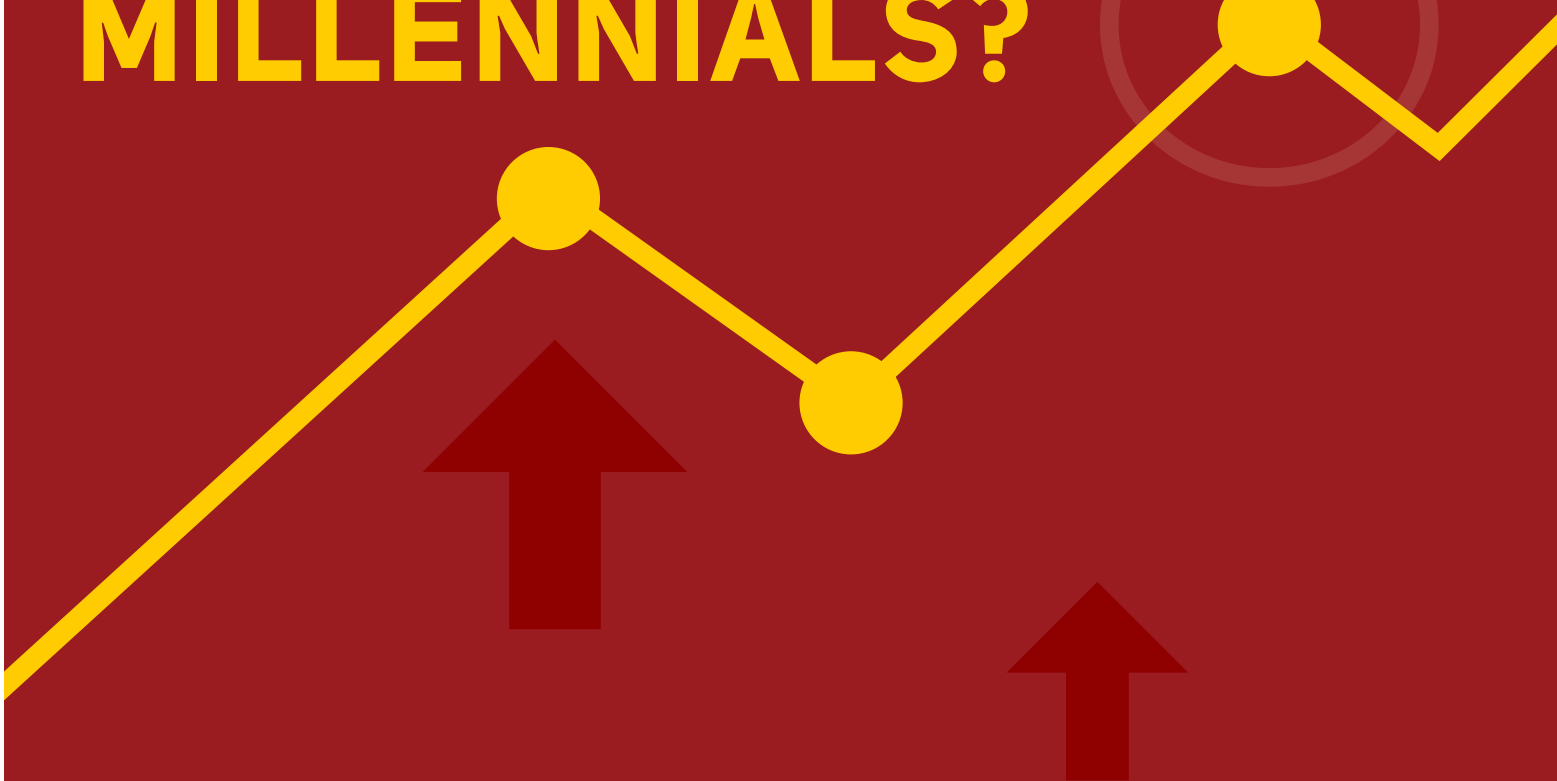


# PROGRAM

27TH ANNUAL  
DEMOGRAPHIC WORKSHOP

## THE CONTINUED RISE OF THE **MILLENNIALS?**



### PROGRAM

MONDAY, JUNE 13, 2016

Loker Conference Room  
California Science Center

USC  
Price

Sol Price School  
of Public Policy



# ABOUT

Every year we are pleased to convene the Annual Demographic Workshop, produced jointly by the USC Sol Price School of Public Policy and the Southern California Association of Governments. Monday, June 13 marks the 27th edition of this program, where Los Angeles' ever-changing trends are revealed with new data and new methods. As we approach the next census in 2020, there is a lot to report. The Census Bureau will report on their experimental data collections in Los Angeles, where we have a local population that is rapidly outgrowing our stagnant housing capacity and a burgeoning Millennial generation trying to make its home. Our luncheon keynote by Fernando Guerra will also offer fresh interpretations gleaned from this spring 2016 survey. Presenters and participants will discuss what these coming changes will mean for the remainder of the decade.

## CONFERENCE HOSTED BY



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



**Southern California Association of Governments**  
818 West 7th Street  
12th Floor  
Los Angeles, CA 90017  
(213) 236-1800 | [www.scag.ca.gov](http://www.scag.ca.gov)

## SPECIAL THANKS TO OUR SPONSORS



**PopDynamics**

USC Sol Price School of Public Policy

# AGENDA

27TH ANNUAL DEMOGRAPHIC WORKSHOP

## THE CONTINUED RISE OF THE MILLENNIALS?

JUNE.13.2016

7:30 AM Registration/Continental Breakfast

8:00 AM Welcome/Introductions

**Jack Knott**, Dean, USC Sol Price School of Public Policy

**Hon. Michele Martinez**, Council Member, City of Santa Ana, President, Southern California Association of Governments

Introduced by

**Hasan Ikhata**, Executive Director, Southern California Association of Governments

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

8:15 AM 2020 Census Goes Digital: Early Findings from the LA Experiment

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

8:45 AM Growth and Diversity of Millennials: Is Decline Coming?

**Dowell Myers**, Professor and Director of the Population Dynamics Research Group, USC Sol Price School of Public Policy

9:25 AM Panel 1: Critical Importance of Millennials and Housing

**Dowell Myers** (Moderator), Professor and Director of the Population Dynamics Research Group, USC Sol Price School of Public Policy

**Leslie Appleton-Young**, Vice President and Chief Economist, California Association of Realtors

**Glen Campora**, Assistant Deputy Director, California Department of Housing and Community Development

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

**Randall Lewis**, Executive Vice President and a Principal, Lewis Operating Corp

10:40 AM Break

10:50 AM Panel 2: Urban Revitalization and Gentrification

**Bianca Barragan** (Moderator), Associate Editor, Curbed LA

**Liz Falletta**, Associate Professor, USC Sol Price School of Public Policy

**Mathew Glesne**, City Planner, City of Los Angeles

**Jan Lin**, Professor of Sociology, Occidental College

12:00 PM Working Lunch

12:15 PM Luncheon Keynote Speech

**Fernando Guerra**, Professor of Political Science and Director of Leavey Center for the Study of Los Angeles, Loyola Marymount University

1:15 PM Greetings

**Ethan Sharygin**, Demographer, State Census Data Center, California Department of Finance

1:25 PM Afternoon Roundtables

Table 1—Exploring American FactFinder (**Jerry Wong**)

Table 2—State/County Population Estimates (**Phuong Nguyen**)

Table 3—Population Projections (**Ethan Sharygin**)

Table 4—Millennials & their School Choices (**Valerie Edwards & Mary Ehrental Prichard**)

Table 5—SCAG REVISION—Performance Monitoring Tool (**Juan Matute, Ping Chang & Michael Gainor**)

2:35 PM Takeaways of Roundtables, Questions & Answers

3:00 PM Concluding Remarks



## **LESLIE APPLETON-YOUNG**

*Vice President and Chief Economist, California Association of Realtors*

Leslie Appleton-Young is Vice President and Chief Economist for the California Association of REALTORS® (C.A.R.), a statewide trade organization with more than 150,000 members dedicated to the advancement of professionalism in real estate. Leslie directs the activities of the Association's Member Information Team. She oversees the analysis of housing market and brokerage industry trends, broker relations and membership development activities. She is also closely involved in the Association's strategic planning efforts and is a well-known speaker in California's real estate community.

Before joining C.A.R. in 1984, Leslie Appleton-Young was a consultant with Telesis Inc. in Rhode Island. She also spent several years working as a research associate at the Federal Reserve Bank of Philadelphia and as an instructor at the University of Pennsylvania.

She earned a Bachelor of Arts degree in economics from the University of California, Berkeley and her Masters from the University of Pennsylvania.

## **BIANCA BARRAGAN (MODERATOR)**

*Associate Editor, Curbed LA*

Bianca Barragan has been working since 2014 at Curbed LA, a neighborhoods and real estate website, where she is Associate Editor. She writes on a range of topics including real estate trends, housing affordability and changes in LA's urban landscape. Her current interests include adaptive reuse projects in Downtown's Arts District and the continuing rise of Silicon Beach and its effects on the neighboring communities.



# KEY PROFILES



## **GLEN CAMPORA**

*Assistant Deputy Director, California Department of Housing and Community Development*

Glen Campora is the Assistant Deputy Director of the Division of Housing Policy Development (HPD) within the California Department of Housing and Community Development. He joined the Department and Division in 1998 and became the Assistant Deputy in 2010.

Responsibilities include assisting in implementing the Governor's housing goals and State agencies' housing policies and plans. Also administering State housing law that requires determining housing unit allocations for all of California's regions and counties, approving each region's and county's allocation plan to distribute shares of housing units to local governments and approving each local government's housing element. Every county and city is required to update its local housing element to comply with housing element law and identify housing sites, programs and specific actions to facilitate private developers to produce a variety of housing types to meet different needs of California's residents.

Mr. Campora received his Bachelor and Master degrees in Business Administration from California State University, Sacramento. He holds two College Teaching Credentials and has taught classes at local community colleges and universities in the Sacramento area.



## **PING CHANG**

*Acting Manager, Southern California Association of Governments*

Ping Chang has over 30 years of planning experience in three of the largest metropolitan regions in the nation—Southern California, south Florida and the San Francisco Bay Area. His experience includes policy planning, land use/transportation planning and economic development planning. Mr. Chang joined SCAG in 2001 and is currently the Acting Manager of Compliance and Performance Monitoring with responsibilities in Compliance (e.g., PEIR, Housing, Environmental Justice and Air Quality Conformity) and performance monitoring and assessment. Mr. Chang is the Principal Author of the award-winning State of the Region Report which tracks progress of Southern California in comparison with other large metropolitan regions in the nation.

Prior to joining SCAG, Mr. Chang worked for 15 years managing regional planning in south Florida (the greater Miami region). His responsibilities included managing the development and implementation of the first Strategic Regional Policy Plan in Florida through an extensive collaborative process. Mr. Chang is a graduate from UC Berkeley where he received two Master's degrees—one in Regional Planning and another in Transportation Engineering.



## **JAMES T. CHRISTY**

*Regional Director, Los Angeles Regional Office, U.S. Census Bureau*

As the Regional Director of the Los Angeles region, Mr. Christy is responsible for all Census Bureau activities in the western United States, including Alaska, California, Hawaii, Idaho, Nevada, Oregon and Washington. 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. Mr. Christy oversees the data collection tasks of thousands of permanent and temporary workers in support of Census Bureau programs.

Mr. Christy is a 29 year veteran of the Census Bureau; he has worked for the Census in Los Angeles, Dallas, Denver, Detroit, Kansas City, New York and Washington, D.C.



## **VALERIE EDWARDS**

*Chief Enrollment Analysis Coordinator, Master Planning and Demographic Unit, 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 web-based school forecasting review application, which serves LAUSD's schools and administrative offices 24/7 from any computer with an internet connection.

Ms. Edwards has extensive experience with school choice modeling. With her team at LAUSD, she developed the SABR (School Assignment By Record) process, 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 from 1996 to 2005, she worked with Nobel-prize winning economist Alvin Roth 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.



## **MARY EHRENTAL PRICHARD**

*Demographic Research and Planning Analyst II, Master Planning and Demographics Unit, Los Angeles Unified School District*

Mary Ehrental Prichard is involved in multiple aspects of the Unit's operations including strategic planning, project development and management, data-driven analyses, data management and quality control. She has extensive experience with enrollment forecasting, analytic techniques, database development and management, confidential data management protocols, process documentation and working in a GIS environment.

Ms. Ehrental Prichard served for a number of years in adjunct faculty positions for community colleges as well for CSULA. She served as President of the Los Angeles Geographical Society (LAGS) and as a Career Mentor for the Association of American Geographers (AAG).

Her research has been presented at professional conferences, including the Association of American Geographers and Population Association of America annual conferences.

She holds B.A. and M.A. degrees in Geography from Cal State Los Angeles.



# KEY PROFILES

## ELIZABETH FALLETTA

*Associate Professor, USC Sol Price School of Public Policy*

Liz Falletta teaches architectural and urban design at the USC Sol Price School of Public Policy. She has over fifteen years of experience teaching design across disciplines at both undergraduate and graduate levels. Her courses focus on design as an interdisciplinary activity and explore how the intersecting values of architecture, planning and development can inform the design process and improve design outcomes. She is currently at work on By-Right | By-Design, an interdisciplinary housing reference text. The project studies significant Los Angeles housing design precedents and their related development types. A side-by-side comparison of these projects—real estate development models built in large numbers as of right, versus singular examples of innovative architecture built by variance—reveals new insights for future housing production in Los Angeles and elsewhere.

Ms. Falletta received a BA in Architecture from Washington University in St. Louis, a Master of Architecture from the Southern California Institute of Architecture and a Master's of Real Estate Development from the University of Southern California. She is a licensed architect and a licensed real estate broker in the state of California.



## MICHAEL GAINOR

*Senior Regional Planner, Southern California Association of Governments*

Mike Gainor is the project manager for SCAG's 'REVISION' project, a new web-based tool that will be used by local planning agencies for monitoring implementation of the Sustainable Communities Strategies (SCS) throughout the SCAG region. The tool will also be used by public and private land use decision-makers to provide the necessary parcel, neighborhood and regional data to make sustainable local development choices. 'REVISION' will also be available for use by the public as a means for learning more about their communities and how their neighborhoods are performing over time in key sustainability metrics.

Mr. Gainor is also responsible for managing the development of SCAG's biennial Local Profiles reports, which provide current and historical demographic, socio-economic and housing information for each of the 201 local jurisdictions in the SCAG region. In addition, he managed development of the Performance Monitoring chapter and appendix of the 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS).



## MATHEW GLESNE

*City Planner, City of Los Angeles*

Matthew Glesne is the Housing Planner for the Los Angeles Department of City Planning. In this position he is responsible for updating the City's primary housing policy document (the Housing Element), tracking the City's housing and population growth and implementing various citywide housing policies. He is also the Department's liaison to the Southern California Association of Governments (SCAG).

Prior to moving to Los Angeles, he was a Housing Researcher for the Voorhees Center for Neighborhood and Community Improvement, where he worked with community and business organizations on issues of affordable housing, community development and gentrification. Mr. Glesne has a Master's Degree in Urban and Policy from the University of Illinois at Chicago and a BA in Urban and Regional Planning from the University of Illinois at Urbana-Champaign.



# SPEAK

## FERNANDO GUERRA

*Professor of Political Science and Director of Leavey Center for the Study of Los Angeles, Loyola Marymount University*

Fernando Guerra is a professor of political science and Chicana/o studies and director of the Center for the Study of Los Angeles at Loyola Marymount University. He has served on standing commissions, blue ribbon committees and ad hoc task forces for the city of Los Angeles, the state of California and regional bodies in Southern California. Mr. Guerra is a source for the media at the local, national and international level and has published in the area of state and local government and urban and ethnic politics. Mr. Guerra earned his Ph.D. in political science from the University of Michigan and his B.A. from the University of Southern California.



## HASAN IKHRATA

*Executive Director, Southern California Association of Governments*

Considered one of the preeminent transportation planning experts in the nation, Hasan Ikhata is the Executive Director of the Southern California Association of Governments (SCAG), the largest metropolitan planning organization in the United States. Appointed in January 2008, Mr. Ikhata has over 25 years of public and private sector experience in Transportation Planning in Southern California. At SCAG Mr. Ikhata implements the policies of an 86-member Regional Council and directs day-to-day operations of the agency. Prior to joining SCAG in 1994, Mr. Ikhata worked for the Los Angeles County Metropolitan Transportation Authority (MTA), the South Coast Air Quality Management District (SCAQMD); and Mr. Ikhata also worked abroad for the USSR government, Moscow Metro Corporation.

Mr. Ikhata has received several awards and honors from various organizations and agencies including MOVE LA, for Outstanding Leadership as Executive Director of SCAG in preparation of the 2012 Regional Transportation Plan/Sustainable Communities Strategy.

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 PhD Candidacy in Urban Planning and Transportation from USC.



## JACK KNOTT

*Dean, USC Sol Price School of Public Policy*

Jack Knott took the reins of the USC Sol Price School of Public Policy in August 2005 as the C. Erwin and Lone L. Piper Chair and Professor. Before joining USC, Mr. Knott served from 1997 until 2005 as professor of political science and director of the Institute of Government and Public Affairs at the University of Illinois at Urbana-Champaign and Chicago. From 1987 to 1997, Mr. Knott was a professor in the Department of Political Science at Michigan State University, where he served as departmental chair and director of Michigan State's Institute for Public Policy and Social Research.

Mr. Knott is a leading scholar in the fields of political institutions and public policy, health policy and public management. He has published three books, including *Reforming Bureaucracy: The Politics of Institutional Choice* and numerous journal articles and book chapters. He received his PhD in political science from the University of California, Berkeley, his M.A. in comparative political economy from the School of Advanced International Studies at The Johns Hopkins University and his undergraduate degree in history from Calvin College.





# KEYER PROFILES

## STEPHEN LEVY

*Director and Senior Economist of the Center for Continuing Study of the California Economy (CCSCE)*

Stephen Levy is Director and Senior Economist of 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.

Mr. Levy is currently completing a strategy development project to improve the career pathway prospects for low and moderate income workers in the Bay Area. During the past three years he has participated in several workforce related projects including the Regional Innovation Grant project for the Silicon Valley workforce boards; work with on the ICT sector in Silicon Valley and a labor market analysis for the Contra Costa and Alameda County Workforce Boards.

Mr. Levy is a member of the NOVA (Silicon Valley) and California Workforce Boards and the Board of the Bay Area Council Economic Institute. He holds degrees in economics from MIT and Stanford University.



## RANDALL LEWIS

*Executive Vice President and a Principal, Lewis Operating Corp.*

With over 40-years' experience in the real estate industry, Randall Lewis is Executive Vice President and a Principal of Lewis Management Corp., a member of the Lewis Group of Companies. He oversees the marketing activities for all regions of the organization. His broad areas of expertise include land acquisition, market research, product design, advertising and sales.

Mr. Lewis is an active and philanthropic supporter of health, education and the arts. He is the co-chair of the San Bernardino County Alliance for Education and serves on several executive boards, including the USC Sol Price School of Public Policy and the UCLA Luskin School of Public Affairs. He also serves on the Executive Board of the Southern California Association of Governments, as well as the Southern California Leadership Council. He is a past Trustee of the Urban Land Institute and is a current Governor of the Urban Land Institute Foundation.

Recognizing his hard work and dedication to the community, Mr. Randall has received numerous prestigious awards, including the 2014 Southern California Association of Government's President's Award for Sustainability Leader of the Year and the 2014 Urban Land Institute's Bob Santos Industry Leadership Award in Sustainable Community Development. Randall and his wife, Janell sponsor the Randall Lewis Health Policy Fellowship and he is heavily involved in the Healthy Cities movement in the Inland Empire.



## JAN LIN

*Professor of Sociology, Occidental College*

Jan Lin is Professor of Sociology at Occidental College where he has taught since 1998. He previously taught at the University of Houston and Amherst College. He is the author of *Reconstructing Chinatown: Ethnic Enclave, Global Change* (1998), *The Power of Urban Ethnic Places: Cultural Heritage and Community Life* (2011) and *The Urban Sociology Reader* (2nd edition, co-edited with Christopher Mele, 2012). He was Principal Investigator for a grant funded by the U.S. Department of Housing and Urban Development for the Northeast Los Angeles Community Outreach Partnership Center (1999-2002). His book, *Taking Back the Boulevard: Art, Activism and Gentrification in Northeast Los Angeles* will be forthcoming in 2017. His writing and work of his students on gentrification is featured online in KCET-Departures. He is co-Principal Investigator on a National Science Foundation Grant (2015-2017) with Angie Chung and Sookhee Oh that compares the Korean and Chinese immigrant growth machines of Los Angeles. Mr. Lin received a BA from Williams College (1983), an MS from the London School of Economics (1984) and a PhD from the New School for Social Research (1992).



# SPEAK

## **MICHELE MARTINEZ**

*Council Member, City of Santa Ana, President, Southern California Association of Governments*

Council Member Martinez was elected to the Santa Ana City Council in 2006 and won re-election in 2010 and 2014. As a member of SCAG's Regional Council, she represents the City of Santa Ana for Regional Council District 16. She was sworn in on May 5 as President of SCAG. She has previously served as First and Second Vice President, as well as Chair of the Active Transportation Committee. She currently serves on a number of boards including the California League of Cities Orange County Division, the Orange County Waste Management Commission, the Orange County Council of Governments, the Transportation Corridor Agencies and the National Association of Latino Elected and Appointed Officials. Council Member Martinez is the Director of Alliance for a Healthy Orange County.



## **JUAN MATUTE**

*Associate Director of the UCLA Lewis Center for Regional Policy Studies and the Institute of Transportation Studies*

Juan Matute studies a number of areas relating to the future of urban mobility and accessibility, including sustainable transportation and land use, transit, SB 375 implementation, innovative mobility and local government climate planning.

## **DOWELL MYERS**

*Professor and Director of the Population Dynamics Research Group, USC Sol Price School of Public Policy*

Well-known as a specialist in demographic trends and their relation to all areas of policy and planning, Dowell Myers has been a long-standing advisor to the United States Census Bureau. His 2007 book, "Immigrants and Boomers: Forging a New Social Contract for the Future of America," received an award from the American Sociological Association for Best Book on Immigration. Myers has testified before the US Congress at Ellis Island and before the California Legislature. He currently serves on a panel of the National Academy of Sciences that is studying the economic and fiscal consequences of immigration. Mr. Myers also has recently focused on the newfound importance of the Millennial generation and younger children as critical resources for rebuilding the ranks of California's workforce, taxpayers and home buyers. His latest publications include "Peak Millennials" and "Cohort Momentum and Homeownership Projections to 2050."

Mr. Myers's undergraduate degree in anthropology from Columbia University was followed by a Master of Planning degree from UC Berkeley. He holds a PhD in urban planning from MIT with studies in demography at Harvard University. His research is available through the PopDynamics website at <http://popdynamics.usc.edu/>.



# KEY PROFILES

## **PHUONG NGUYEN**

*Demographer, California Department of Finance*

Phuong Nguyen is a demographer who received her Ph.D. training at the Department of Sociology, University of Washington, Seattle. She was a postdoctoral fellow at the Minnesota Population Center in 2006-2008. Her research focused on educational inequality and dissemination demographic metadata sets.

Ms. Nguyen started as a research analyst at State Data Center, California Department of Finance in 2008. Her works were mainly on analyzing large data sets, such as Census, American Community Surveys and Current Population Surveys.

She is currently a research specialist on state and county population estimates for State of California. She publishes bi-annual state and county population estimates data (January and July series). Population estimates produced by the Department of Finance are mandated by the California Constitution and various codes. They are used by state agencies, California counties, academic institutions, private research organizations, the media and the public. Primary uses include budgeting, needs assessment, program planning and evaluation, distribution of state funds and the calculation of rates (such as birth, death and incarceration).



## **ETHAN SHARYGIN**

*Demographer, California Department of Finance*

Ethan Sharygin joined the California Department of Finance as a demographer in 2014, after a fellowship at the University of Washington. He holds a PhD in Demography from the University of Pennsylvania. His research experience includes microsimulation, marriage markets, health consequences of famine, and mortality rates. In the Demographic Research Unit, he is responsible for estimating and forecasting rates of fertility, mortality and migration, and conducting the next series of California population projections.

## **JERRY WONG**

*Information Services Specialist, Los Angeles Regional Office, U.S. Census Bureau*

Over the course of 4 decennial censuses in 37 years of service, Jerry 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 Master's Degree in Social Welfare also from UCLA.



**USC**  
**Price**  
Sol Price School  
of Public Policy



**USC Sol Price School of Public Policy**

University of Southern California  
Lewis Hall 312  
Los Angeles, CA 90089-0626  
(213) 740-6842 | [www.usc.edu](http://www.usc.edu)

**Southern California Association of Governments**

818 West 7th Street  
12th Floor  
Los Angeles, CA 90017  
(213) 236-1800 | [www.scag.ca.gov](http://www.scag.ca.gov)