



April 6, 2020

To: Regional Planning and Highways Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Agreement with Center for Demographic Research at California State University, Fullerton

Overview

Demographic data in Orange County is developed by the Center for Demographic Research at California State University, Fullerton. A recommendation to continue this effort through a multi-agency funding agreement is provided for review and approval.

Recommendation

Authorize the Chief Executive Officer to negotiate and execute an agreement with the California State University, Fullerton Center for Demographic Research, in an amount not to exceed \$331,504, for a term of three years, to provide Orange County demographic data.

Background

Since 1996, the Orange County Transportation Authority (OCTA) and other agencies have jointly funded the Center for Demographic Research (CDR) at California State University, Fullerton (CSUF) for the preparation of demographic projections for use in various planning activities. Agencies use the demographic projections prepared by CDR as input into the Southern California Association of Government's (SCAG) Regional Transportation Plan process, infrastructure planning, and travel demand forecasting.

CDR is sponsored by OCTA, the County of Orange, Orange County Council of Governments, Transportation Corridor Agencies, Orange County Sanitation District, Municipal Water District of Orange County, Orange County Water District, SCAG, CSUF, and the Orange County Local Agency Formation Commission.

The proposed agreement will provide professional services by CDR through fiscal year (FY) 2022-23 and was developed jointly by all the sponsor representatives.

Discussion

As part of the agreement, CDR will develop the 2022 Orange County Projections (OCP-2022), which are baseline and future projection data for the County of Orange, including population, housing, and employment. The basic population, housing, and employment variables will be expanded to 14 travel demand forecasting variables covering almost 2,000 traffic analysis zones for input into travel forecasting models, including the Orange County Transportation Analysis Model. Further, the OCP-2022 will be used in the development of the Orange County growth forecast for the 2024 SCAG Regional Transportation Plan/Sustainable Communities Strategy and OCTA's development of its next Long-Range Transportation Plan. Each local agency is directly involved in demographic data development with CDR, and this "bottom up" approach has worked well in addressing issues early in the process. The agreement also supports other important CDR activities, including the preparation of the annual Orange County Progress Report.

The proposed agreement with CDR and other agencies continues this cooperative effort. OCTA's financial commitment for this agreement would be \$331,504. The proposed agreement reflects cost increases from previous years due to scheduled minimum wage increases and updated healthcare costs in addition to the work program. Funding for this agreement shall be included in the OCTA FY 2020-21 Budget, Planning Division, Account No. 0001-7519-M0201-F5F.

Summary

A recommendation for a proposed agreement with California State University, Fullerton for Center for Demographic Research activities is presented for review and approval. With approval, staff will finalize and execute the agreement covering the 2022 Orange County Projections demographic forecasting activities.

Attachment

- A. Memorandum of Understanding By And Between Orange County Interests and CSU Fullerton Auxiliary Services Corporation For The Continued Operation of the Center for Demographic Research At California State University, Fullerton

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