

26TH ANNUAL DEMOGRAPHIC WORKSHOP

BIG CHANGES AHEAD IN

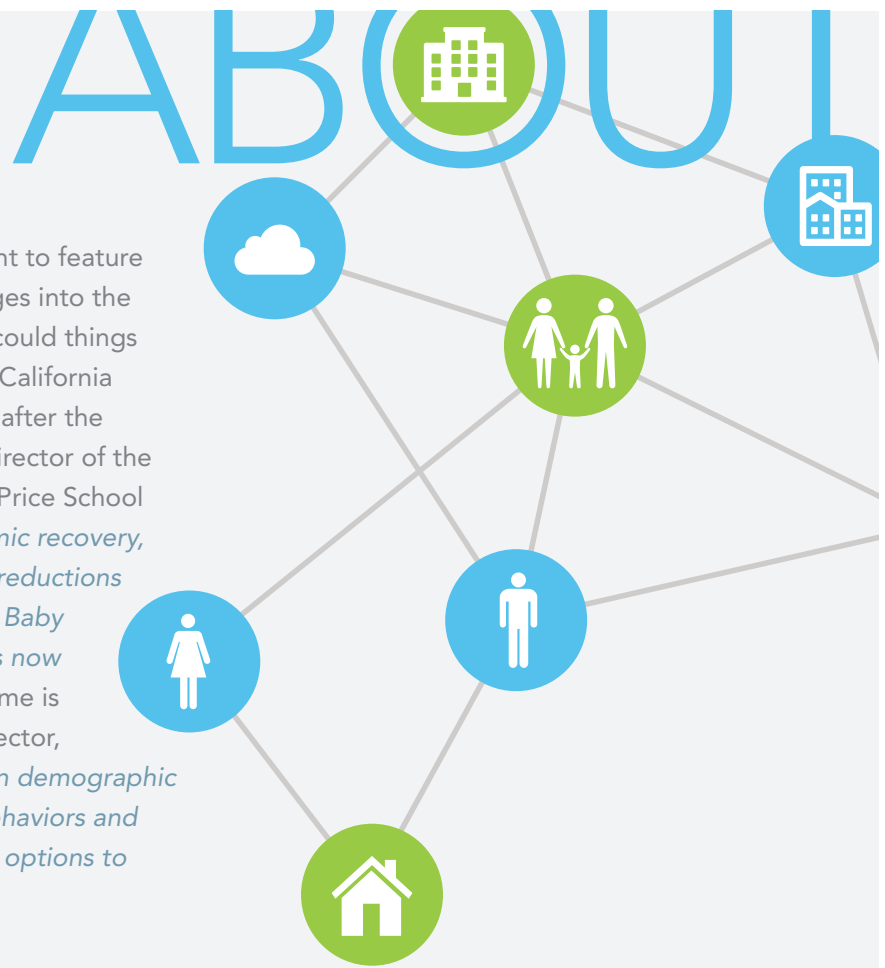
POST-RECESSION CALIFORNIA



PROGRAM

MONDAY, JUNE 1, 2015

Loker Conference Room
California Science Center



So many major changes are afoot that we thought to feature these as a set. As Southern California fully emerges into the post-recession world, how much more different could things be? We expect 150 attendants from throughout California to discuss what changes will be facing California after the Great Recession. Dowell Myers, Professor and Director of the Population Dynamics Research Group in the Sol Price School of Public Policy at USC, says, *“Even after economic recovery, Big Changes include fertility declines, sustained reductions in migration and immigration, retirements of the Baby Boomers and the powerful impacts of Millennials now coming of age.”* Emphasizing that this year’s theme is very timely, Hasan Ikhata, SCAG’s Executive Director, says, *“SCAG will continue to conduct research on demographic changes and the changing housing and travel behaviors and SCAG will lead in discussing planning and policy options to address them, as needed.”*

CONFERENCE HOSTED BY



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AGENDA

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JUNE.01.2015

7:30 AM Registration/Continental Breakfast

8:00 AM Welcome/Introductions

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

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 Panel 1: Metropolitan Population Projections: What Migration After the Great Recession?

Simon Choi, Chief of Research and Forecasting, Southern California Association of Governments

Cynthia Kroll, Chief Economist, Association of Bay Area Governments

John Pitkin, President, Analysis and Forecasting Inc.

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

9:30 AM Panel 2: New Trends in Fertility

Janna Goldberg, PhD Candidate, Sol Price School of Public Policy, USC

Leo Chavez, Professor of Anthropology, School of Social Sciences, UCI

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

Lihua Liu (Moderator), Demographer and Medical Sociologist at the Los Angeles Cancer Surveillance Program, Assistant Professor of Preventive Medicine, Keck School of Medicine, USC

10:45 AM Coffee Break

11:00 AM Panel 3: Millennials/Baby Boomers, Multifamily Housing and Sustainable Growth Strategies: Which Way is it Going?

Selma Hepp, Senior Economist, California Association of Realtors

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

Stephen Levy, Director & Senior Economist, Center for the Continuing Study of the California Economy

12:15 PM Working Lunch

12:30 PM Luncheon Keynote Speech: The New California: Post-Recession Challenges in Mature State

Hans Johnson, Senior and Bren Fellow, Public Policy Institute of California

1:15 PM Greetings

Ethan Sharygin, State Data Center, Demographic Research Unit, California Department of Finance

1:25 PM Afternoon Roundtables

Table 1 – Accessing Census Bureau Demographic and Economic Data from the new American FactFinder with **Jerry Wong**

Table 2 – California Fertility: Measurement and Trends with **Ethan Sharygin**

Table 3 – Estimating Migration for Population Forecasts with **John Pitkin**

Table 4 – Projecting K-12 Public School Enrollments: Are Big Changes Ahead for the Los Angeles Unified School District? with **Valerie Edwards & Mary Ehrenthal Prichard**

Table 5 – Childhood Well-Being with **Cheryl Wold & Jacquelyn McCroskey**

Table 6 – DOF City Estimates: Data Sources and Challenges with **Doug Kuczynski**

2:25 PM Takeaways of Roundtables, Questions & Answers

3:00 PM Concluding Remarks



LEO CHAVEZ

Professor of Anthropology, School of Social Sciences, UCI

Leo Chavez received his PhD from Stanford University and is currently a professor in the Department of Anthropology at the University of California, Irvine. His most recent book, *The Latino Threat: Constructing Immigrants, Citizens and the Nation* (Stanford University Press, 2008; 2nd edition 2013), questions taken-for-granted assumptions about Latina fertility found in both academic writing and popular media.

In addition to scores of academic articles, he is the author of *Shadowed Lives: Undocumented Immigrants in American Society* (3rd Edition, Wadsworth/Cengage Learning 2013) and *Covering Immigration: Popular Images and the Politics of the Nation* (University of California Press 2001). Mr. Chavez received the Margaret Mead Award in 1993, the Association of Latina and Latino Anthropologists' Book Award for *The Latino Threat* in 2009 and the Society for the Anthropology of North America's award for Distinguished Achievement in the Critical Study of North America in 2009.

SIMON CHOI

Chief of Research and Forecasting, Southern California Association of Governments

Simon Choi joined the Southern California Association of Governments (SCAG) in 1991 and has 30 years of experience in the field of applied demography and urban and regional planning. As chief of research and forecasting in the SCAG, he is coordinating the programs of regional forecasting, data/GIS, advanced research and global collaboration.

Mr. Choi develops and maintains the state of art demographic forecasting models. He closely works with regional experts and local planners to improve the quality of regional demographic forecasts. He conducts a variety of advanced research and analyses on urban growth and planning, population projections, migration modeling, small area demography and housing. Before joining SCAG, he worked for the Korea Research Institute for Human Settlements (KRIHS) as a researcher. Mr. Choi received PhD in Planning from the University of Southern California (USC).



KEY PROFILES



JAMES T. CHRISTY

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

James T. Christy has been director of the U.S. Census Bureau's Los Angeles Regional Office since 2002. He oversees census activity in Hawaii and 19 counties in Southern California. The region contains the most populous county in the nation - Los Angeles - at nearly 10 million people.

Mr. Christy began his career at Census Bureau headquarters in Suitland, Md., as a statistician evaluating education and expenditure data. He has also worked in the Denver and Kansas City regional offices on a variety of Census Bureau activities. These included working on the 1990 and 2000 censuses and the supervision of data collection for indicators such as the Consumer Price Index, the Monthly Unemployment Rate and Housing Starts.

He has served as chairman of the Greater Los Angeles Federal Executive Board and participates in numerous activities related to public policy issues in Southern California.

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 for the Master Planning and Demographics Unit of the Los Angeles Unified School District

Ms. 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. 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.

JANNA GOLDBERG

PhD Candidate, Sol Price School of Public Policy, USC

Janna Goldberg's research interests include urban demography, family and household formation and immigrant assimilation and integration. In addition to her work at Price, Janna has worked at the RAND Corporation in Santa Monica, CA as a member of the Survey Research Group since 2009.

Her dissertation, titled "Living arrangements of young Latino couples: Getting by in high-cost Los Angeles" is based on a longitudinal study of newlywed couples throughout Los Angeles County. As part of The Los Angeles Project on Newlywed Development, conducted by the RAND Corporation and funded by the Department of Health and Human Services, Janna conducted hundreds of mixed methods interviews and is analyzing the data to highlight patterns of living arrangements and family formation among young adults in post-recession Los Angeles.

In addition to being in the final stages of her PhD, Janna has an MA from the University of North Carolina, Chapel Hill and a BA from the University of California, San Diego.



KEY PROFILES



SELMA HEPP

Senior Economist for the California Association of Realtors (C.A.R.)

Selma Hepp directs the activities of the Association's Research and Economics Group. She oversees the research and analysis of housing market and economic trends, member and consumer surveys and the impact of real estate related regulatory and legislative policy. She regularly monitors and writes columns on the latest academic research in housing and urban economics, foreclosures, international housing markets and demographic trends.

Before joining C.A.R. in 2012, Ms. Selma was Economist and Manager of Public Policy and Homeownership at the National Association of REALTORS®. She also worked as a research associate at the Department of Housing and Urban Development and the National Center for Smart Growth Research and Education and was an instructor at George Washington University. Currently, Selma collaborates with the USC Lusk Center for Real Estate and the REALTOR® University Center for Real Estate Studies.

She earned her Masters from the SUNY at Buffalo and a PhD from the University of Maryland.

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.



SPEAK

HANS JOHNSON

Senior and Bren Fellow, Public Policy Institute of California

Hans Johnson is a senior fellow and Bren fellow at the Public Policy Institute of California. He conducts research on higher education, with a focus on policies designed to improve college access and completion. He frequently presents his work to policymakers and higher education officials and he serves as a technical advisor to many organizations seeking to improve college graduation rates, address workforce needs and engage in long-term capacity planning. His other areas of expertise include international and domestic migration, housing in California and population projections. Previously, he served as research director at PPIC. Before joining PPIC, he worked as a demographer at the California Research Bureau and at the California Department of Finance. He holds a PhD in demography and a master's degree in biostatistics from the University of California, Berkeley.



JACK KNOTT

Dean, Sol Price School of Public Policy, USC

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.



CYNTHIA KROLL

Chief Economist, Association of Bay Area Governments

Prior to joining ABAG, Cynthia Kroll was Executive Director for Staff Research and Senior Regional Economist for the Fisher Center for Real Estate and Urban Economics at UC Berkeley. She also worked for the State of California Office of Economic Research and SRI International. She has earned all of her academic degrees at UC Berkeley, including her PhD in City and Regional Planning.

She is a member of the Lambda Alpha, ULI, the American Planning Association, the American Real Estate and Urban Economics Association and the Industry Studies Association and serves on the Bay Area Council Economic Institute Research Council.

In addition to research on the region's economy, she has studied the California economy, the real estate industry, housing and land use policy, housing affordability, globalization, the high-tech industry, green technologies, natural disasters and resource development.



KEY PROFILES

DOUG KUCZYNSKI

Demographer, California Department of Finance

Doug Kuczynski has worked for the California Department of Finance for 15 years after a fellowship at the University of Wisconsin – Madison where he earned a degree in Sociology with a concentration in analysis and research. In the Demographic Research Unit, he is responsible for producing sub-county population, housing and group quarters estimates. His current research interests include annual vacancy rates, housing growth trends and group quarters enumeration.



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.



LIHUA LIU

Demographer and Medical Sociologist at the Los Angeles Cancer Surveillance Program, Assistant Professor of Preventive Medicine, Keck School of Medicine, USC

Ms. Lihua Liu holds a PhD in Demography and Medical Sociology from the University of Southern California. She works as a demographer and medical sociologist at the Los Angeles Cancer Surveillance Program, a population-based cancer registry covering Los Angeles County as part of the statewide and national cancer surveillance systems. She is also a faculty member in the Dept. of Preventive Medicine, USC Keck School of Medicine. Her work focuses on the demographic, socioeconomic, cultural, behavioral and environmental factors in the development, diagnosis and survival of cancer. In recent years, together with Prof. Dowell Myers, she established the USC Immigrant Health Initiative (iHi), a multidisciplinary think tank participated by faculty members from eight USC schools, to raise awareness and foster collaboration on health issues among the growing immigrant populations in the US.

JACQUELYN MCCROSKEY

John Milner Professor of Child Welfare, School of Social Work, USC

Jacquelyn McCroskey, who holds the John Milner Professorship in Child Welfare, was named the 2003 California Social Worker of the Year by the California Chapter of the National Association of Social Workers. For more than two decades, she has helped to create and evaluate systems change initiatives to improve outcomes for families and children in Los Angeles County.

Through her work with county, city and school district policy makers and philanthropists, she has investigated inter-agency collaboration and community partnerships across a broad range of organizations, service areas and settings. She uses data and scholarship, drawing on both qualitative and quantitative methods, to inform policy and guide improvements to government systems providing child welfare, juvenile justice and early care and education services. Her research focuses on financing and organization of services for children and families, utilization of results and performance measurement and the efficiency and effectiveness of services.

Ms. McCroskey holds a PhD in Social Welfare from the University of California, Los Angeles.



DOWELL MYERS

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

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. 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 Latino Caucus of the California legislature. He currently serves on a panel of the National Academy of Science 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.

Mr. Myers' undergraduate degree in anthropology from Columbia University was followed by a Master of Planning degree from UC Berkeley. Mr. Myers holds a PhD in urban planning from MIT with studies in demography at Harvard University. His research website can be found at <http://www.usc.edu/schools/price/research/popdynamics/home.html>.



JOHN PITKIN

President, Analysis and Forecasting Inc.

John Pitkin is a consultant and president of Analysis & 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. 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 the San Francisco Bay Area for the Association of Bay Area Governments.

Mr. Pitkin holds an A.B. from Columbia University and had studied at Oxford University and the University of Helsinki.



KEY PROFILES

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 reviewing the data and methods for estimating and forecasting rates of fertility, mortality and migration, which will be used in future rounds of California population projections.



CHERYL WOLD

Non-Profit and Public-Sector Consultant, Wold and Associates

Cheryl Wold is passionate about leveraging data and technology in innovative and collaborative ways to address the many factors that shape health. Ms. Wold's consulting work with non-profit and public-sector organizations leverages extensive experience in public health.

Ms. Wold has worked over the past few years to improve access to public datasets and new uses of data in decision-making and health improvement. She assists the USC Children's Data Network by supporting efforts to link administrative data sets and produce updated reports on child well-being. She has tracked developments in the open data space for the California HealthCare Foundation's "Free the Data" initiative, including a recently published set of case studies exploring the health impacts of open data. She has helped to shape national and statewide forums promoting collaborative innovation between among data stewards and social entrepreneurs, including co-organizing the community track for the 2014 Health Datapalooza.

Previously, Ms. Wold was the Chief of the Health Assessment Unit in the Los Angeles County Public Health Department and held similar roles in Massachusetts where she received her MPH in Epidemiology from Boston University School of Public Health.



JERRY WONG

Data Dissemination Specialist, Census Bureau's Los Angeles Region

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 Masters Degree in Social Welfare also from UCLA.



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