California’s Changing Face

APA CA Diversity Summit 2011
Santa Barbara, CA

Source: Eric Fischer (Flickr page)
U.S. Demographic Shifts

2011
Older, more Latino & Asian, single, independent

By 2042
“Minorities” → Majority
Latinos → largest “minority” group.
California sets the trend…

Source: mapwatch.com
California’s Diverse Population

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>59.5%</td>
<td>57.6%</td>
<td>74.5%</td>
<td>72.4%</td>
</tr>
<tr>
<td>Black</td>
<td>6.5%</td>
<td>6.2%</td>
<td>12.4%</td>
<td>12.6%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>0.6%</td>
<td>1.0%</td>
<td>0.8%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Asian</td>
<td>11%</td>
<td>13%</td>
<td>4.4%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Hawaiian &amp; Other Pacific Islander</td>
<td>.3%</td>
<td>0.4%</td>
<td>0.1%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Persons reporting two or more races</td>
<td>1.9%</td>
<td>4.9%</td>
<td>2.2%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Hispanic or Latino origin</td>
<td>32.6%</td>
<td>37.6%</td>
<td>15.1%</td>
<td>16.3%</td>
</tr>
</tbody>
</table>

Source U.S. Census Bureau: State and County QuickFacts.
Membership Demographics

- White: 48%
- Hispanic: 5%
- Asian/Pacific Islander: 6%
- Black or African American: 2%
- American Indian or Alaska Native: 0%
- Other Race: 1%
- Not Specified: 38%
## Diversity trends*

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>APA CA 2006</th>
<th>APA CA 2010</th>
<th>APA CA 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>84.6%</td>
<td>48.0%</td>
<td>47.9%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>3.9%</td>
<td>5.1%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>7.7%</td>
<td>6.1%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Black</td>
<td>2.6%</td>
<td>1.9%</td>
<td>1.8%</td>
</tr>
<tr>
<td>American Indian</td>
<td>0.2%</td>
<td>0.2%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Multiracial</td>
<td>0.6%</td>
<td>0.6%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Not specified</td>
<td>NA</td>
<td>38.1%</td>
<td>38.1%</td>
</tr>
</tbody>
</table>

Source: APA

*Estimates only
So, what does this mean for us as planners???
land-use  housing
transportation
environmental-justice
workforce-development
industrial-growth sustainability
education community-engagement
recreation public-health
safety employment
open-space
What do the experts say?

“…diversity enhances the knowledge bases of planning and community development, helping us find new ways of resolving difficult issues.” – Leonardo Vasquez

“Communities that embrace diversity have more SUCCESS attracting “new economy” businesses than those that reject diversity” – Richard Florida

Source: APA Northern News, July 2007
Planning is dynamic
Diversity strengthens planning

- Stronger plans, with community support
- Professional dedication to public service
- Commitment to social awareness & change
APA CA Diversity Successes

- California Chapter efforts
  - 2005 Membership Inclusion Program

- Membership Inclusion Director appointment

- Allocated funding for strategy implementation

- 2011 - 6th Diversity Summit event
APA CA Chapter Sections

- Northern
- Central Coast
- Central
- Inland Empire
- Los Angeles
- Orange
- San Diego
- Sacramento
APA CA Diversity Successes

- Orange section
  - Cultural Awareness and Diversity Article Competition

- San Diego section
  - Built Environment Education Program

- Central Coast section
  - Movies in My Backyard (MiMBY)

- Northern section
  - High school ambassador program
  - “Planners of Color” social mixers

- Other sections
  - Young Planner Groups
  - High school and college outreach
  - More professional development & social opportunities
Get Involved!

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As planners, we hold the key to vibrant, engaged multi-racial and cultural communities that nurture families, generate good jobs, housing, transportation, schools, and parks.

The key: inclusive planning across California’s diverse communities.