Center for Demographic Research

2014-2017
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 with the College of Humanities and Social Science, supporting the university’s learning-centered mission. 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

PUBLIC INFORMATION SERVICES

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

DATA BASES

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

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Michelle Berelowitz, CSUF Health and Human Development
John Carroll, Geography & IT
Kathleen Costello, CSUF Center for Internships & Community Engagement
Adrian Fleissig, Economics
Sheryl Fontaine, Dean, College of Humanities and Social Sciences
Bill Gayk, Research Associate
Laura Gil-Trejo, CSUF Social Science Research Center
Carter Rakovski, Sociology
Berna Torr, Sociology
Ray Young, Geography Faculty Emeritus
V. MANAGEMENT OVERSIGHT COMMITTEE

**REPRESENTATIVES:**

Kurt Brotcke, Chair  
*Orange County Transportation Authority*

Doug Reilly, Vice-Chair  
*City of Laguna Woods/Orange County Council of Governments*

John Carroll  
*Cal State University, Fullerton*

Doug Feremenga  
*Transportation Corridor Agencies*

Joan Finnegan  
*Municipal Water District of Orange County*

Guoxiong Huang  
*Southern California Association of Governments*

Carolyn McInerney  
*County of Orange*

Rob Thompson  
*Orange County Sanitation District*

Carolyn Emery  
*Ex-Officio, Orange County Local Agency Formation Commission*

**ALTERNATES:**

Kevin Hadden  
*Orange County Sanitation District*

Anup Kulkarni  
*Orange County Transportation Authority*

Paul Lanning  
*County of Orange/Clerk-Recorder’s Office*

Ruby Maldonado  
*County of Orange*

Valarie McFall  
*Transportation Corridor Agencies*

Gwenn Norton-Perry  
*Orange County Council of Governments*

Ying Zhou  
*Southern California Association of Governments*

Benjamin Legbandt  
*Ex-Officio, Orange County Local Agency Formation Commission*
VI. TECHNICAL ADVISORY COMMITTEE

REPRESENTATIVES:

Anup Kulkarni, Chair Orange County Transportation Authority
Berna Torr, Vice-Chair Cal State University, Fullerton
Esmael Adibi Center for Economic Research, Chapman University
Tim Bruckner University of California at Irvine
John Carroll Cal State University, Fullerton
Rudy Davila Orange County Sanitation District
John Kennedy Orange County Water District
Scott Reekstin City of Tustin/Orange County Council of Governments
Linda Smith County of Orange
Carla Walecka Transportation Corridor Agencies
Ying Zhou Southern California Association of Governments
Ben Legbandt Ex-Officio, Orange County Local Agency Formation Commission (non-voting)
Jerry A. King Member from the Public, J. A. King and Associates (non-voting)
Gail Shiomoto-Lohr Member from the Public, City of Mission Viejo (non-voting)

ALTERNATES:

Simon Choi Southern California Association of Governments
Carolyn Emery Orange County Local Agency Formation Commission
Kevin Hadden Orange County Sanitation District
Marika Poynter City of Irvine/Orange County Council of Governments
Carter Rakovski Cal State University, Fullerton
Wendy Smith Orange County Sanitation District
Brian Smolke Orange County Transportation Authority
Jay Wong County of Orange, Social Services Agency