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Dr. Manuel Pastor

Professor, Sociology and American Studies & Ethnicity; Director, Program for Environmental and Regional Equity; and Co-Director, Center for the Study of Immigrant Integration

University of Southern California

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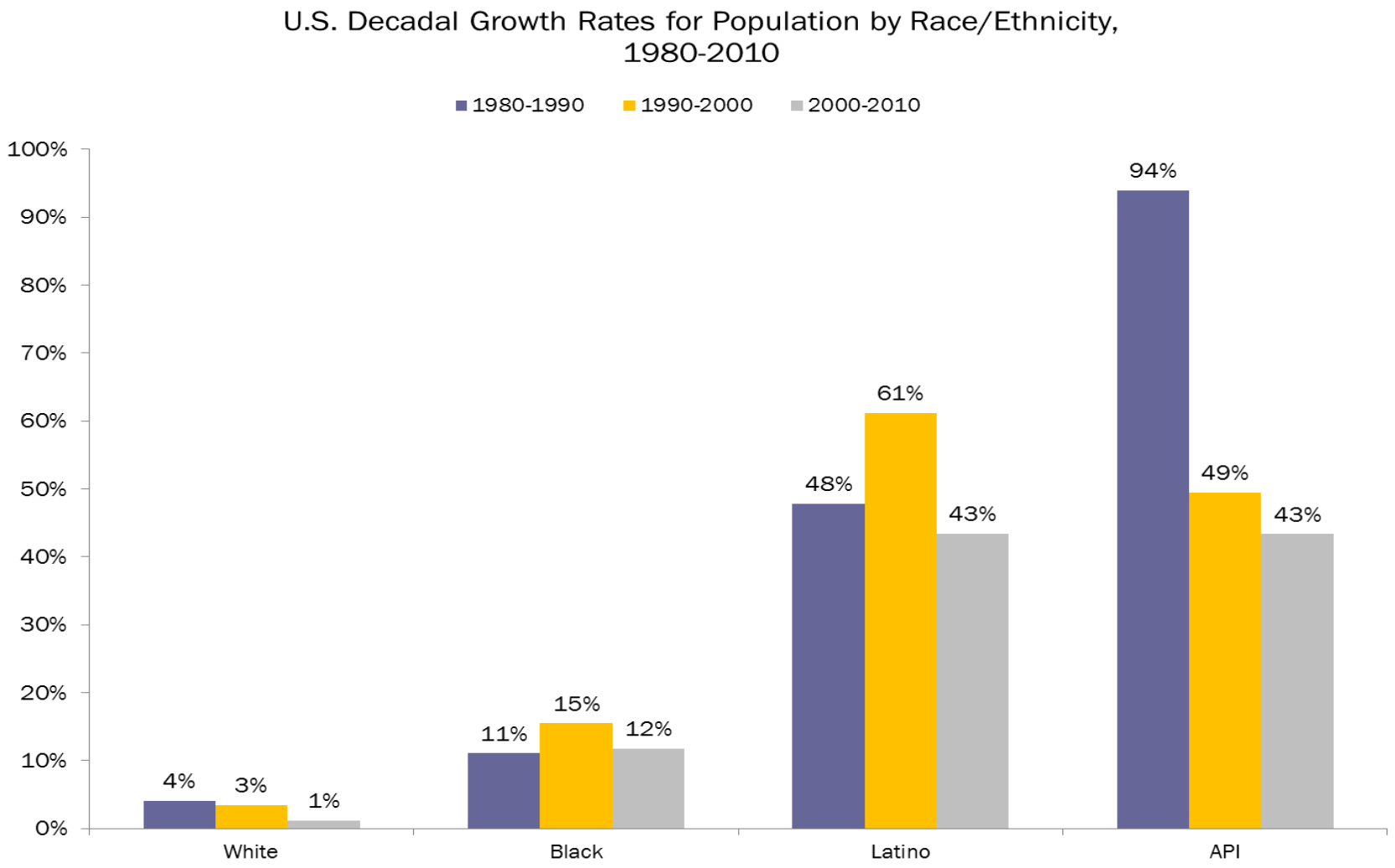
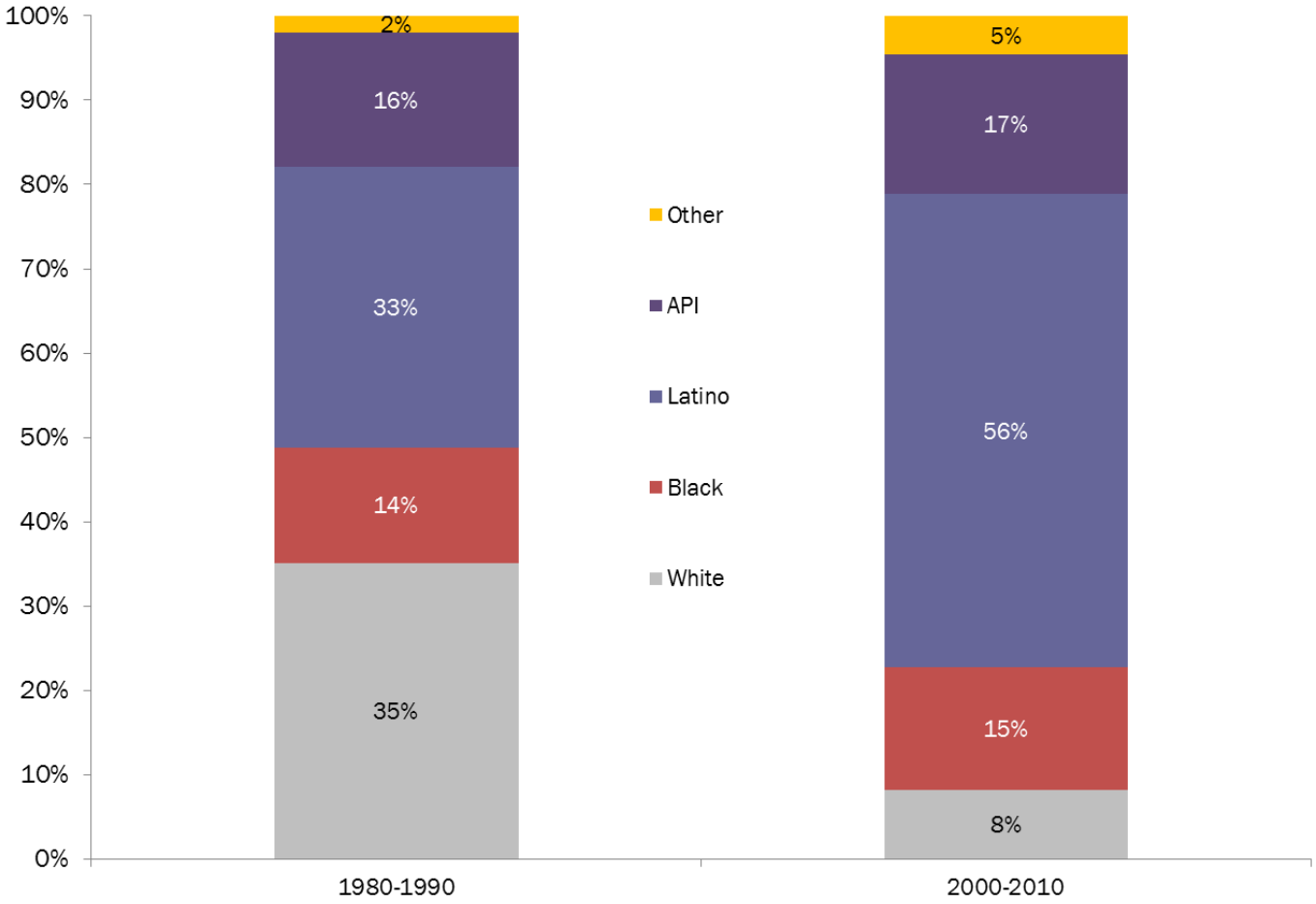
AHEAD, TOGETHER?:
CHANGING DEMOGRAPHY, SHIFTING ECONOMICS & NEW ROLES FOR CIVIC LEADERSHIP

MANUEL PASTOR

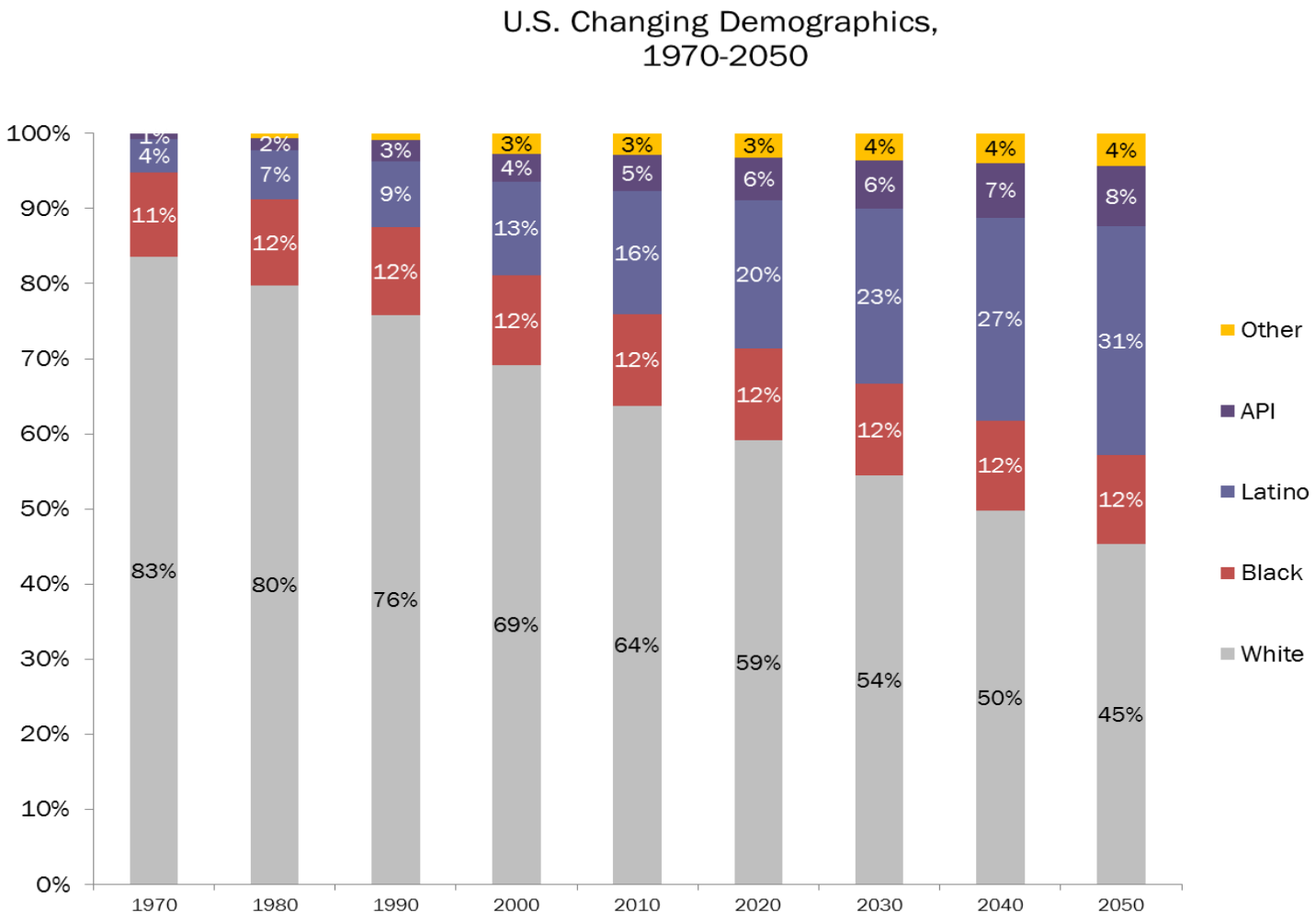
06-04-2013


U.S. Decadal Growth Rates for Population by Race/Ethnicity, 1980-2010
1980-1990
1990-2000
2000-2010
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
4%
3%
1%
11%
15%
12%
48%
61%
43%
94%
49%
43%
White
Black
Latino
API

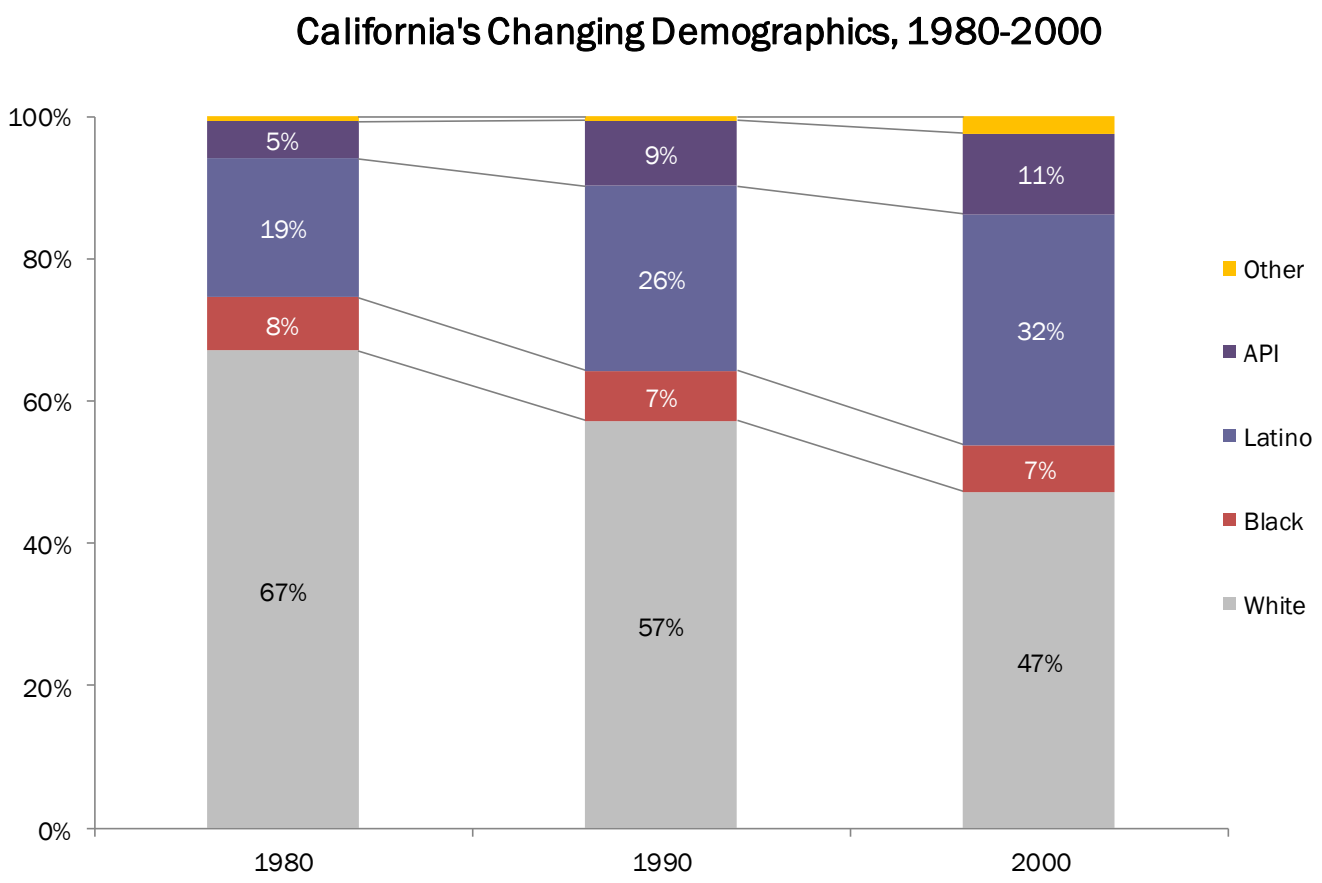
U.S. Share of Decadal Population Growth by Race/Ethnicity, 1980-1990 and 2000-2010



U.S. Change in Youth (<18) Population by Race/Ethnicity, 2000-2010


U.S. Changing Demographics, 1970-2050
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
1970
1980
1990
2000
2010
2020
2030
2040
2050
4%
11%
83%
7%
12%
80%
9%
12%
76%
4%
13%
12%
69%
5%
16%
12%
64%
6%
20%
12%
59%
6%
23%
12%
54%
7%
27%
12%
50%
8%
31%
12%
45%
3%
3%
3%
3%
4%
4%
4%
Other
API
Latino
Black
White

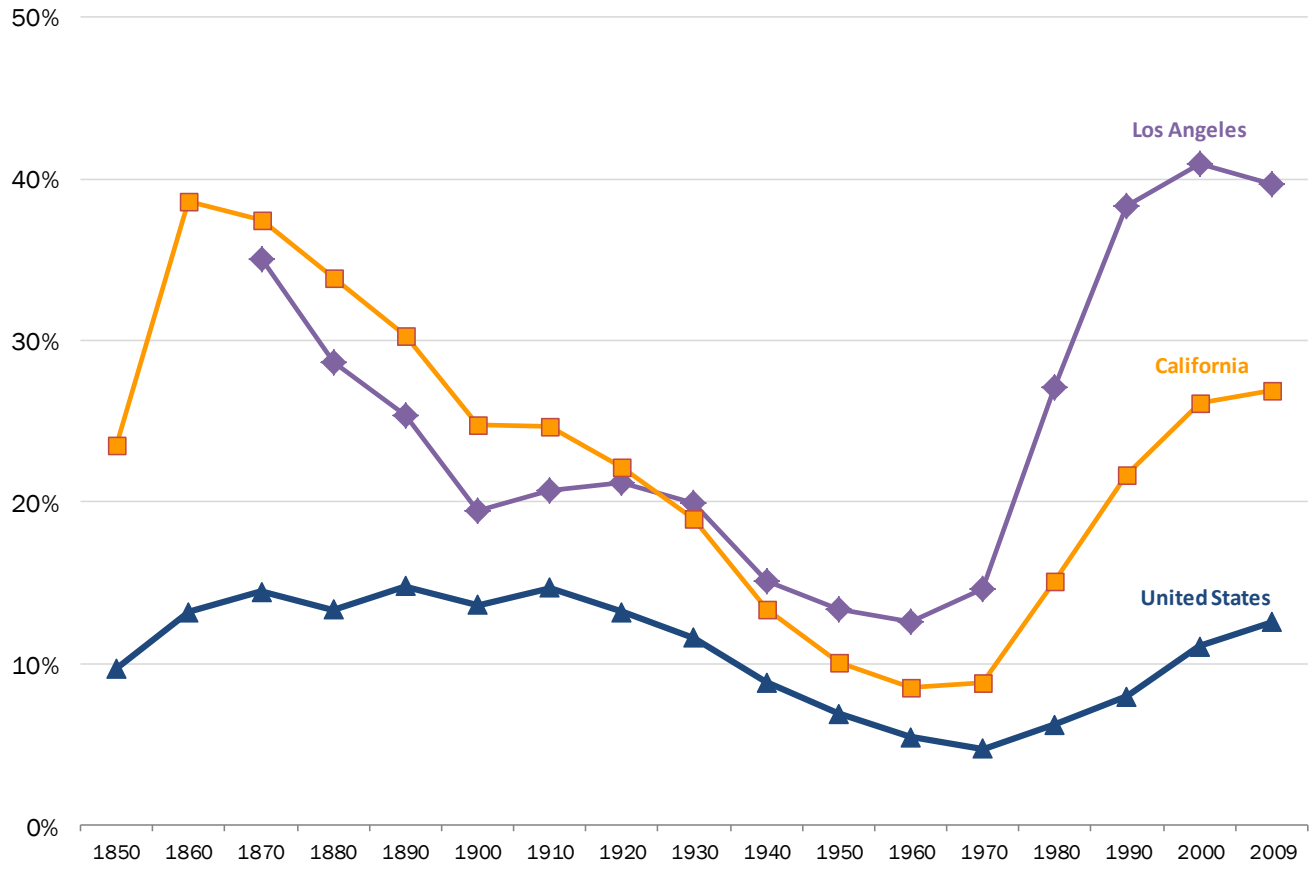
LEADING THE NATIONAL TREND



Source: California Department of Finance.

IMMIGRATION AS A (NON-) FACTOR

A Leveling Off: Immigrant Share of Total Population
California, Los Angeles, and the U.S.



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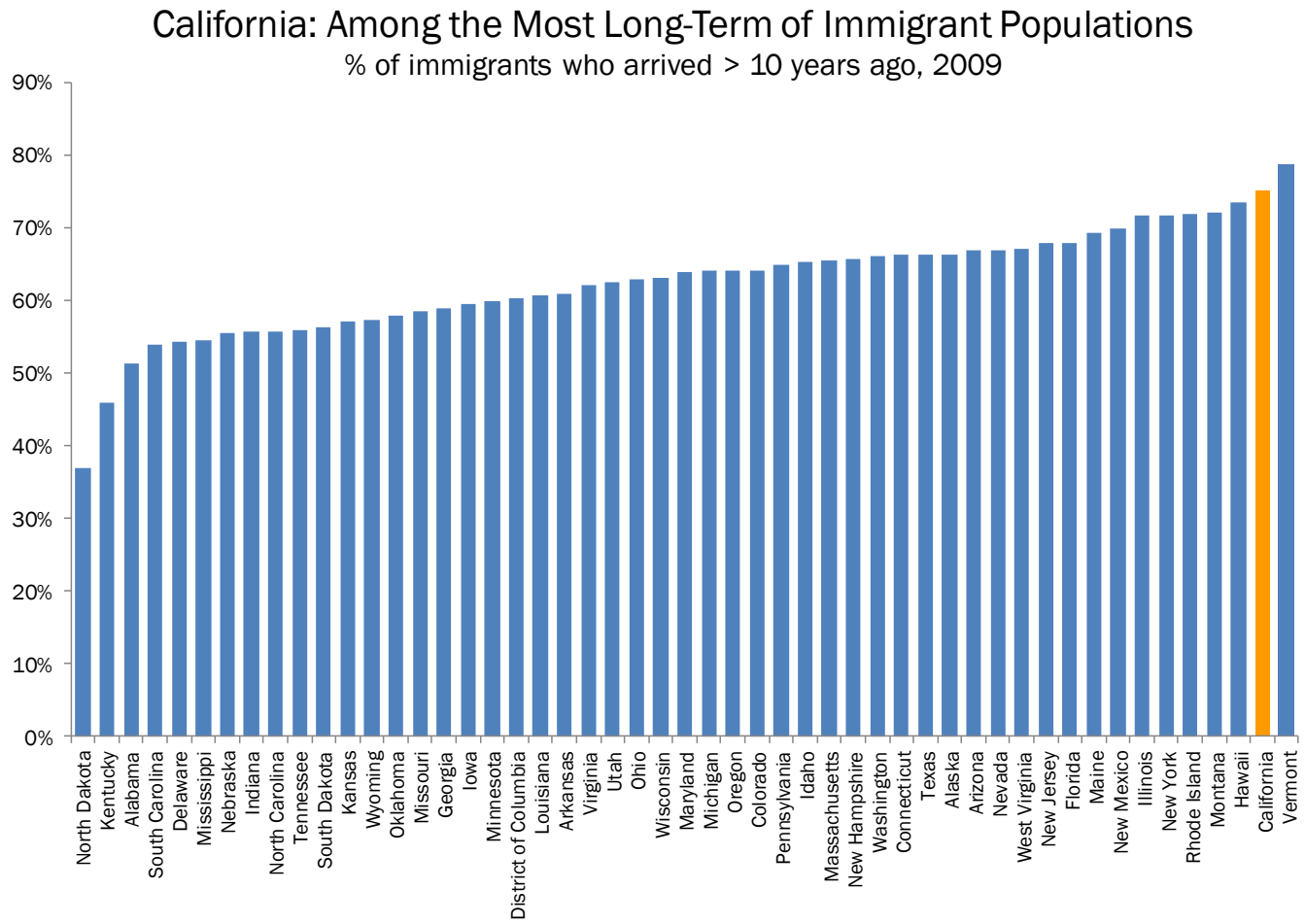
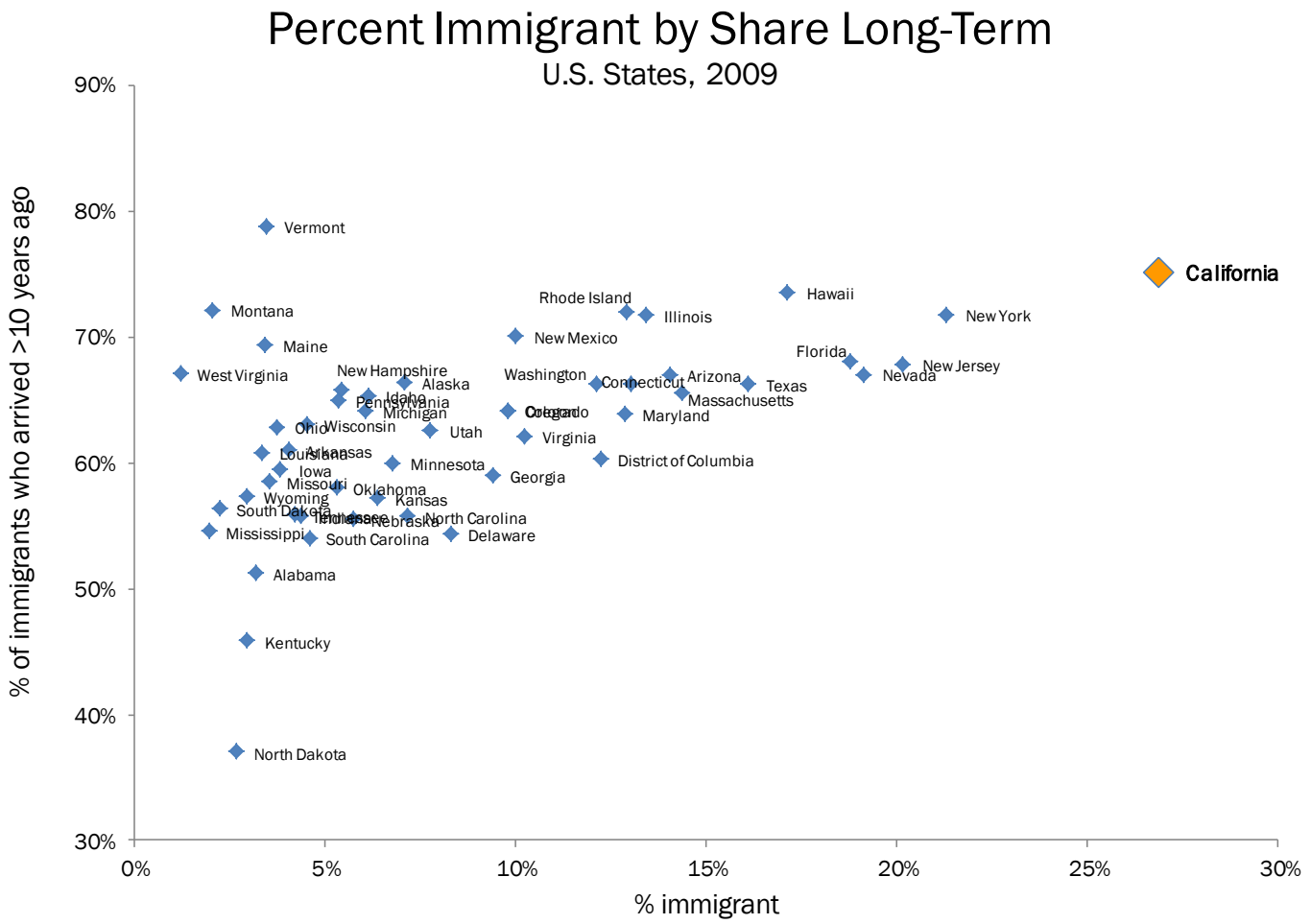
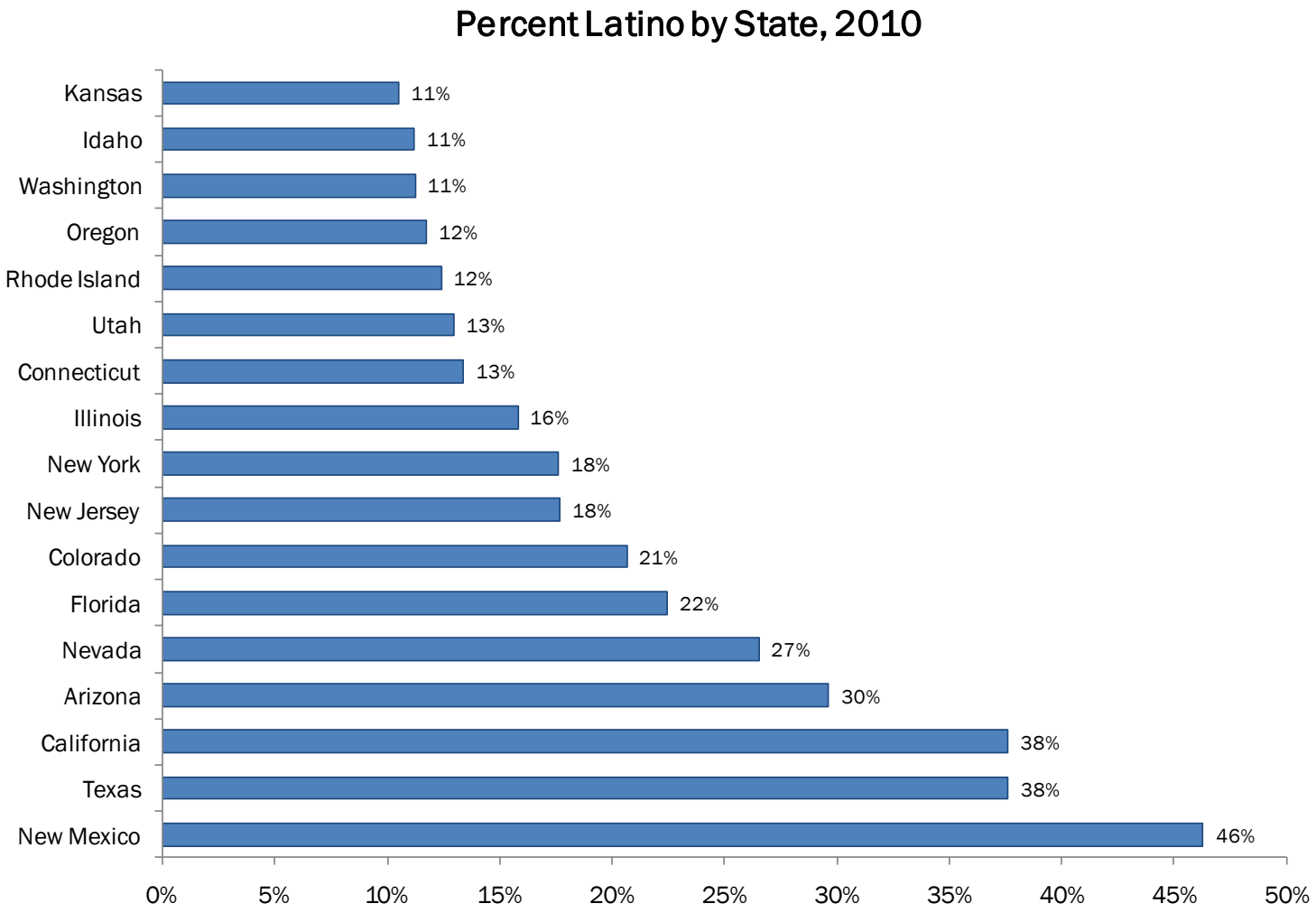
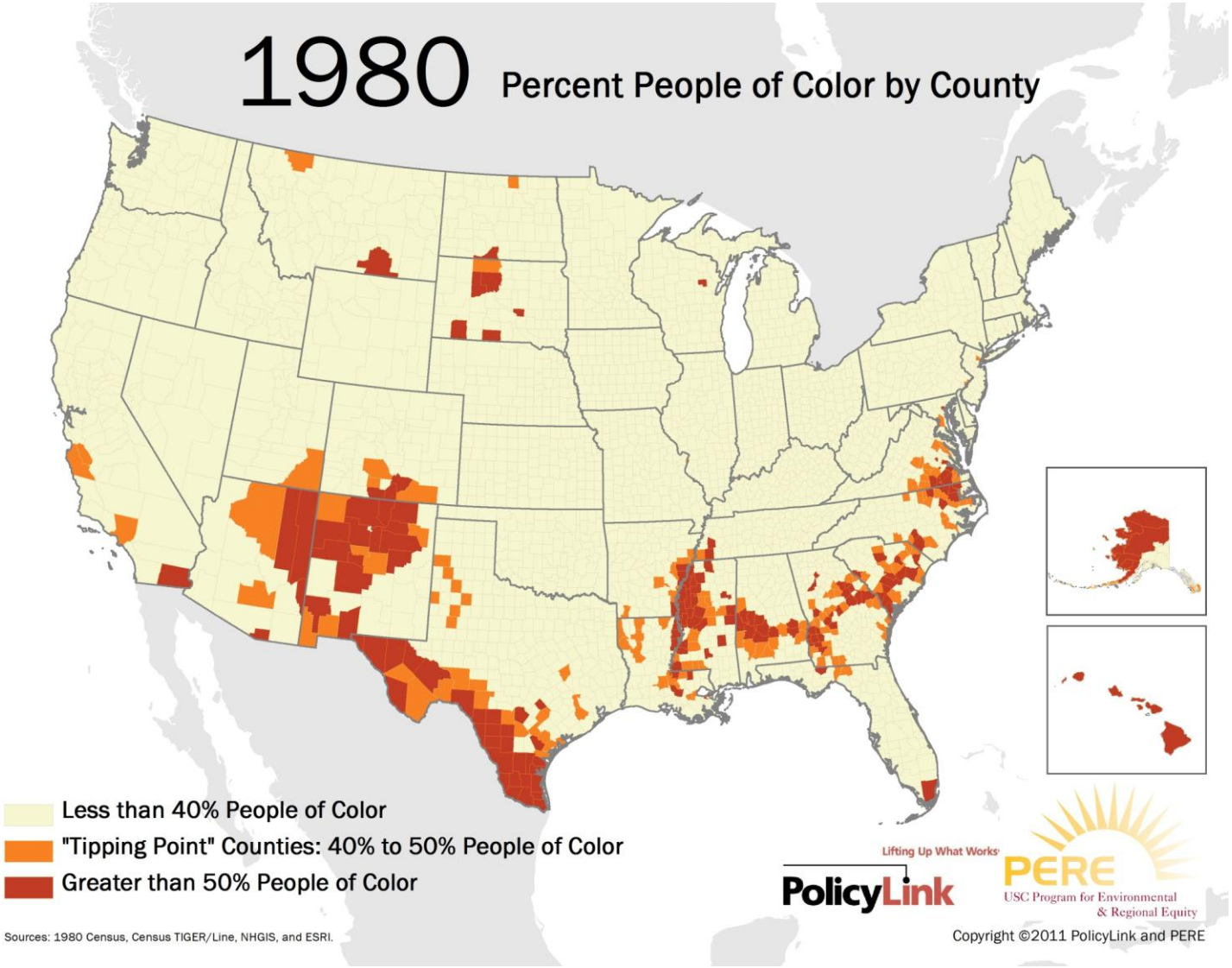
CALIFORNIA DEMOGRAPHIC REALITIES



CALIFORNIA DEMOGRAPHIC REALITIES




Percent Latino by State, 2010
Kansas 11%
Idaho 11%
Washington 11%
Oregon 12%
Rhode Island 12%
Utah 13%
Connecticut 13%
Illinois 16%
New York 18%
New Jersey 18%
Colorado 21%
Florida 22%
Nevada 27%
Arizona 30%
California 38%
Texas 38%
New Mexico 46%
0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%


1980
Percent People of Color by County
Less than 40% People of Color
"Tipping Point" Counties: 40% to 50% People of Color
Greater than 50% People of Color
Sources: 1980 Census, Census TIGER/Line, NHGIS, and ESRI.
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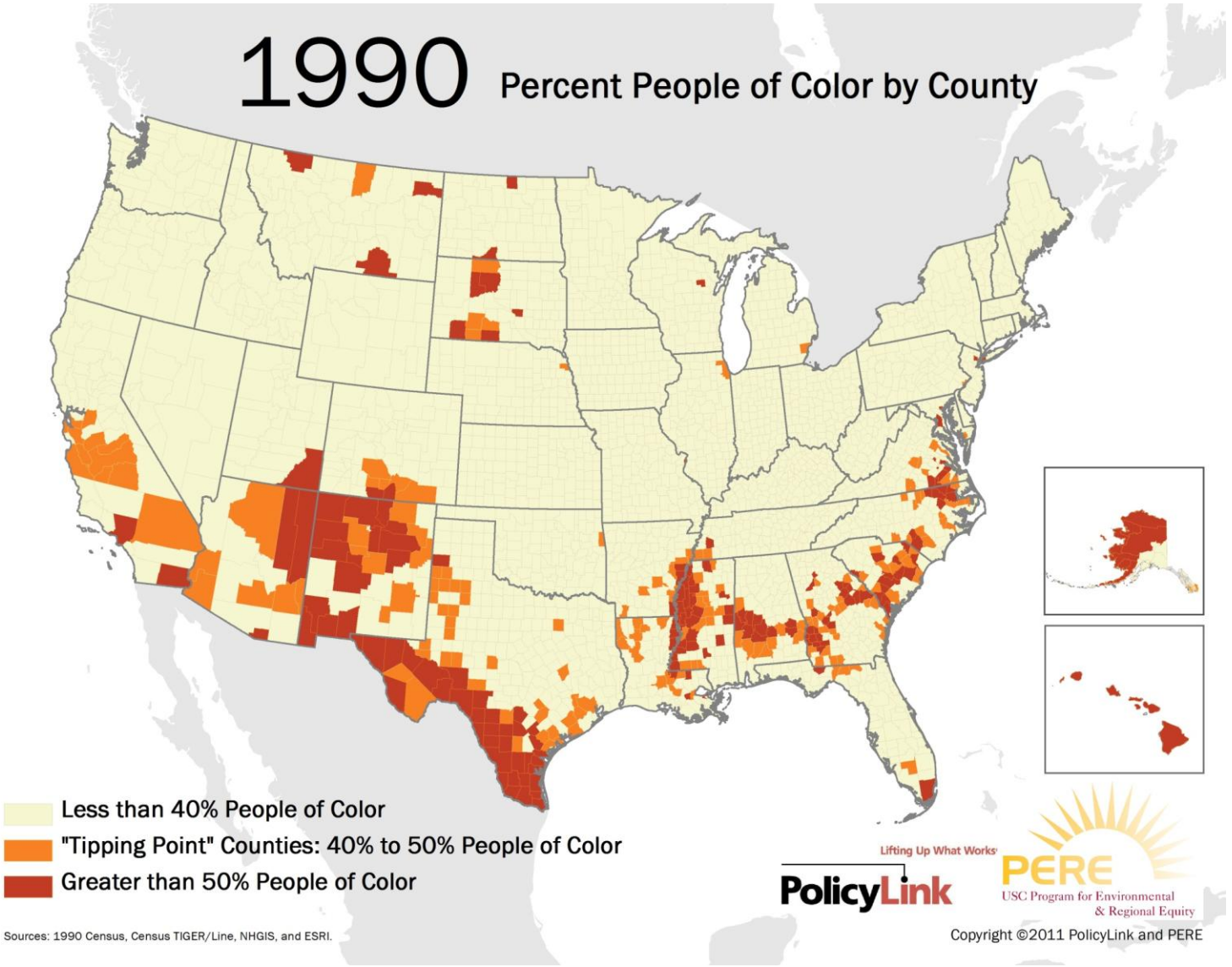
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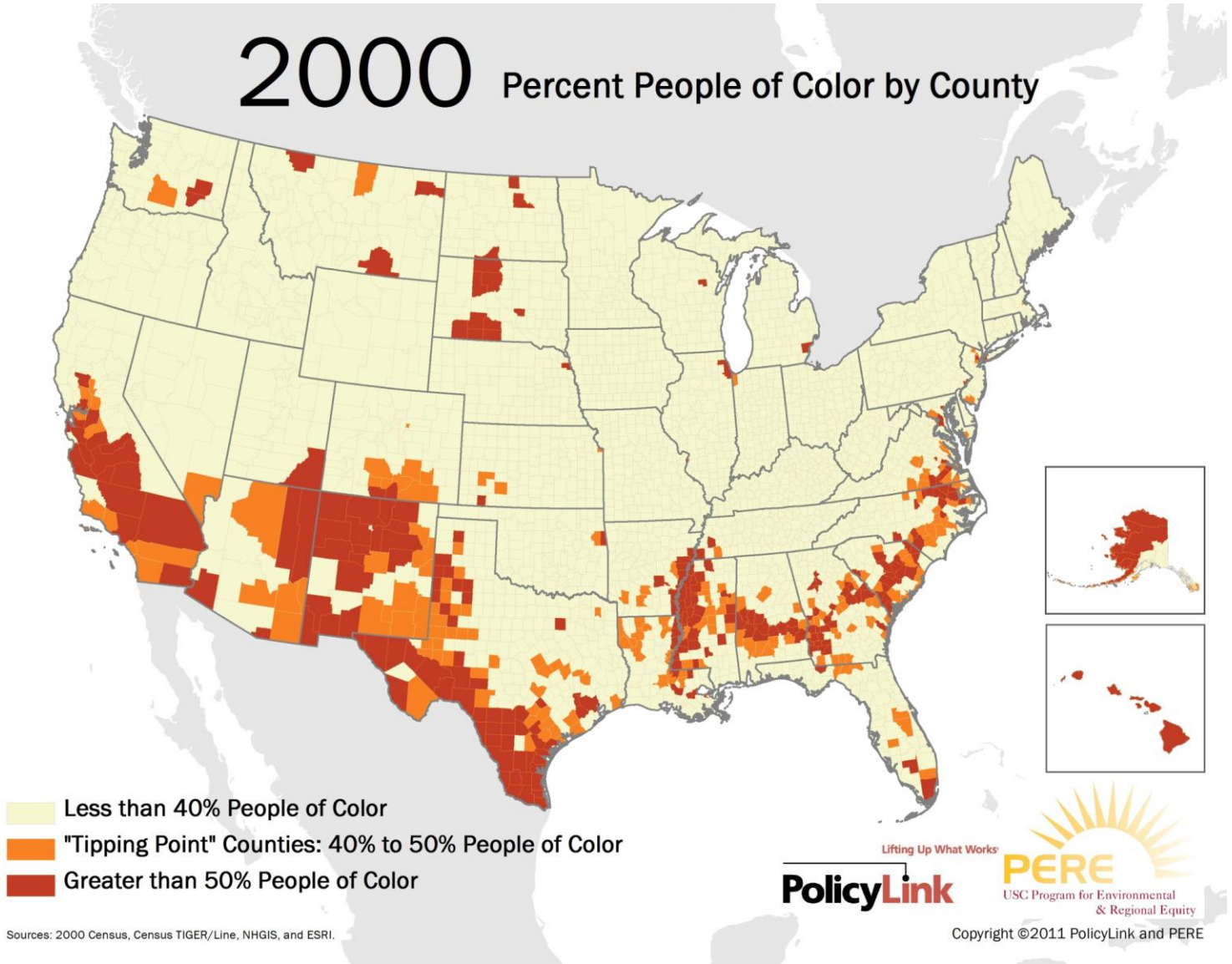
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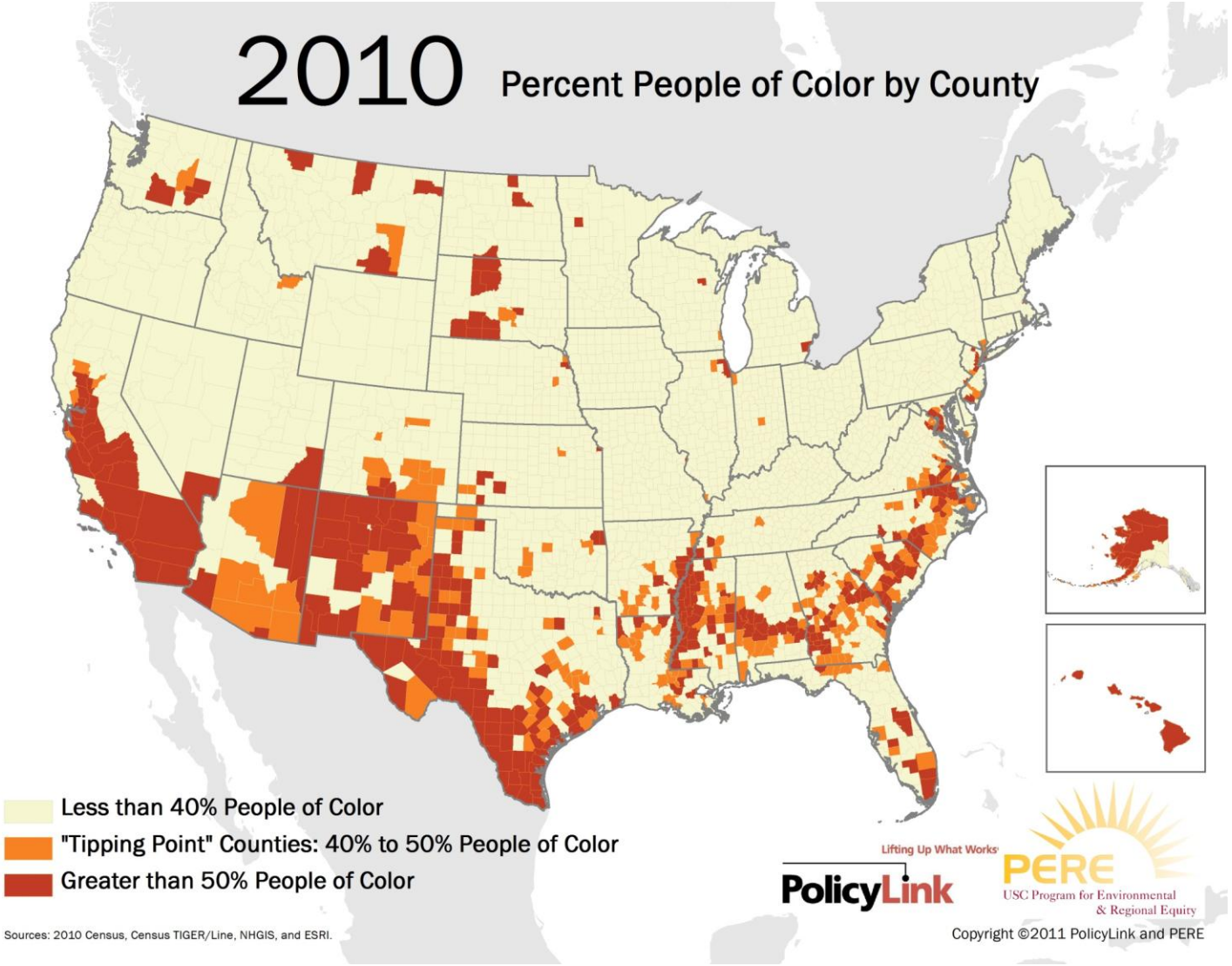
2010
Percent People of Color by County
Less than 40% People of Color
"Tipping Point" Counties: 40% to 50% People of Color
Greater than 50% People of Color
Sources: 2010 Census, Census TIGER/Line, NHGIS, and ESRI.
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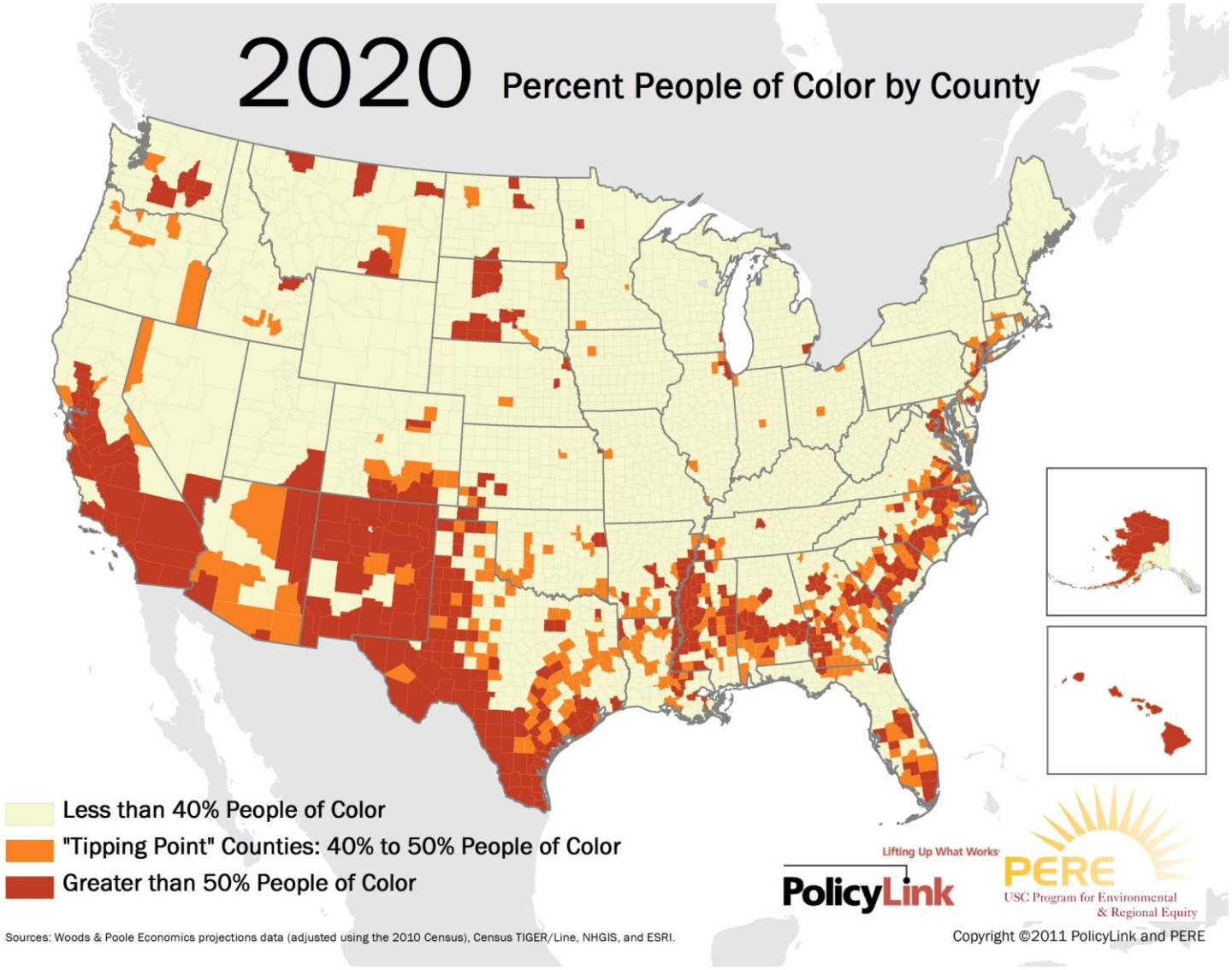
2020 Percent People of Color by County
Less than 40% People of Color
"Tipping Point" Counties: 40% to 50% People of Color
Greater than 50% People of Color
Sources: Woods & Poole Economics projections data (adjusted using the 2010 Census), Census TIGER/Line, NHGIS, and ESRI.
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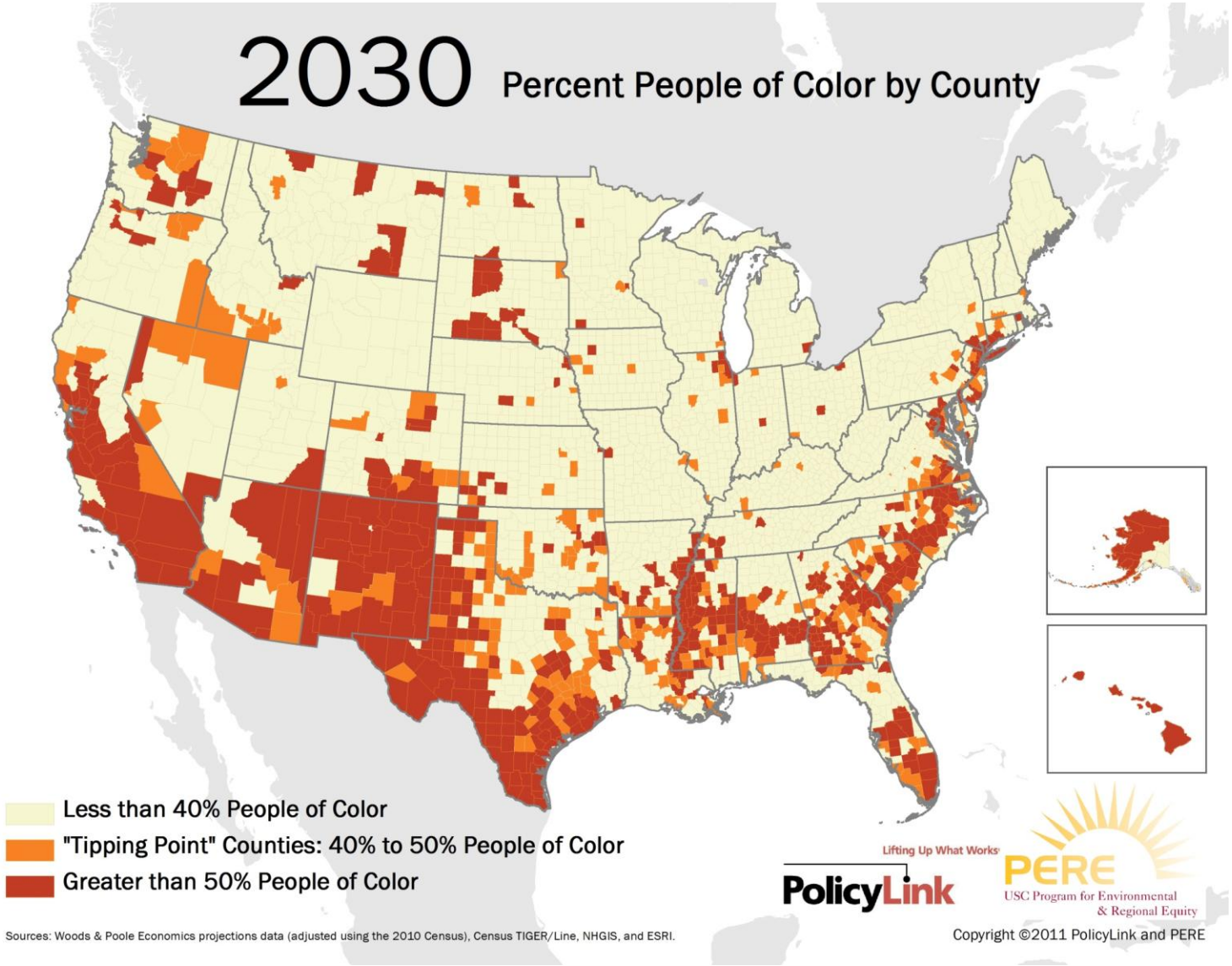
2030 Percent People of Color by County
Less than 40% People of Color
"Tipping Point" Counties: 40% to 50% People of Color
Greater than 50% People of Color
Sources: Woods & Poole Economics projections data (adjusted using the 2010 Census), Census TIGER/Line, NHGIS, and ESRI.
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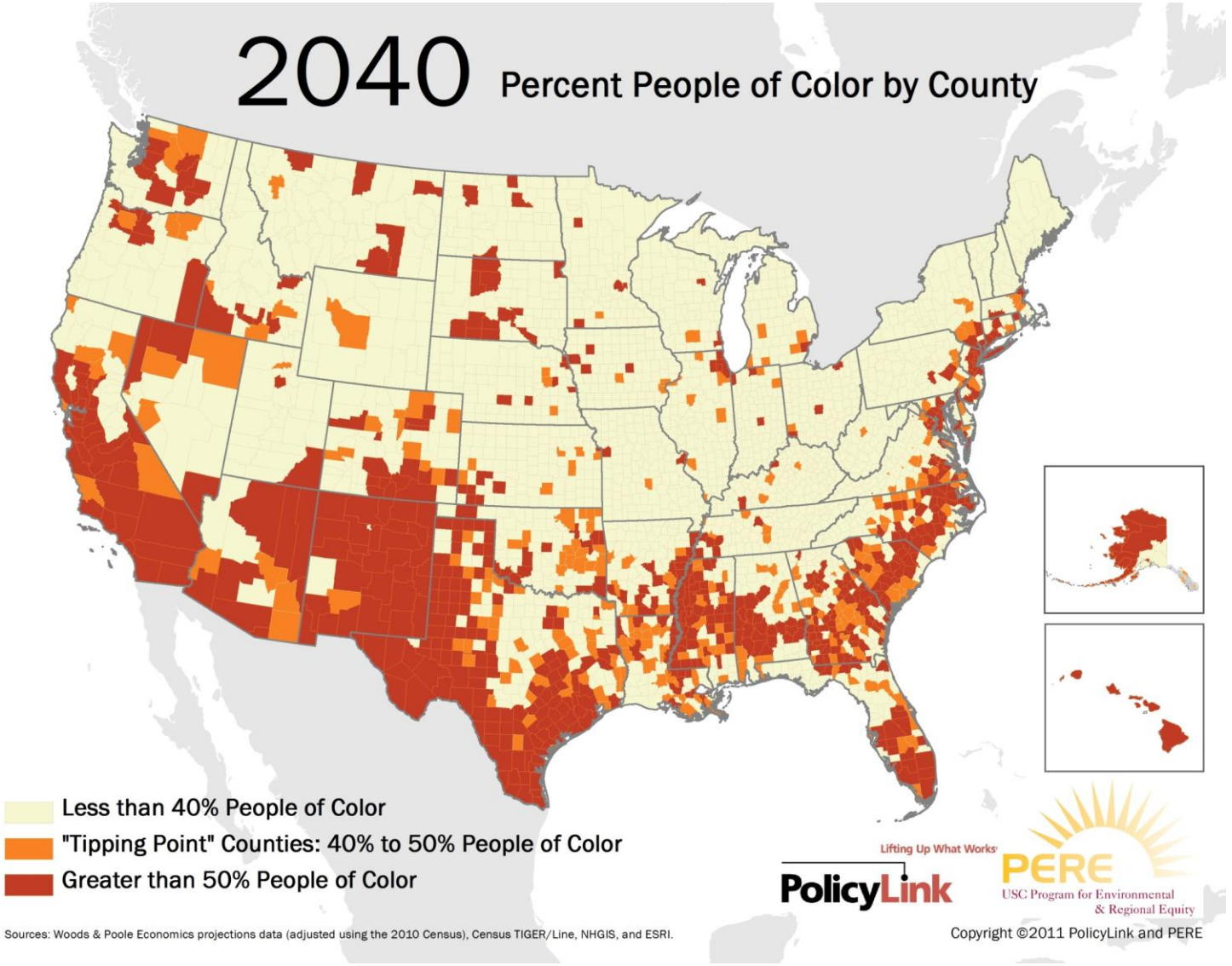
2040
Percent People of Color by County
Less than 40% People of Color
"Tipping Point" Counties: 40% to 50% People of Color
Greater than 50% People of Color
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Sources: Woods & Poole Economics projections data (adjusted using the 2010 Census), Census TIGER/Line, NHGIS, and ESRI.
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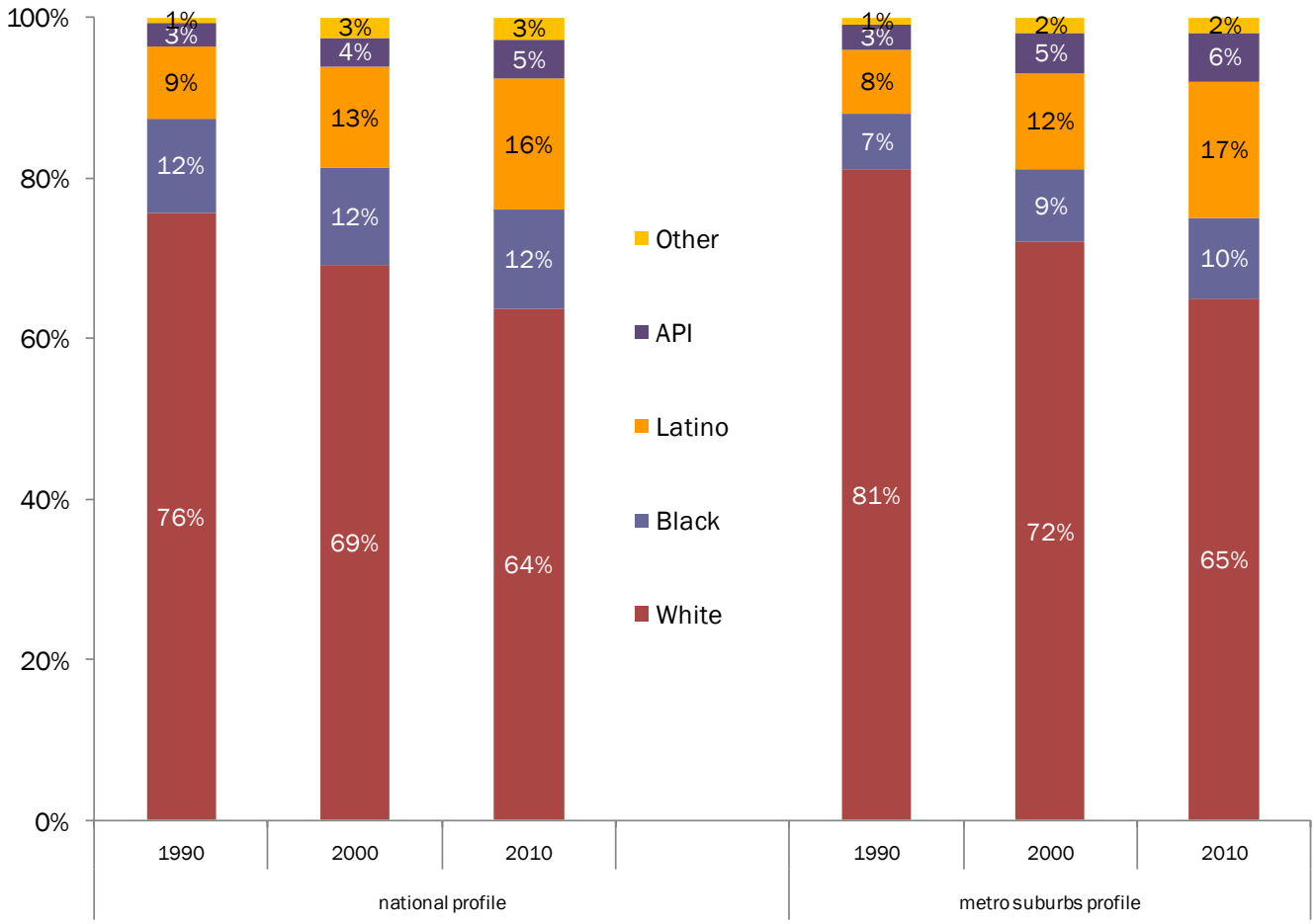
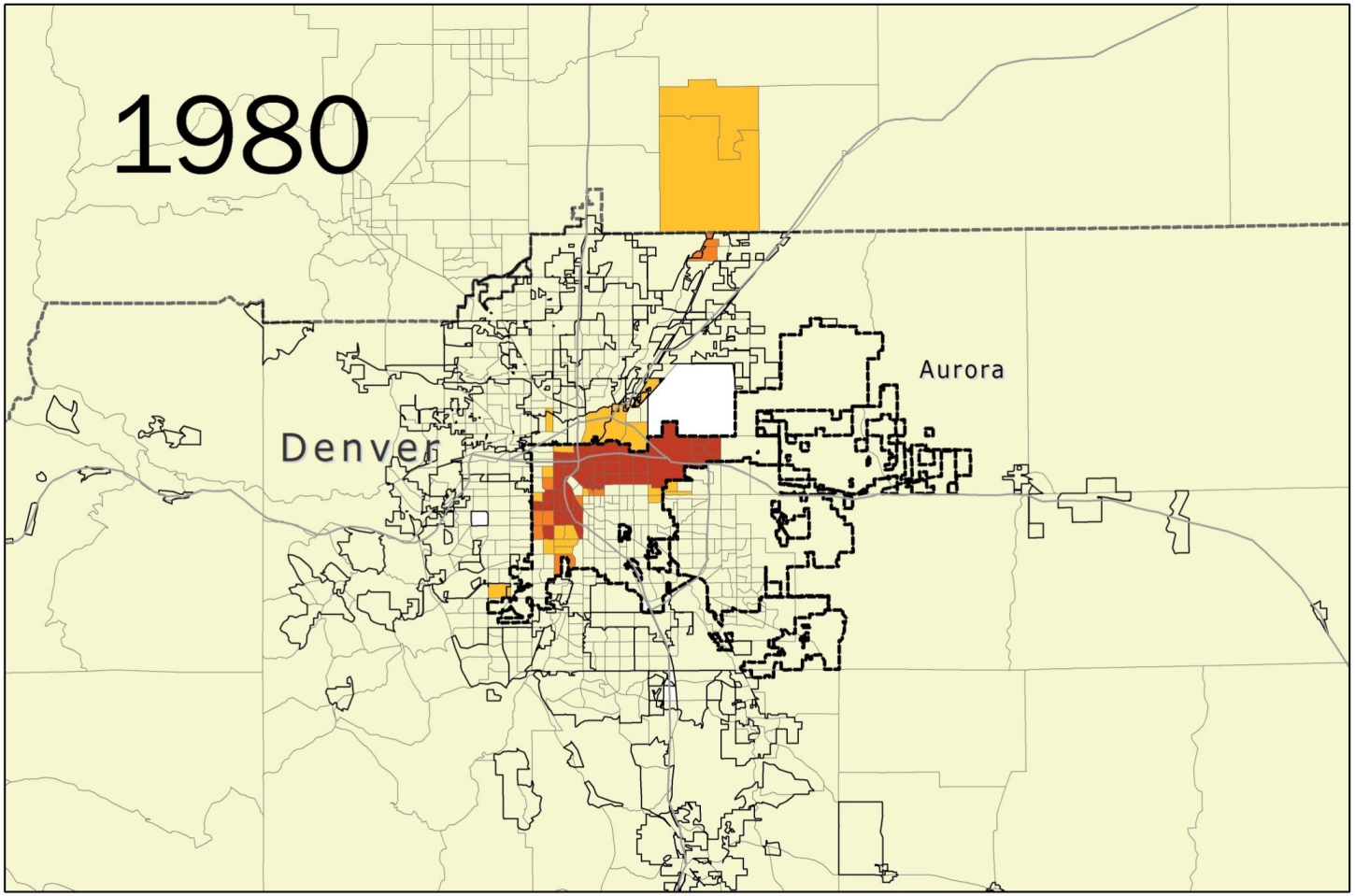
Portrait of America: The Changing Suburbs





Percent People of Color by Census Tract, Denver Metro

- Less than 30% People of Color
- 30% to 40% People of Color
- 41% to 50% People of Color
- Greater than 50% People of Color

Miles 0 1 2 4

N

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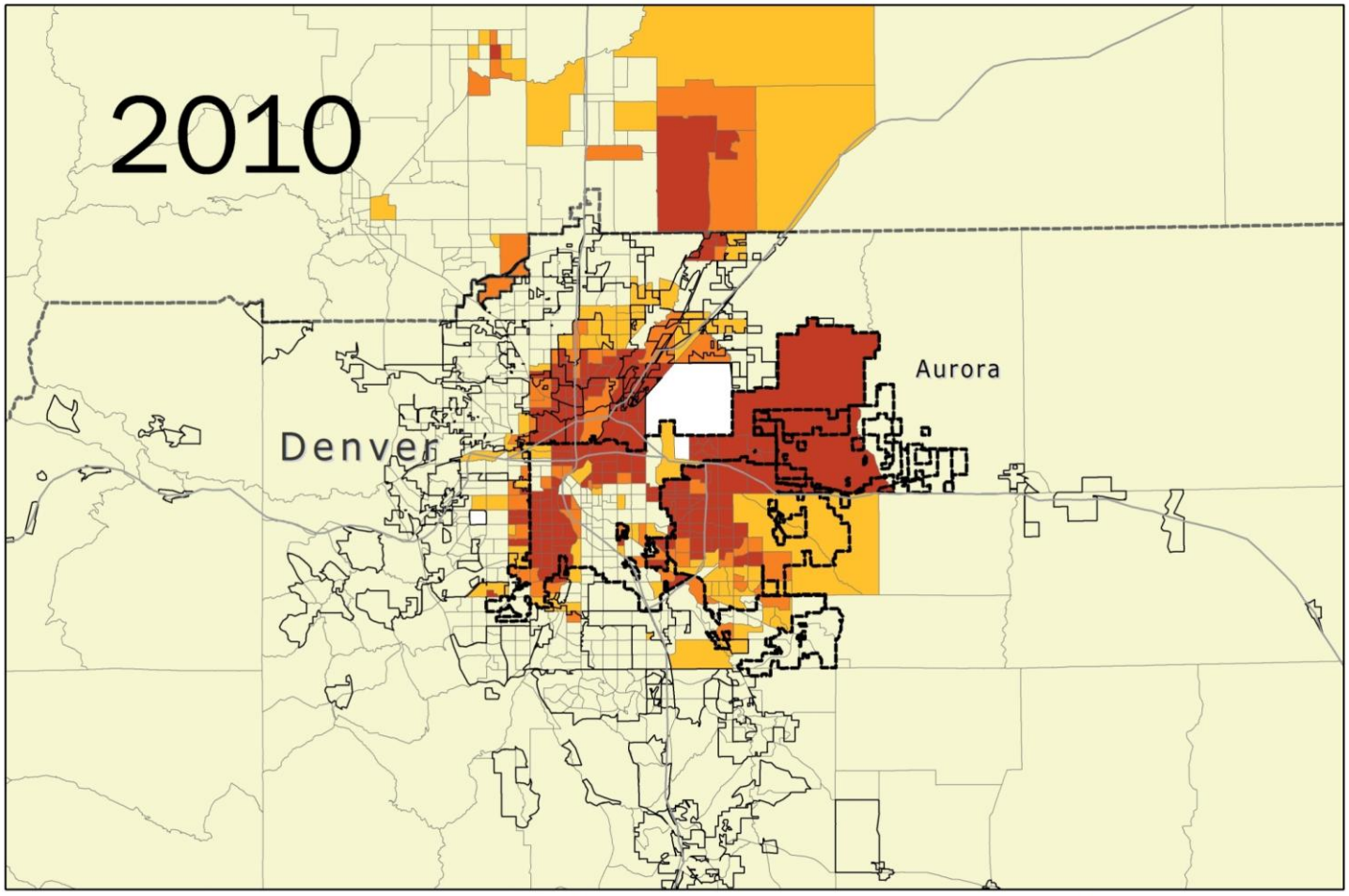
*white tracts = no population



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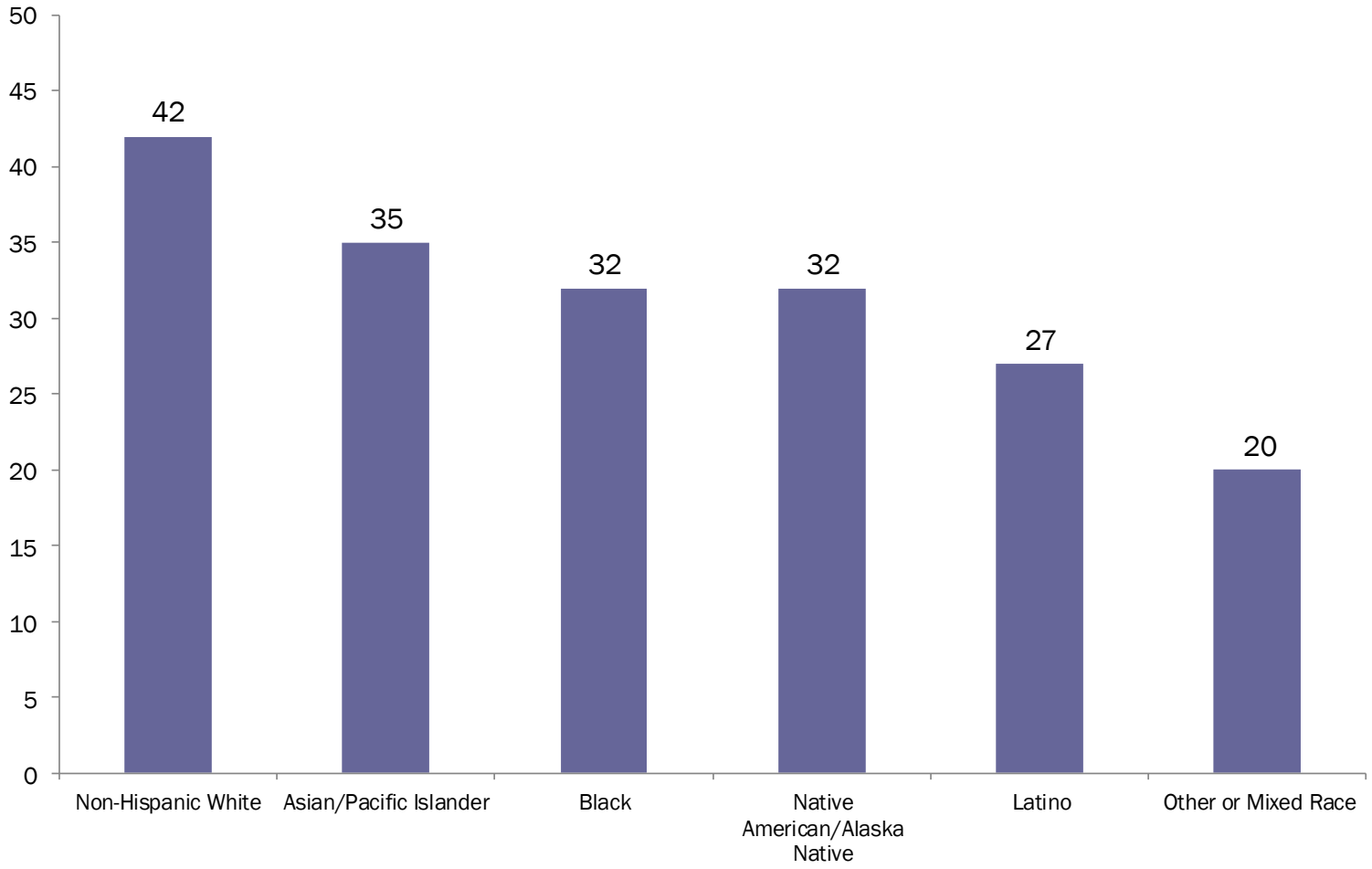
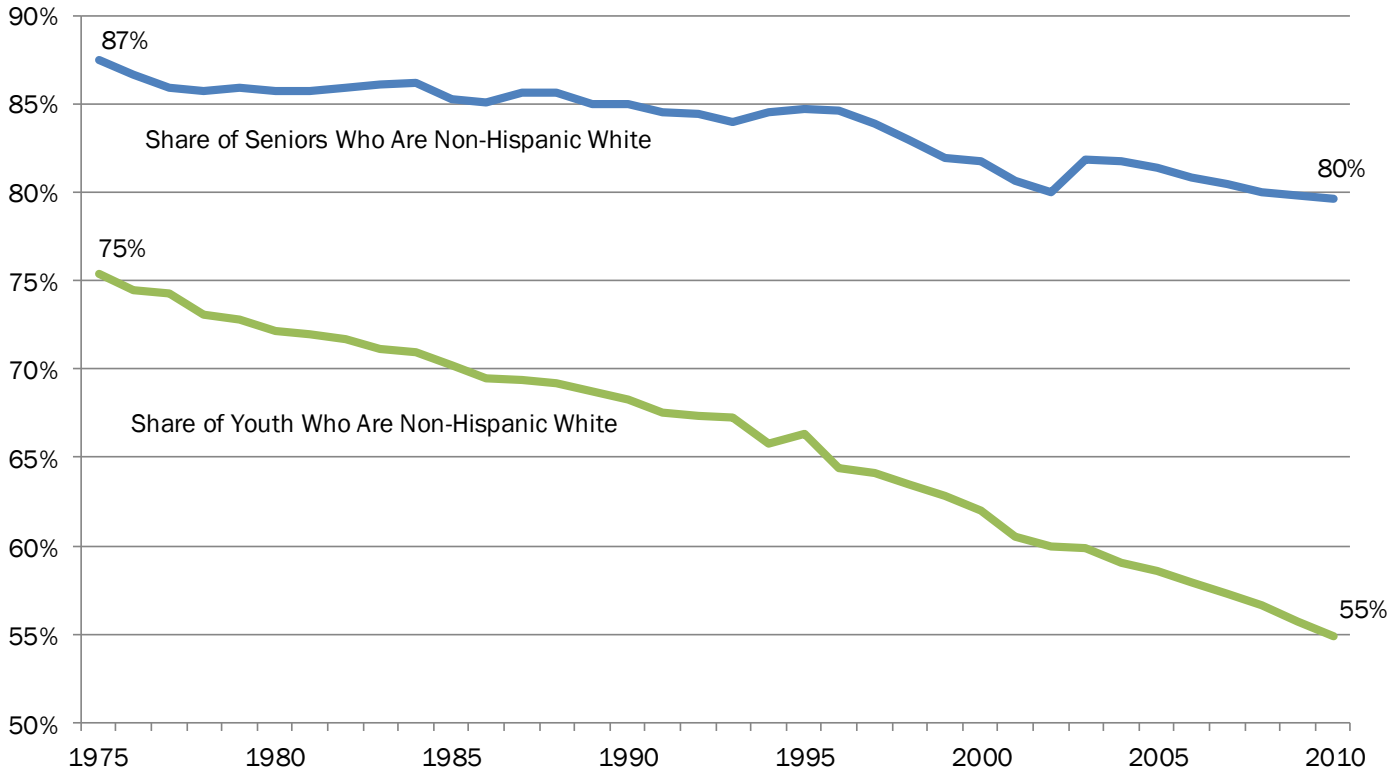
*white tracts = no population

Median Age by Race/Ethnicity
U.S., 2010



Growing Generation Gap in the U.S.
1975-2010



Source: Policylink/PERE analysis of data from the Integrated Public Use Microdata Series (IPUMS) Current Population Survey (CPS) March Supplement.

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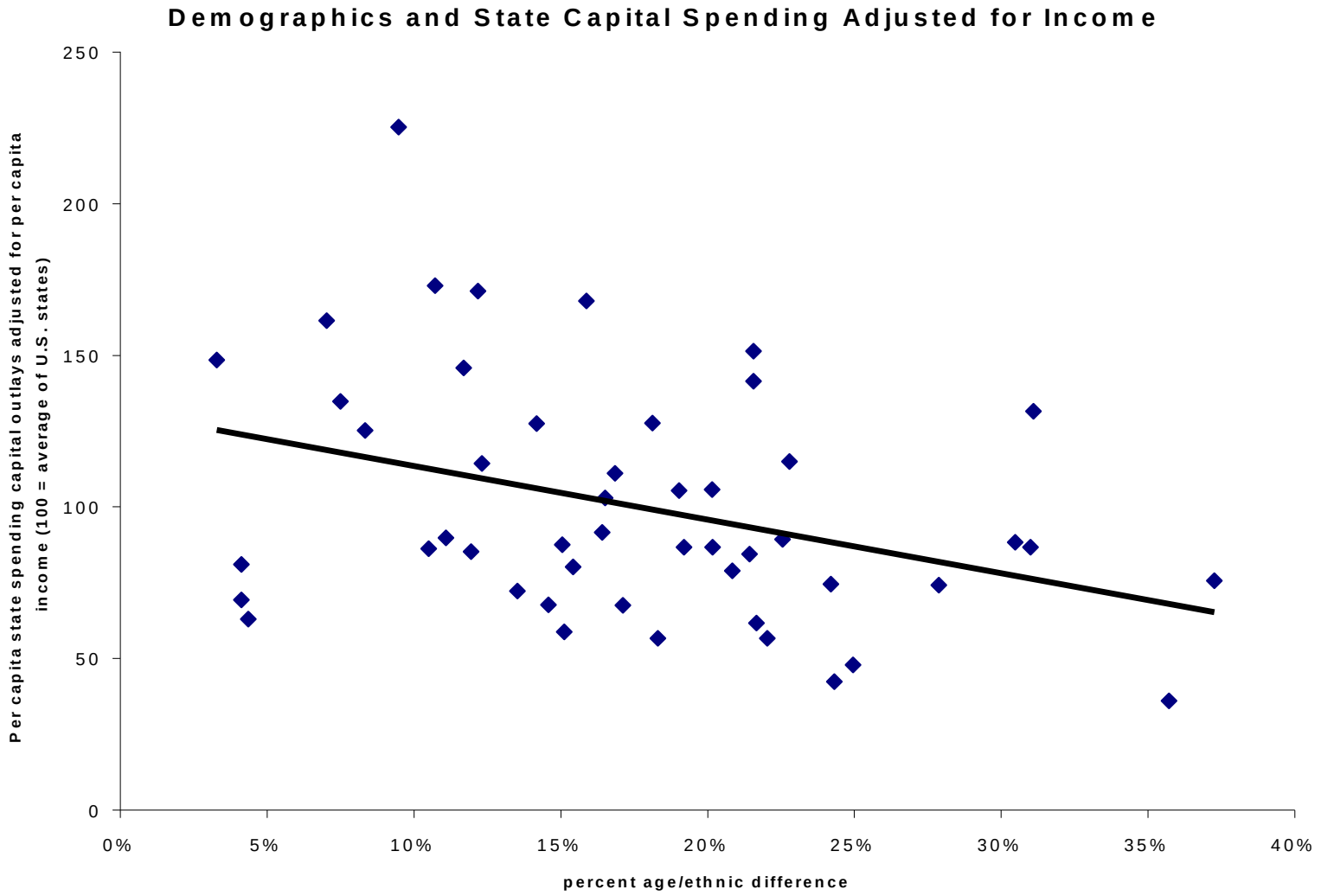
THE GAP MATTERS



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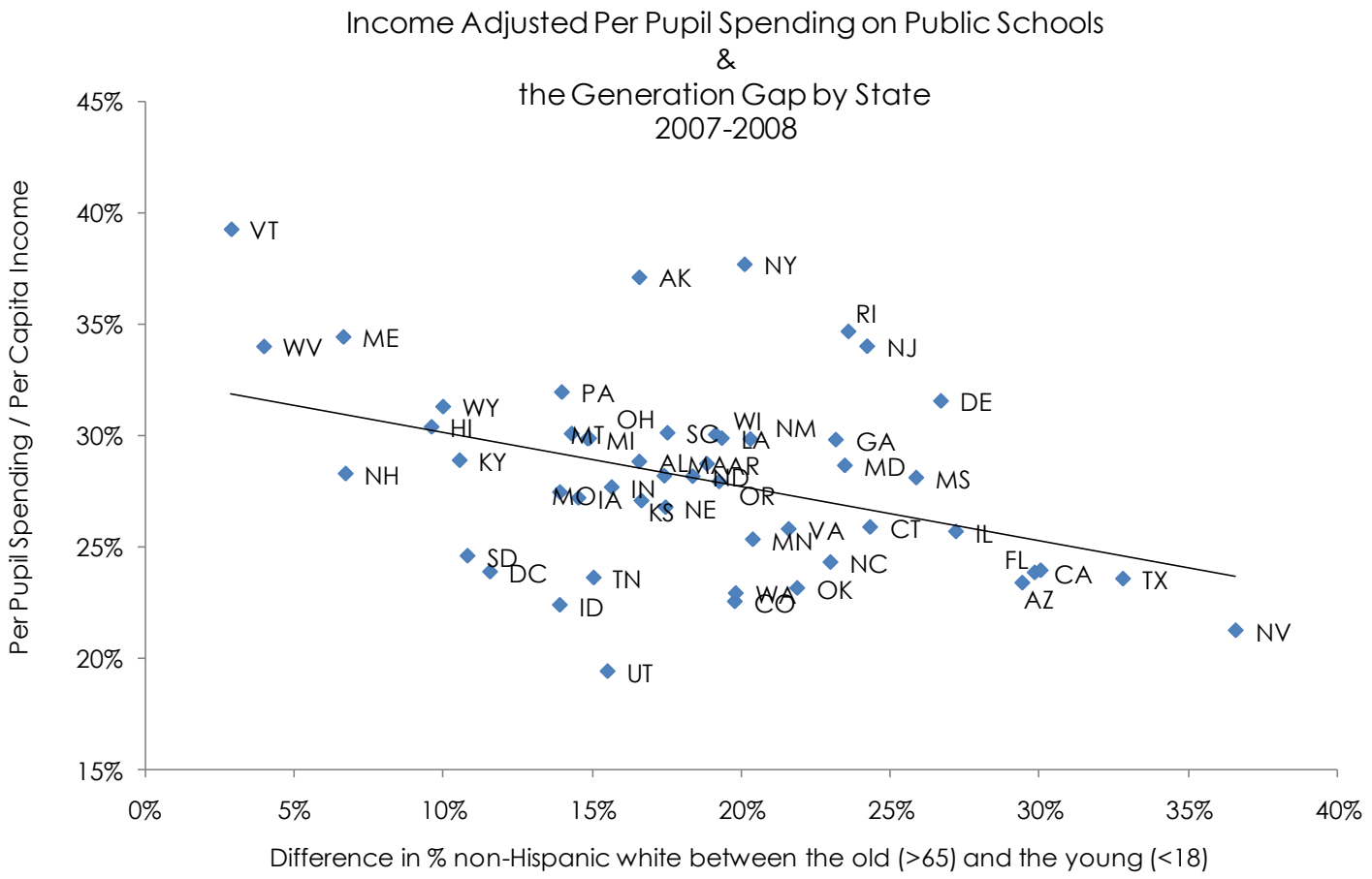
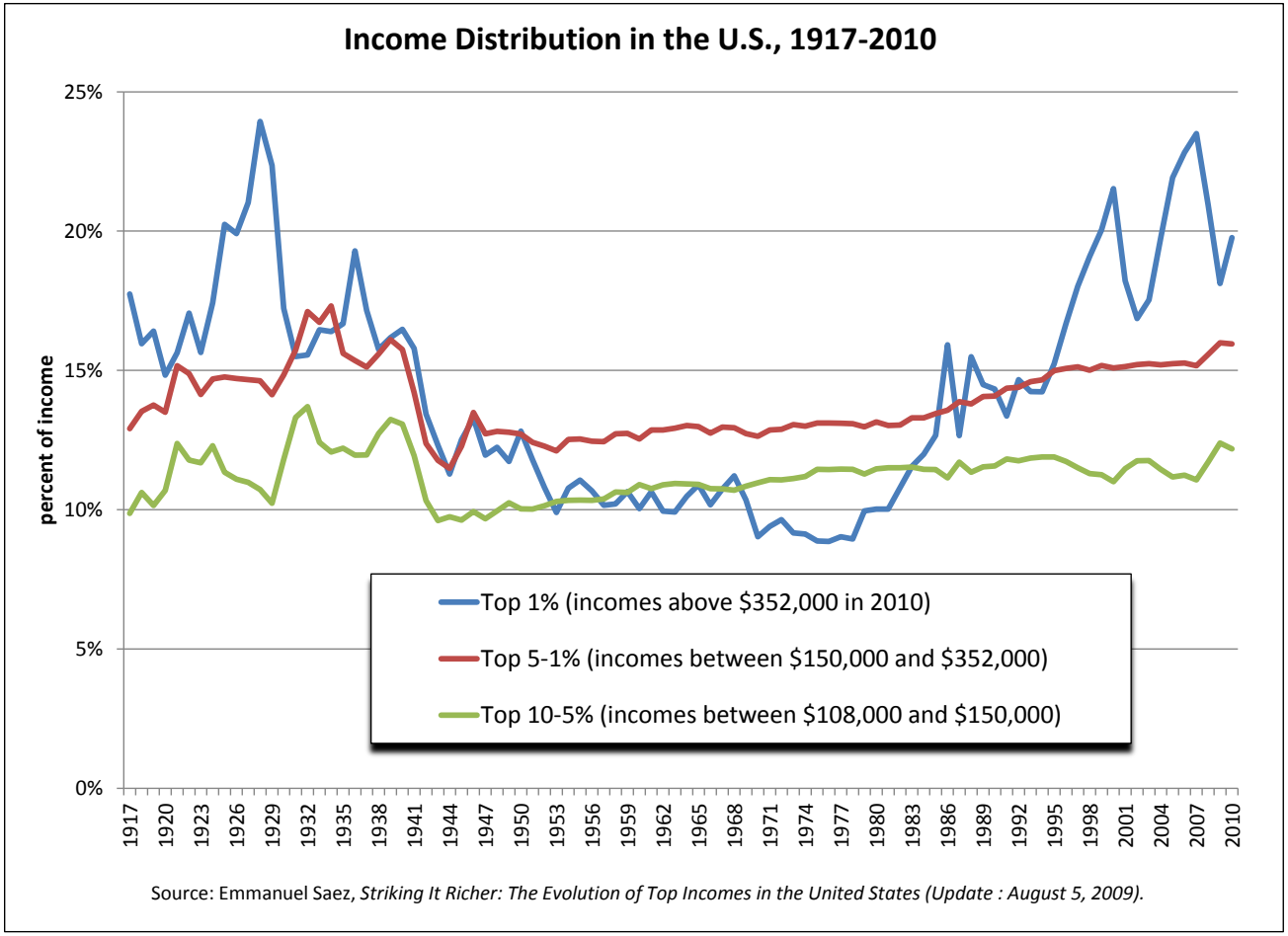
THE GAP MATTERS



Source: Policylink/PERE analysis of data from the U.S. Census Bureau and the Integrated Public Use Microdata Series (IPUMS) Current Population Survey (CPS) March Supplement.

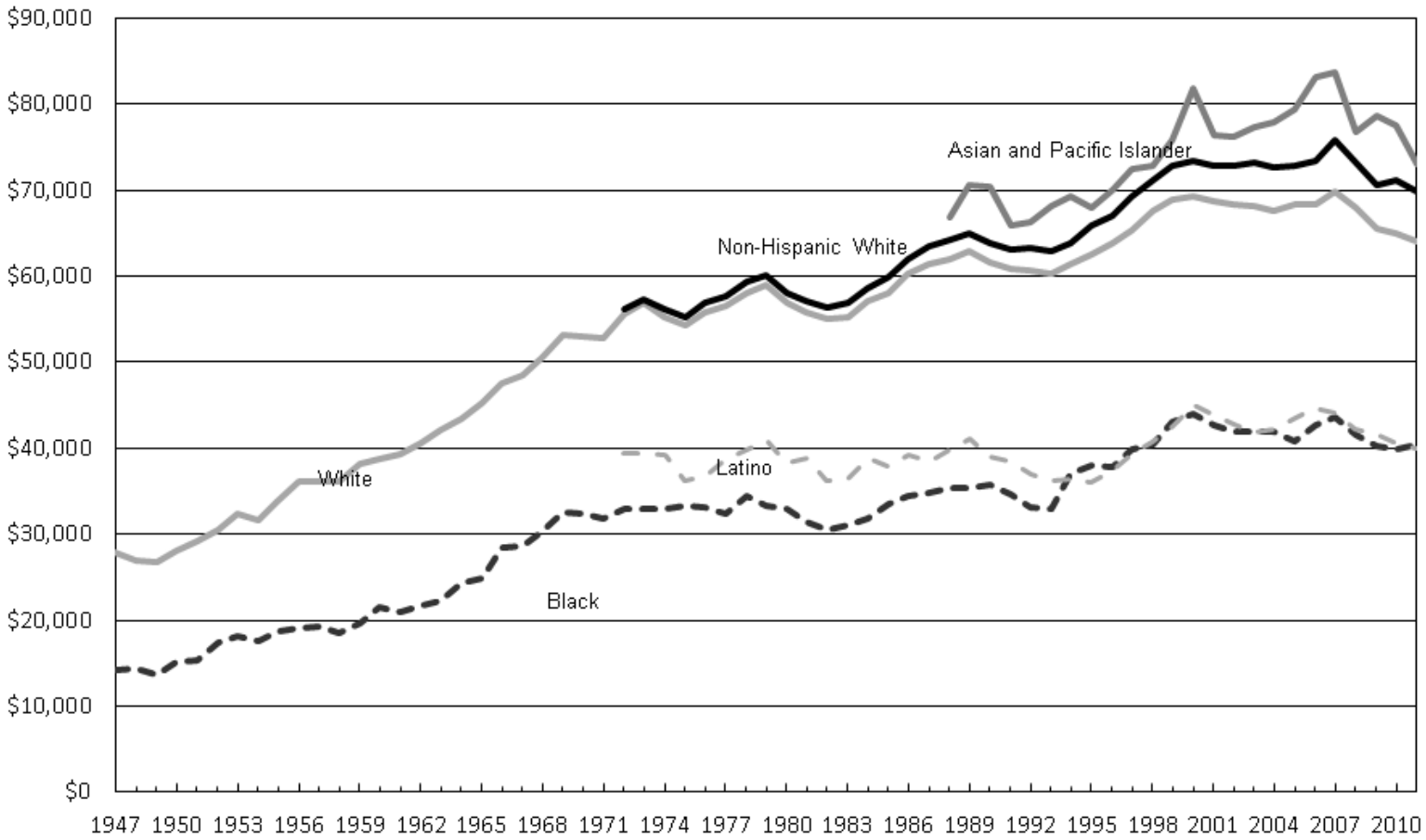
THE CHALLENGE OF INEQUALITY



Source: Emmanuel Saez, *Striking It Richer: The Evolution of Top Incomes in the United States (Update : August 5, 2009).*

THE CHALLENGE OF INEQUALITY

Figure 3-1. U.S. Resident Median Family Income 1947-2011 (in 2011 Dollars)



WHAT'S THE SHIFT?

- Utilizing weighted regression approach to 341 metro areas in the U.S. 1990-2000

Per capita income as a function of:

(+) regional education

(-) manufacturing concentration

(+) central city presence

(-) previous income

(?) region of U.S.

(-) measure of inequity, including ratio of city to suburb poverty, concentration of poverty, income distribution, black-white segregation

FROM THE FEDERAL RESERVE

- Federal Reserve of Cleveland studies almost 120 mid-size regions, looking for factors that predict regional prosperity
  - Usual suspects: skilled workforce, quality of life, industrial decline
  - Unusual suspects: income inequality, racial exclusion, concentration of poverty – and they're highly significant

WHY THE PATTERN?

- Underinvestment in each other makes us less competitive as a nation
  - Social tensions over who will gain and who will lose make us less likely to cohere on what we need to do to thrive

- Connections & belonging help improve team effectiveness and learning

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PUTTING IT TOGETHER

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LEADING THROUGH THE DIVIDE

- So it's a challenge for all of us: economic development folks and business leaders need to rethink the role of equity

- But equity proponents need to consider economic realities and constraints and propose feasible, growth-enhancing approaches

- And we need the concrete workforce, land use, and transit policies to make this real

WHERE TO BEGIN

- But the first step involves a new and different sort of conversation about our shared future

- Metros offer new opportunities to bridge difference face-to-face, race-to-race, space-to-space

- And key to that is the development of a shared data or factual framework

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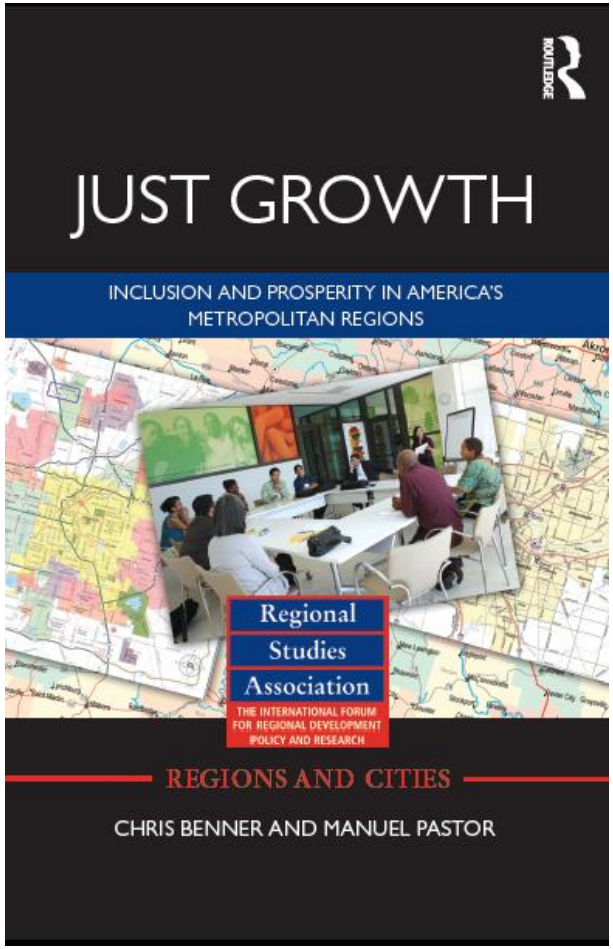
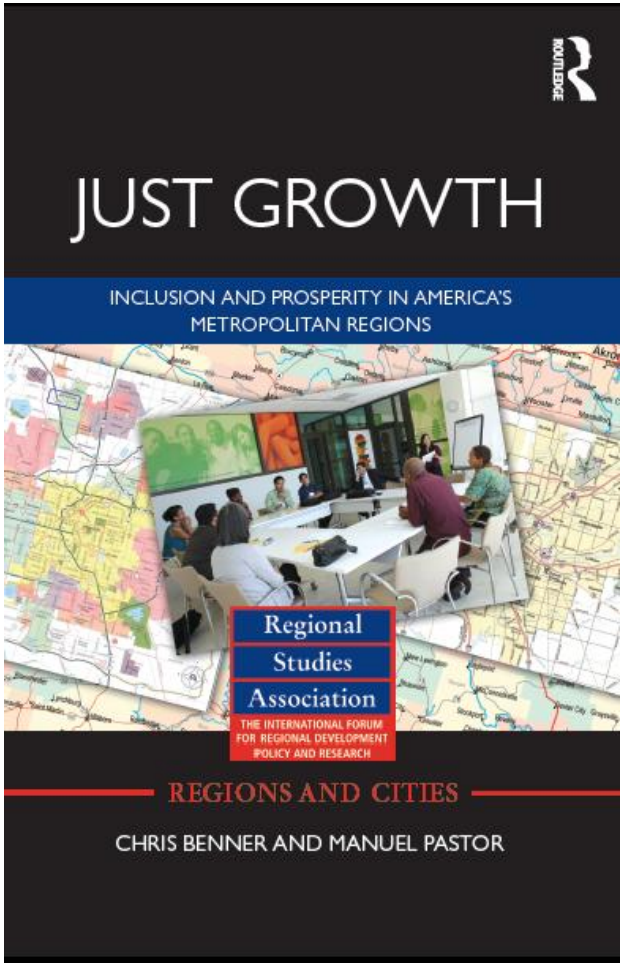
JUST GROWTH?

We explore this in our new book, *Just Growth*. With support from the Ford Foundation, we combined quantitative and qualitative analysis to uncover when equity and growth come together



JUST GROWTH?

We find that a diversified economy, a minority middle class, higher education and other variables matter – but just as important is an *epistemic community* (what you know and who you know it with)



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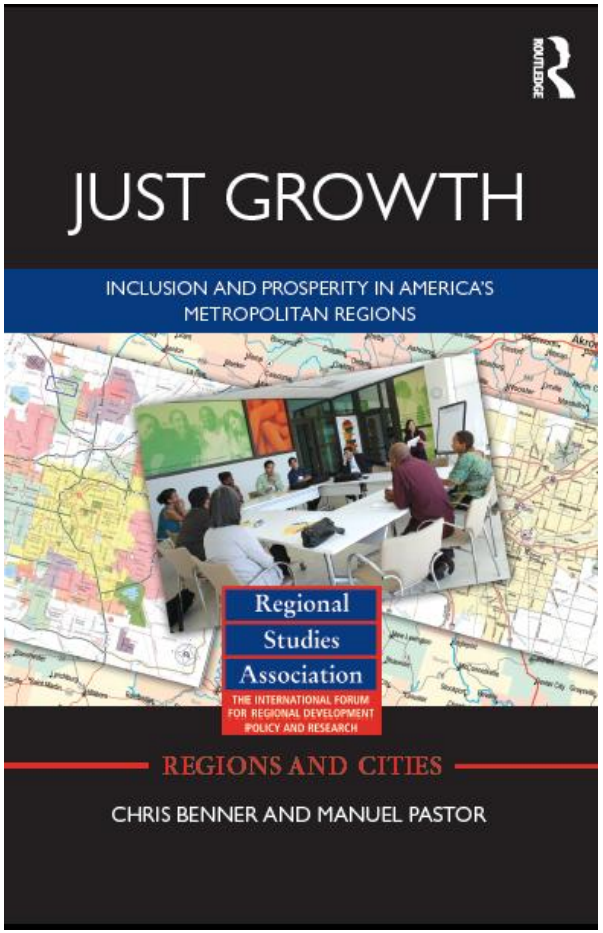
JUST GROWTH?

More simply put:

Knowing Together *is the first step to* ***Growing Together***



LEADING THROUGH THE DIVIDE

- Keep pitching to the coming America
- Understand that this is an aspirational not an angry constituency
- Stress that equity and inclusion are key not add-on's
- Frame around bridging generations and geographies
- Develop new notions of collaboration and conflict

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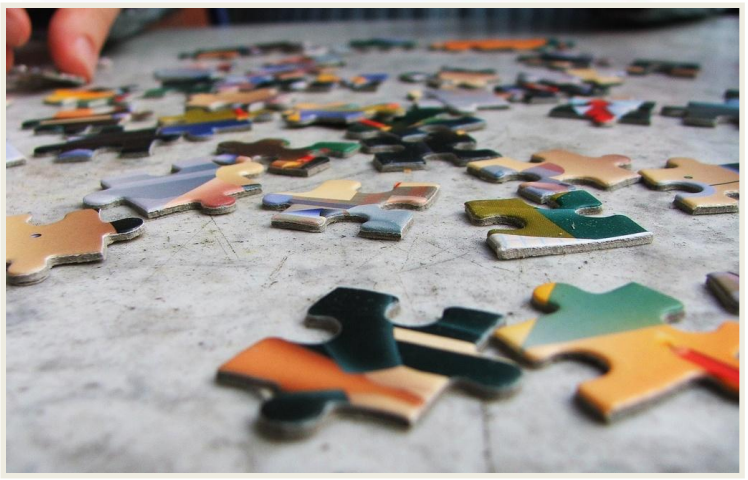
LEADING THROUGH THE DIVIDE



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LEADING THROUGH THE DIVIDE

Breakout Sessions

I. Leveraging Partnerships to Advance Your Objectives — *Tower Room*

II. Social Impact through Social Enterprise — *Uptown Room*

III. Causeway Workshop: Pathway to C-Suite Engagement — *Hudson Room*