

Center for Demographic Research

2020-2023

Business Plan

Sponsors:

California State University, Fullerton
County of Orange
Municipal Water District of Orange County
Orange County Council of Governments
Orange County Sanitation District
Orange County Transportation Authority
Orange County Water District
Southern California Association of Governments
Transportation Corridor Agencies

Contributing Partner:

Orange County Local Agency Formation Commission

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I. MISSION STATEMENT, CORE FUNCTION, AND GUIDING PRINCIPLES

Mission Statement

Provide accurate and timely information regarding population, housing and employment characteristics for Orange County, California in an efficient and cost-effective manner.

Core Function

The core function of the Center for Demographic Research is the preparation of demographic forecasts for Orange County, California for a wide range of local, subregional and regional applications, including transportation infrastructure planning, facilities planning and timing, development of fee programs, bond revenue stream analysis, general planning and other applications.

- The technical complexity of preparing and maintaining demographic forecasts requires a long-term commitment from public agencies to maintain data consistency, quality, and expertise.
- To the extent practicable, CDR also provides on-going demographic products including the Orange County Profiles, and the Orange County Facts and Figures, and the annual Orange County Progress Report.

CDR Guiding Principles

In conducting the Core Function, the Center for Demographic Research is guided by the following principles:

Accuracy

Produce demographic estimates and projections that are valid and accurate.

Objectivity

Produce demographic estimates and projections that are independent and objective.

Honesty, Trust and Respect

Maintain the highest degree of integrity, honesty, trust, and respect in our interactions with our sponsors and clients, as well as private and public agencies and individuals.

Teamwork and Problem Solving

Attain CDR's goals through cooperative efforts and collaboration with each other and our sponsors, and strive to solve problems in a creative and a cost-effective manner.

Learning and Teaching

Continuously develop ourselves, enhancing our talents, skills, and abilities.

II. SPONSORSHIP AND ADMINISTRATION

The Center for Demographic Research was established in 1996 to ensure Orange County continues its presence in the development and support of demographic information. The CDR activities are located at California State University, Fullerton, ensuring data consistency through the maintenance of a centralized data source of Orange County demographic characteristics.

The Center for Demographic Research is sponsored by the County of Orange, Orange County Sanitation District, Orange County Transportation Authority, Transportation Corridor Agencies, Orange County Council of Governments, Municipal Water District of Orange County, Orange County Water District, Southern California Association of Governments, and California State University, Fullerton. These agencies govern and support the Center for Demographic Research and are referred to as CDR Sponsors.

In 2010, the Orange County Local Agency Formation Commission joined the agencies supporting the CDR as a Contributing Partner. This new tier of financial support was created to be responsive to an agency's desire to participate in supporting CDR but focused in their scope of CDR services. The contributing partner tier of support includes specified work product, limited access to CDR resources and products, and non-voting membership on technical and management committees.

The Center for Demographic Research operates in partnership with California State University, Fullerton, supporting the university's learning-centered mission, and is run operationally through the CSUF Auxiliary Services Corporation with academic oversight from the College of Humanities and Social Sciences. The CDR makes its wealth of data readily available to faculty and student researchers, assists the faculty in designing instructional activities in the field of demography, and draws upon faculty research and expertise in its project activities. Through such linkages, the CDR provides opportunities for California State University, Fullerton and other institutions of higher education to benefit from participation in regional demographic concerns.

A Management Oversight Committee serves as the policy committee overseeing the activities of the CDR. Each of the sponsoring agencies has one voting member and the two water agencies share one voting member. Contributing Partners have one non-voting, ex-officio member each. Its responsibilities include (1) consideration of policy matters associated with the operations of the CDR, (2) review of product status and activities which are part of the core work program, (3) review of the CDR's financial status, (4) set CDR budget and modify staff salaries, (5) consideration of requests from additional agencies wishing to become sponsors or contributing partners, and (6) consideration of other matters vital to the function of the CDR, including additional tasks as requested by the sponsors.

A Technical Advisory Committee provides technical guidance and input into the development of each product produced on the annual work program. The Technical Advisory Committee advises the Director of the CDR, as well as reports to the Management Oversight Committee. Its primary role is to provide advice on the approach, techniques, data sources and methods used to develop new products, facilitate the acquisition of data necessary to produce products, to provide suggestions on the interpretation and analysis incorporated into products, to provide input on assumptions for the development of the growth forecasts, and to provide review of products prior to approval by the Management Oversight Committee. Membership to this committee is the same as the Management Oversight Committee, with the addition of a second CSU Fullerton representative and one member each from both Chapman University and the University of California, Irvine (see attached membership list).

III. SERVICES AND PRODUCTS

Below is a sampling of some of the products and services produced by the CDR.

REPORTS

Orange County Progress Report
Orange County Projections
Orange County Facts and Figures
Boundary and Annexation Report
Housing Activity Report
2020 Census Demographic Profile & decadal change report

PUBLIC INFORMATION SERVICES

Provide Public Information on Orange County Demographics as Requested
Maintain CDR Website
Provide Information and Analysis to News Media where demographics is the focus
Update Regional Housing Needs Allocations for annexations and incorporations.
Process census data
California State Data Center affiliate

DATA BASES

Orange County Projections
Housing Inventory System: data system includes all changes to each jurisdiction's housing stock
Annual Population and Housing Unit estimates by partial census tract

COMMITTEES

Participate in Sponsor Technical Advisory Committees as Requested
Coordinate with University Research Centers
Coordinate with SCAG and SCAG Committees

IV. CDR STAFF

Director: Deborah Stickley Diep	657-278-4596	ddiep@fullerton.edu
Assistant Director: Ruby Zaman	657-278-4709	ruzaman@fullerton.edu
GIS Analyst: Ian Boles	657-278-4670	iboles@fullerton.edu
Demographic Analyst: Tania Torres	657-278-3417	tatorres@fullerton.edu
GIS Technician: Teresa Victoria	657-278-4627	tvictoria@fullerton.edu
Administrative Assistant: Kathy Rinos	657-278-4875	krinos@fullerton.edu
Public Information Officers: Leighanna Delano Leona Wong	657-278-3009	publicinfo@fullerton.edu

V. MANAGEMENT OVERSIGHT COMMITTEE

REPRESENTATIVES:

Kurt Brotcke, Chair	Orange County Transportation Authority
John Carroll, Vice-Chair	Cal State University, Fullerton
Charles Busslinger	Municipal Water District of Orange County
Doug Feremenga	Transportation Corridor Agencies
Adam Nazaroff	Orange County Sanitation District
Debra Rose	City of Lake Forest/Orange County Council of Governments
Jessica Witt	County of Orange
Ying Zhou	Southern California Association of Governments
Carolyn Emery	Ex-Officio, Orange County Local Agency Formation Commission (non-voting)

ALTERNATES:

Joanna Chang	County of Orange
Kevin Hadden	Orange County Sanitation District
Kevin Hostert	Municipal Water District of Orange County
Jonathan Hughes	Southern California Association of Governments
Anup Kulkarni	Orange County Transportation Authority
Chris Lingad	Municipal Water District of Orange County
Ruby Maldonado	County of Orange
Valarie McFall	Transportation Corridor Agencies
Nicole Miller McDaniel	City of Lake Forest/Orange County Council of Governments
Marnie Primmer	Orange County Council of Governments
Luis Tapia	Ex-Officio, Orange County Local Agency Formation Commission (non-voting)

VI. TECHNICAL ADVISORY COMMITTEE

REPRESENTATIVES:

Scott Reekstin, Chair	City of Tustin/ Orange County Council of Governments
Berna Torr, Vice-Chair	Cal State University, Fullerton
Tim Bruckner	University of California at Irvine
John Carroll	Cal State University, Fullerton
Steven Giang	County of Orange
Virginia Gomez	Transportation Corridor Agencies
Kevin Hadden	Orange County Sanitation District
John Kennedy	Orange County Water District
Anup Kulkarni	Orange County Transportation Authority
Raymond Sfeir	Center for Economic Research, Chapman University
Ying Zhou	Southern California Association of Governments
Luis Tapia	Ex-Officio, Orange County Local Agency Formation Commission (non-voting)
Gail Shiomoto-Lohr	Member from the Public, City of Mission Viejo (non-voting)

ALTERNATES:

Gavin Centeno	Orange County Local Agency Formation Commission (non-voting)
Joanna Chang	County of Orange
Justin Equina	City of Irvine/Orange County Council of Governments
Doug Feremenga	Transportation Corridor Agencies
Silvia Fuller	County of Orange, Social Services Agency
Adam Nazaroff	Orange County Sanitation District
Linda Smith	County of Orange
Brian Smolke	Orange County Transportation Authority
Carl Wendt	Cal State University, Fullerton
vacant	Southern California Association of Governments