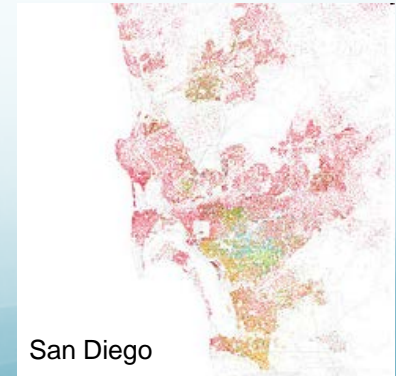
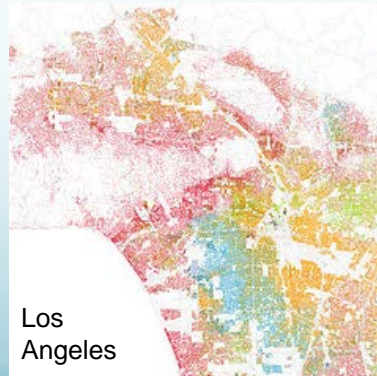
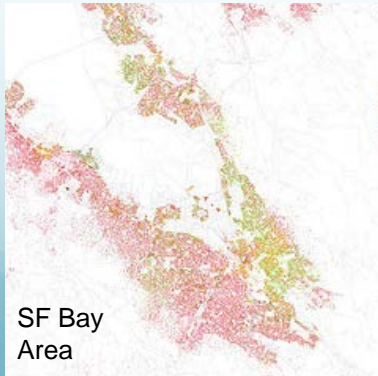


# California's Changing Face

APA CA Diversity Summit 2011  
Santa Barbara, CA





# U.S. Demographic Shifts

2011

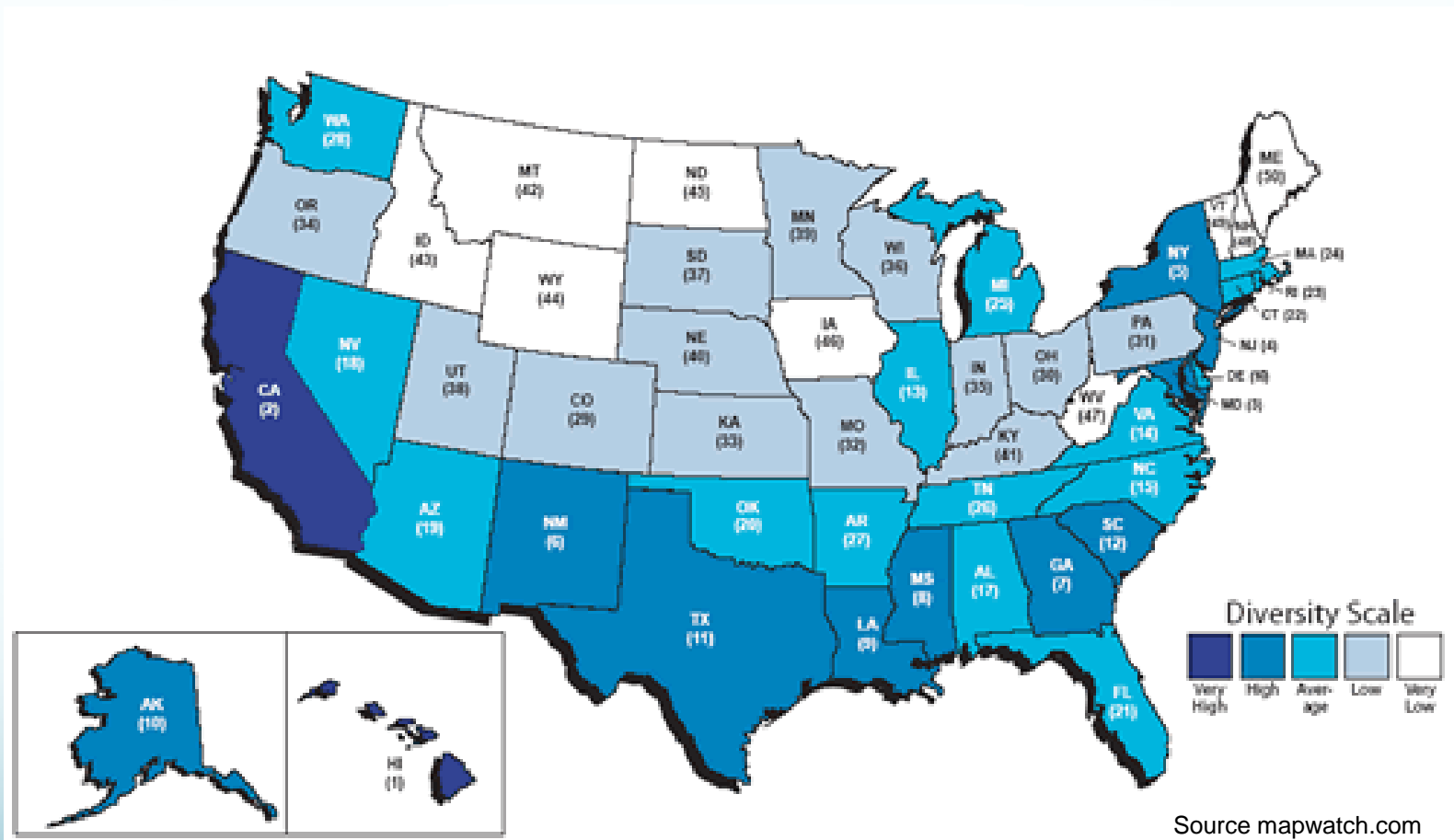
Older, more Latino & Asian, single, independent

By 2042

“Minorities” → Majority

Latinos → largest “minority” group.

# California sets the trend...



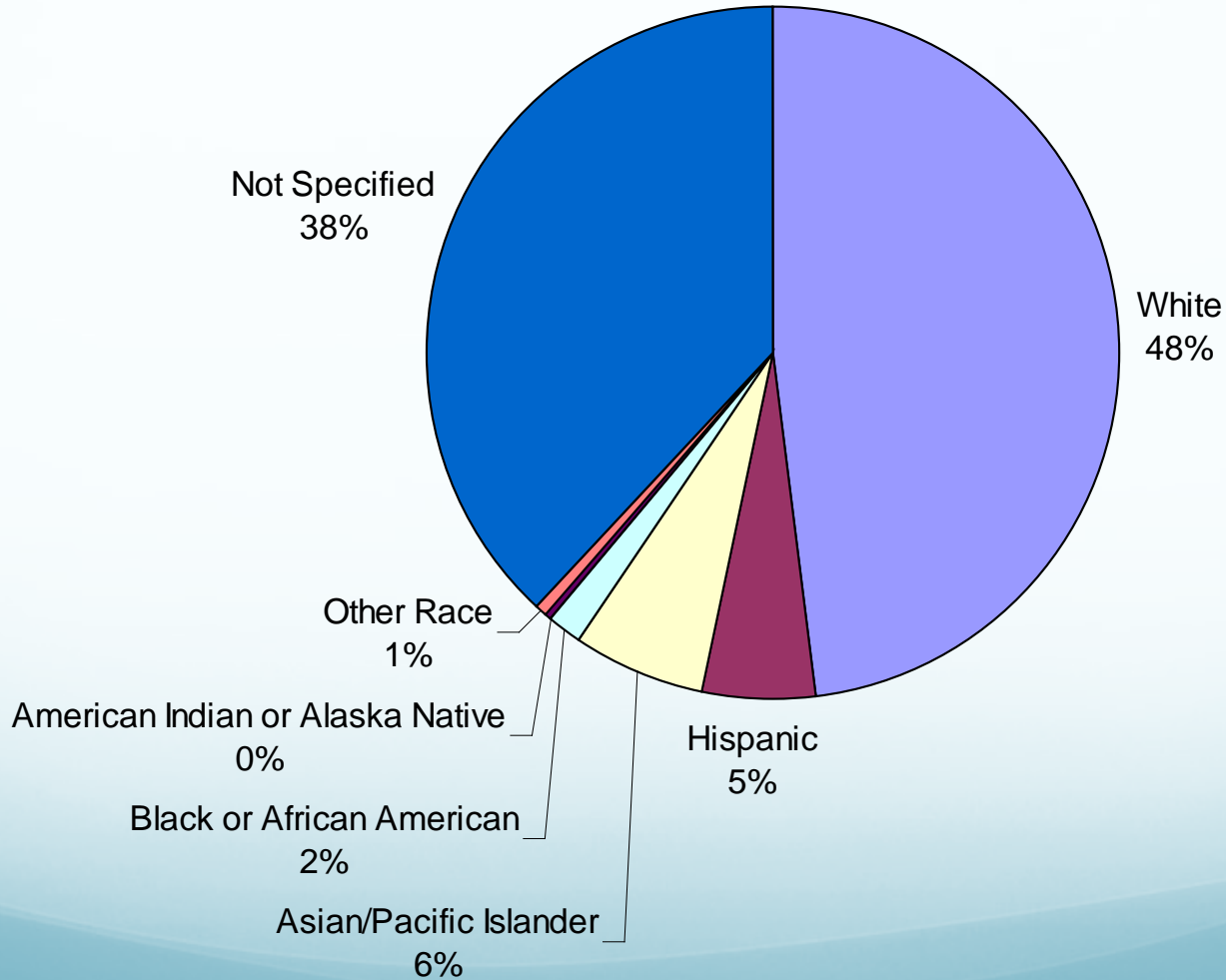
# California's Diverse Population

Ethnicity	California		United States	
	2000	2010	2000	2010
White	59.5%	57.6%	74.5%	72.4%
Black	6.5%	6.2%	12.4%	12.6%
American Indian and Alaska Native	0.6%	1.0%	0.8%	0.9%
Asian	11%	13%	4.4%	4.8%
Hawaiian & Other Pacific Islander	.3%	0.4%	0.1%	0.2%
Persons reporting two or more races	1.9%	4.9%	2.2%	2.9%
Hispanic or Latino origin	32.6%	37.6%	15.1%	16.3%

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



# Membership Demographics





# Diversity trends\*

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

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

A complex collage of architectural and mechanical elements. At the top right is a black silhouette of a windmill with four white sails. To its left is a modern, angular building with a glass facade. Below these are various gears, some black and some white, and a grid of yellow squares. A white rectangular box with four black screws is positioned horizontally across the center, containing the text "Planning is dynamic" in blue. The background is dark grey with a light blue gradient at the bottom.

**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 - 6<sup>th</sup> Diversity Summit event





# APA CA Chapter Sections





# 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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# Envisioning the Future

- 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.