

2006-2009

Business Plan

Center for Demographic Research

**Sponsoring Agencies:**

**California State University, Fullerton**

**County of Orange**

**County of Orange Clerk-Recorder Department**

**Municipal Water District of Orange County**

**Orange County Council of Governments**

**Orange County Sanitation District**

**Orange County Transportation Authority**

**Orange County Water District**

**Transportation Corridor Agencies**

©2006 Center for Demographic Research

**TABLE OF CONTENTS**

Mission Statement ..... 1

Sponsorship and Administration.....2

Services and Products .....4

Center for Demographic Research Staff.....5

Management Oversight Committee .....6

Technical Advisory Committee .....7

## I. MISSION STATEMENT AND GUIDING PRINCIPLES

### **Mission Statement**

*Provide accurate and timely information regarding population, housing and employment characteristics in an efficient and cost-effective manner.*

### **CDR Guiding Principles**

#### *Accuracy*

We attempt to produce demographic estimates and projections that are valid and accurate.

#### *Objectivity*

We aspire to produce demographic estimates and projections that are independent and objective.

#### *Honesty, Trust and Respect*

We aspire to the highest degree of integrity, honesty, trust, and respect in our interactions with our sponsors and clients.

#### *Teamwork and Problem Solving*

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

#### *Learning and Teaching*

We 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, County of Orange Clerk-Recorder Department, 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, and California State University, Fullerton. These agencies govern and support the Center for Demographic Research.

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. The County of Orange and the Orange County Transportation Authority have two members on the committee, the County of Orange Clerk-Recorder Department, Orange County Council of Governments, Orange County Sanitation District, Transportation Corridor Agencies, and California State University, Fullerton have one member, and the two water agencies share a member. (see attached list). 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) consideration of requests from additional agencies wishing to become sponsors, and (5) 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. Sponsor membership to this committee is the same as the Management Oversight Committee, with the addition of one representative of 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 the CDR creates for its Sponsors.

#### **REPORTS**

Orange County Progress Report  
Orange County Projections  
Orange County Facts and Figures  
Orange County Profiles

#### **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  
Estimated Population by Age by Partial Census Tract  
Estimated Population by Race/Ethnicity by Partial Census Tract  
Estimate Income by Census Tract  
Population Estimates of the Largest Asian and Pacific Islander Groups by 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            714-278-4596            ddiep@fullerton.edu

Assistant Director:

Scott Martin                        714-278-4709            smartin@fullerton.edu

GIS Analyst:

Jason Touchette, GIS            714-278-4627            jtouchette@fullerton.edu

Demographic Analyst:

Ian Boles                            714-278-3417            iboles@fullerton.edu

Administrative Assistant:

Kathy Rinos                        714-278-4875            krinos@fullerton.edu

Research Assistants:

Ashley Cordova, GIS            714-278-4627            acordova@fullerton.edu

Public Information Officer:

Kristy Mar                         714-278-3009            publicinfo@fullerton.edu

Faculty/ Consultants:

Michelle Berelowitz, CSUF Health and Human Development

John Carroll, Geography

Adrian Fleissig, Economics

Caroline Fraser, GIS Consultant

Bill Gayk, Research Associate

Tom Klammer, Dean, College of Humanities and Social Sciences

Ray Young, Associate Vice President of Academic Affairs, Geography

## V. MANAGEMENT OVERSIGHT COMMITTEE

### REPRESENTATIVES:

<i>Kurt Brotcke, Vice-Chair</i>	<i>Orange County Transportation Authority</i>
<i>Jim Burror</i>	<i>Orange County Sanitation District</i>
<i>Macie Cleary-Milan</i>	<i>Transportation Corridor Agencies</i>
<i>Joan Finnegan</i>	<i>Municipal Water District of Orange County</i>
<i>Phil Gianos</i>	<i>Cal State University, Fullerton</i>
<i>Bill Hodge</i>	<i>County of Orange</i>
<i>Anup Kulkarni</i>	<i>Orange County Transportation Authority</i>
<i>Paul Lanning, Chair</i>	<i>County of Orange, Clerk-Recorder Department</i>
<i>Ruby Maldonado</i>	<i>County of Orange</i>
<i>Dennis Wilberg</i>	<i>Orange County Council of Governments</i>

### ALTERNATES:

<i>Larry Dick</i>	<i>Municipal Water District of Orange County</i>
<i>Adam Nazaroff</i>	<i>Orange County Sanitation District</i>
<i>Gail Shiomoto-Lohr</i>	<i>Orange County Council of Governments</i>
<i>Phil Tsunoda</i>	<i>County of Orange, Clerk-Recorder Department</i>
<i>Carla Walecka</i>	<i>Transportation Corridor Agencies</i>

## VI. TECHNICAL ADVISORY COMMITTEE

### **REPRESENTATIVES:**

<i>Dr. Esmael Adibi</i>	<i>Center for Economic Research, Chapman University</i>
<i>Dr. Elliott Bubis</i>	<i>County of Orange, Social Services Agency</i>
<i>Dr. John Carroll</i>	<i>Cal State University, Fullerton</i>
<i>Dr. Ken Chew</i>	<i>University of California at Irvine</i>
<i>Anup Kulkarni</i>	<i>Orange County Transportation Authority</i>
<i>Jean Pasco</i>	<i>County of Orange, Clerk-Recorder Department</i>
<i>Dr. Carter Rakovski</i>	<i>Cal State University, Fullerton</i>
<i>Doug Rulison</i>	<i>Orange County Sanitation District</i>
<i>Tracy Sato, Chair</i>	<i>City of Anaheim/Orange County Council of Governments</i>
<i>Linda Smith, Vice Chair</i>	<i>County of Orange</i>
<i>Gail Shiimoto-Lohr</i>	<i>Member from the Public, City of Mission Viejo</i>
<i>Brian Smolke</i>	<i>Orange County Transportation Authority</i>
<i>Lo Tan</i>	<i>Orange County Water District</i>
<i>Carla Walecka</i>	<i>Transportation Corridor Agencies</i>

### **ALTERNATES:**

<i>Adam Nazaroff</i>	<i>Orange County Sanitation District</i>
<i>Scott Reekstin</i>	<i>City of Tustin/ Orange County Council of Governments</i>