in Political Science from UCLA and a Masters Degree in Social Welfare from UCLA.

ROUNDTABLES: Key Questions

- 1: Why is your roundtable topic important?
- 2: How will we know what is "the new normal" after the Great Recession, including (a) what is the new normal in your roundtable area, and (b) how can we estimate what it will be?

RT-1. Accessing New American FactFinder with Jerry Wong, US Census Bureau

- 1: Presents how to access new American FactFinder.

RT-2. Meeting Your Data Needs in the Near Future: A Conversation with Walter Schwarm, California Department of Finance

- 1: Overview of the Demographic Research Unit, its operations, and upcoming data releases with emphasis on the challenges and data issues facing the Unit in the near future.

RT-3. Population Forecasts & Immigration with John Pitkin, Analysis & Forecasting, Inc.

- 1: For the next few years, how will the traditional connection be changed between job growth–work force–population growth–and different needs?
- 2: What do the latest data show about immigration and what does it imply for the future?

RT-4. School Forecasting & Operations with Valerie Edwards & Mary Ehrenthal Prichard, Los Angeles Unified School District

- 1: Overview of the effect of the recession on California school districts.
- 2: How enrollment trends are exacerbating budgetary problems.
- 3: How the 'new normal' is manifesting itself within public school districts.
- 4: Challenges to uncovering, estimating and measuring the 'new normal' for public school districts.
- 5: The paradox: at the same time that cuts are devastating staff, school districts are being asked to do more with less and to increase data accuracy & accountability.

RT-5. Affordable Housing & Regional Housing Needs Assessment with Joseph Carreras, Southern California Association of Governments

- 1: Demographic shifts and changing values will increase demand for pedestrian-friendly, mixed-use communities in both urban and suburban settings, according to John McIlwain of the Urban Land Institute. "The age of suburbanization and growing homeownership is over," "The coming decades will be the time of the great re-urbanization as 24/7 central cities grow and suburbs around the country are redeveloped with new or revived walkable suburban town centers." This transition will be fueled by the growth of two-person households, an end to baby boomers' suburban infatuation, and public policies designed to stimulate compact development. What do we make of this? Is this Southern California's destiny?
- 2: Will Los Angeles fare better or worse than the rest of the state in the coming decade?
- 3: For the next few years, how will the traditional connection be changed between job growth–work force–population growth–and needs for housing?
- 4: What will be the impact of retiring Baby Boomers on housing supply and demand for single family homes?
- 5: Will the upcoming housing recovery be led by multifamily and apartment building serving the need of Generation Y? When can we expect it?
- 6: What will the Baby Boom and the Baby Bust mean to the housing market and future demand? Will immigration rise to fill out future demand and refill well paying jobs made available by retiring Boomers?
- 7: Will the affordability challenge worsen because of a gap in the education needed by tomorrow's workforce?
- 8: Is suburbia retracting? Will we see changes in the built environment due to an SB 375 focus on Infill Housing? What about affordable housing in the suburbs?
- 9: Is it practical to finance high density, mixed use housing in built out neighborhoods near transit and jobs? How do you curb sprawl?

RT-6. Demographics & Transportation with Hsi-Hwa Hu, Southern California Association of Governments

- 1: Introduce National Household Travel Survey data.
- 2: Demographic and Travel Characteristics of Southern California.
- 3: Travel demand and future change in demographic composition.
- 4: Relation between residential location and daily travel.
- 5: Assimilation of immigrants' travel behavior.

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