Census Trends for Planning and Policy: Diversity Summit 2012
APA California Chapter Conference
Rancho Mirage, California
Sunday, October 21
4:30-6:00 P.M.

ABSTRACT: This year’s California Chapter Diversity Summit will deepen planners’ understanding of statewide demographic trends to inform local land use planning and public policy, with particular emphasis on underserved communities, communities of color, and the planners who work in those communities. This session will provide guidance for California planners on how to translate the Census 2010 data into everyday project, program, and policy guidance, providing relevant case studies and resources. Sample areas of focus will include effective public engagement strategies for communities with shifting demographics and navigating the changing fiscal resource landscape. The Summit will feature American Planning Association President Mitchell Silver as the opening speaker, setting the national demographic context. The Summit keynote will be provided by Dr. Leobardo Estrada, PhD, focusing on California's unique planning and policy landscape. Dr. Estrada is Associate Professor of Urban Planning at the UCLA School of Public Affairs, Department of Urban Planning. State Membership Inclusion Directors Connie Galambos Malloy and Anna M. Vidal will provide a brief overview of current Chapter diversity initiatives, trends, and opportunities for members to engage at the Section level.

4:30-4:35
Welcome & Overview - Connie Malloy, CCAPA Membership Inclusion Director – Northern

4:35-4:50
Opening – Mitchell Silver, APA National President
- National context for demographic change that shapes planning & public policy and APA's Diversity efforts.

4:55-5:30
Keynote - Leobardo Estrada, Professor of Urban Planning, UC Los Angeles
- The U.S. Census in California – what did we expect? What emerged as surprises?
- Analysis of five key statewide planning & public policy issues
- Navigating demographic, community, municipal, and political change

5:30-5:50
Moderated Reactions & Reflections - Mitchell Silver, APA National President

5:50-6:00
Diversity Summit Wrap-up - Anna Vidal, CCAPA Membership Inclusion Director – Southern