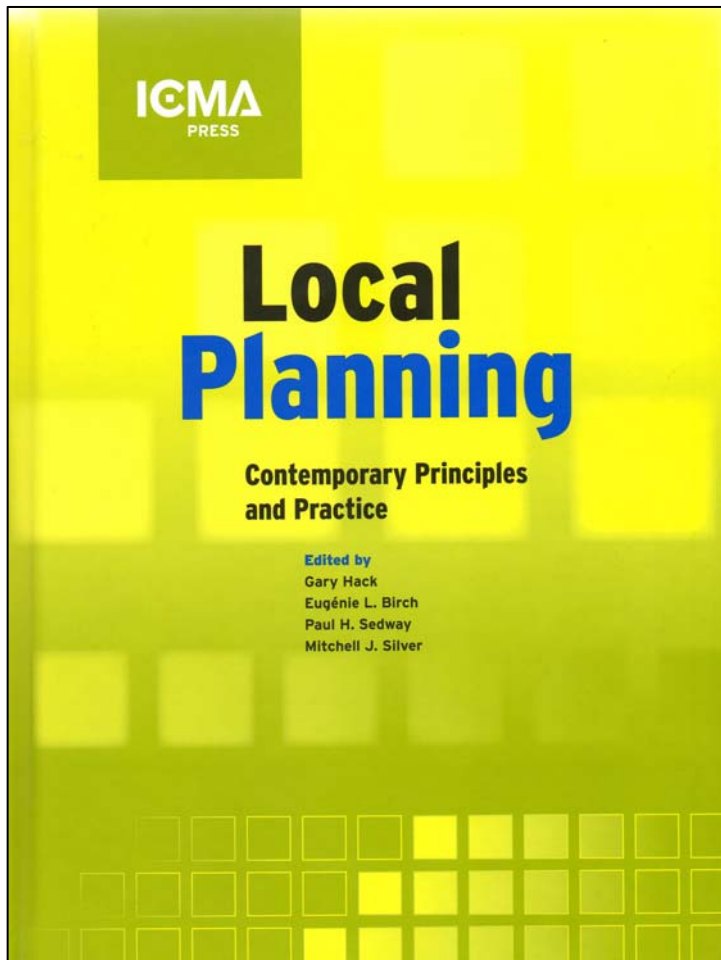


# A Century of Big Change: The Demographic Re-mix

## Excerpts from the Keynote Address for the Human Relations Commission's Mayor's Unity Day

Mitchell Silver, AICP  
Raleigh, North Carolina  
December 5, 2009

# ICMA's "Green Book"



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Managing Planning

**Figure 8-7** Job responsibilities vary from one community to another. Here, Lawrence, Massachusetts, planning director Michael Sweeney (center) joins Mayor Michael J. Sullivan (right) and the mayor's chief of staff, Myles E. Burke (left) on a tour of a nearly complete Veterans Memorial Stadium.

**FOCUS ON**

## Diversity in the planning profession

**Mitchell J. Silver**

By 2050, America will look dramatically different than it does today; the percentage of non-Hispanic whites, who now make up about 72 percent of the U.S. population, will have fallen to below 53 percent; the Hispanic population will have grown from 13 percent to 23 percent, the black population from 11 percent to 16 percent, and the Asian and Pacific Islander population from 4 percent to 10 percent!

Regardless of how the current national debate on immigration policy sorts itself out, the racial and ethnic makeup of the United States will continue to diversify, and American communities will experience dramatic change as a result. The coupling of demographic shifts and globalization will challenge a planning profession that has struggled with diversity.

**Planning, social equity, and minority representation**

In the nineteenth century, when city planning originated, it was based on notions of "scientific efficiency, civic beauty and social equity."<sup>1</sup> The first National Conference on City Planning and the Problems of Congestion, held in 1909, had its roots in progressive social reform. One hundred years later, however, physical planning and design dominate the profession, while social issues are delegated to progressive planners, sociologists, and community organizations. Nor has the profession made significant progress in ensuring minority representation among planners. As of 2004, fewer than 9 percent of the members of the American Planning Association (APA) belonged to minority groups: approximately 4 percent identified themselves as Asian American, 4 percent as black, 2.2 percent as Hispanic, 0.4 percent as Native American, and 0.2 percent as multiracial. The percentages are even lower for minority members with professional planning credentials.<sup>2</sup> By comparison, in 2004 people of color made up 28 percent of the U.S. population. This enormous disparity

Source: Mark Wilson/Globe Staff Photo

Because planning agencies generally lack formal authority over other agencies, the planning director must often serve as a consensus builder not only among stakeholders in the community, but also among internal departments with differing needs and objectives. Effective planning directors thus need to establish and maintain close working relationships with the leaders of sister agencies if they are to achieve a common vision for the community's future.

When serving as agency spokesperson, the planning director must work effectively with various news media. Opportunities to interact with media representatives should not be viewed as disruptions but as valuable opportunities to promote big ideas. Planning directors need to be in full command of media relations, delegating to subordinates only the responsibility of filling in factual details. Ideas need to be condensed into appropriate sound bites for television and radio. Directors need to stay on message, regardless of the specific questions that reporters ask. Managing the emerging world of blogs, Internet communications, and Web-based government presents a new set of challenges. The planning director would do well, therefore, to understand these opportunities and to employ media-savvy staff members who can help the planning agency to use those media effectively.

**Note**

<sup>1</sup> Peter Drucker, *The Effective Executive* (New York: Harper and Row, 1967).

# The Demographic Re-Mix of the 21<sup>st</sup> Century

# Challenge—Demographic Re-Mix

- 78 million baby boomers (1946 –1964) will start exiting the workforce.
- The graying of America will be followed by the browning of America. **By 2042**, the U.S. will become a minority-majority country.
- By 2025, the number of single person households will equal family households. By 2050, the overwhelming majority of households will be single.
- Baby boom generation will be followed by another baby bust generation. The U.S. birthrate will drop from 1% to .25% by 2035.

Sources: Brookings Institution, Dr. James Johnson, UNC , Christopher Leinberger, U.S. Census Bureau

# Population

# 21<sup>st</sup> Century Growth Trends

## US Population December 5, 2009

- 308 million
- US Population grows about 47,000 every week

## World Population December 5, 2009

- 6.8 billion

### Vital Events

- One birth every
- One death every
- One international migration
- Net gain of one person every

### United States

- 7 seconds
- 12 seconds
- 36 seconds
- 12 seconds

### World

- 4.3 seconds
- 1.8 seconds
- 2.5 seconds

Source: U.S. Census Bureau

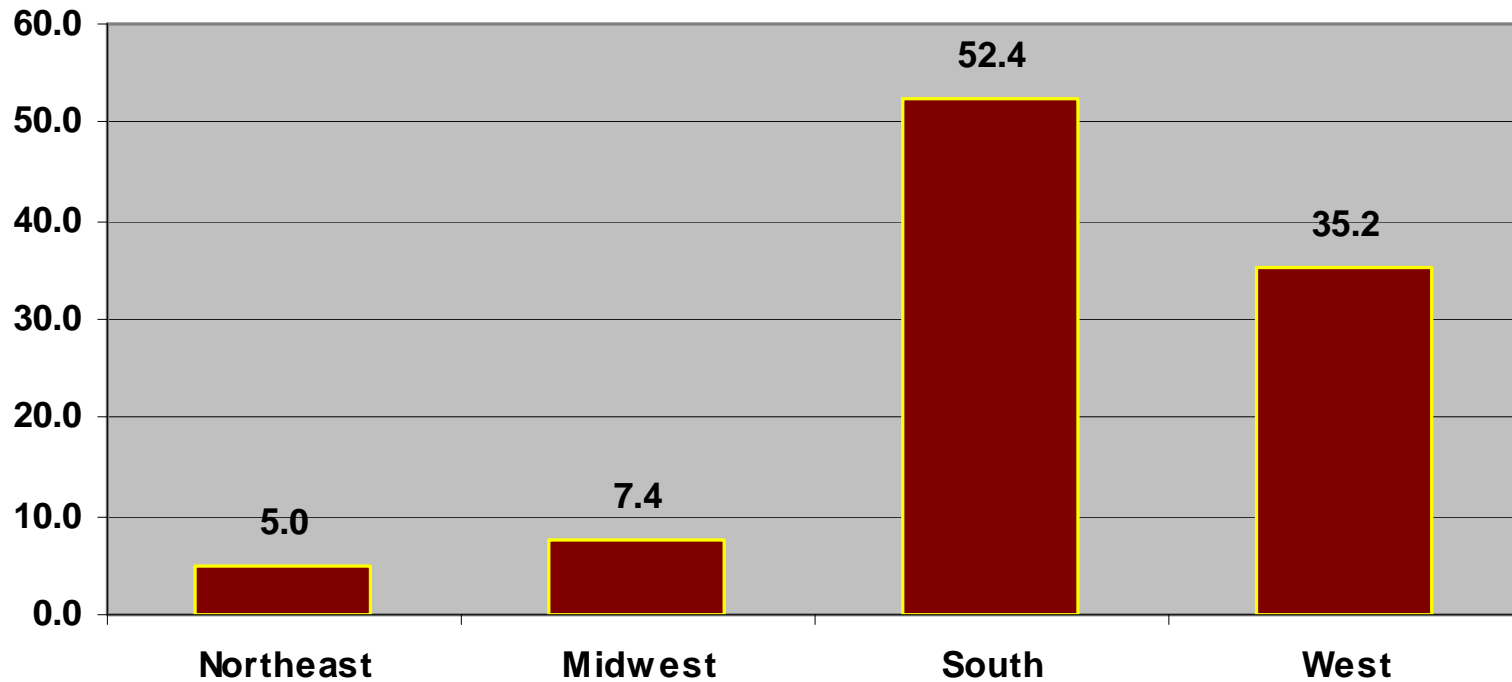
# US Population Change (2000-2007)

	<b>Total Population</b>	<b>Change by number from 2000</b>	<b>Change by percentage from 2000</b>
<b>Northeast</b>	54,680,626	1,085,844	2.0
<b>Midwest</b>	66,388,795	1,993,595	3.1
<b>South</b>	<b>110,454,786</b>	<b>10,218,933</b>	<b>10.2</b>
<b>West</b>	70,096,950	6,89,8183	10.9
<b>United States</b>	301,621,157	20,196,555	7.2

Source: U.S. Census Bureau

# Projected Growth by Region (2000-2030)

**Figure 3: Interim Projections: Percent Distribution of Population Growth by Region of the United States, 2000 to 2030**



Source: U.S. Census Bureau, Population Division, Interim State Population Projections, 2005

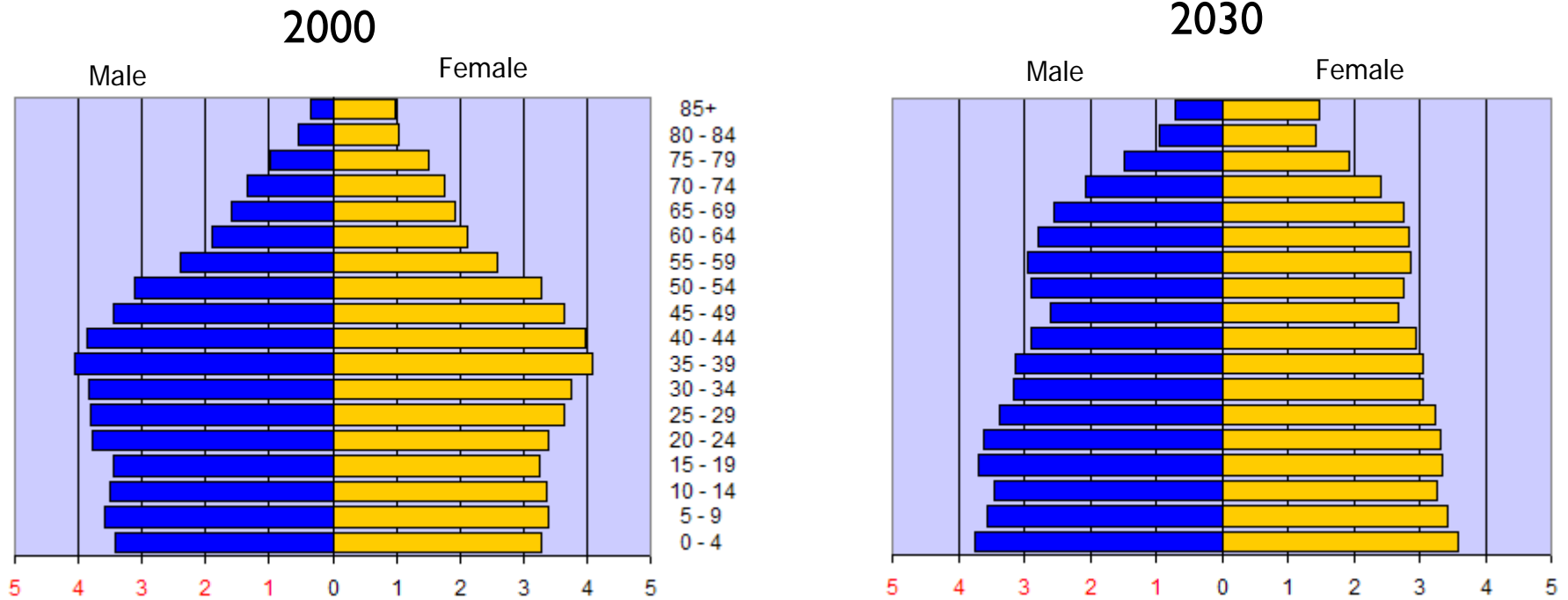
# Migration will continue to fuel NC growth

- Ranked 11th in 2000 with 8,049,313 people
- Will rank 7th by 2030 with 12,227,739 people
- By 2030, North Carolina will pass Ohio, Michigan and Georgia. NC already passed New Jersey.
- People are migrating from Florida, New York, California, New Jersey, Maryland, Virginia and South Carolina as well as many other states.

Source: U.S. Census Bureau, State-to-State Migration Flows, Issues August 2003

# Aging and Households

# North Carolina Population Pyramid



Age Group	2000	Percentage		2030	Percentage	Change from 2000
Under 18	1,964,047	24.4%		3,080,611	25.2%	56.9%
18-24	806,821	10.0%		1,199,540	9.8%	48.7%
25-44	2,500,535	31.1%		3,037,244	24.8%	21.5%
45-64	1,808,862	22.5%		2,737,171	22.4%	51.3%
65+	696,048	12.0%		2,173,173	17.8%	124.3%

Source: U.S. Census Bureau, Interim State Population Projections, 2005

# Projections on Aging and Households

- By 2030, one in 5 Americans will be over the age of 65.
- The U.S. birthrate will drop from 1% to .25% by 2035.
- Life expectancy will increase from 76.0 years in 1993 to 82.6 years in 2050. By 2050, the number of Americans over the age of 85 will triple from 5.4 to 19 million.
- By 2025, the number of single person households will equal family households.
- By 2050, the overwhelming majority of households will be single.

Source: U.S. Census Bureau

# Race and Ethnicity

# Changing United States of America

- By 2050, the United States will look very different than it does today.
- The white (non- Hispanic) population: 66 to 46 percent
- The Hispanic population: 15 to 30 percent
- The black (non-Hispanic) population: 13 to 15 percent
- Asian/Pacific Islander/other races: 6 to 9 percent

Source: Mitchell Silver, ICMA Green Book; U.S. Census Bureau

# Population by Race (2008)

	<b>Raleigh</b>	<b>North Carolina</b>	<b>U.S.</b>
<b>White</b>	61.2%	71.6%	74.3%
<b>Black</b>	29.0%	22.0%	12.3%
<b>Asian</b>	4.2%	2.1%	4.4%
<b>Other Races</b>	5.6%	4.3%	9.0%
<b>Hispanic (all races)</b>	9.7%	7.0%	15.1%

Source: U.S. Census Bureau, American Community Survey 2006-2008

# U.S. Census Projections

- **Whites are projected to lose population** in the 2030s and 2040s and will drop to 46% of the population by 2050.
- The **Hispanic population is expected to triple** from 46.7 million to 132.8 million between the 2008-2050 period.
- The black population is projected to increase from 41.1 million (14% in 2008) to 65.7 million (15% by 2050)
- The Asian population is projected to climb from 15.5 million (5.1% in 2008) to 40.6 million (9.2% by 2050)
- **By 2023, minorities will comprise of more than half of all children in the U.S.**
- By 2050, the nation's population of children is expected to be 62 percent minority.

Source: U.S. Census Bureau

# Education and Labor

# Changing Labor Force

- The percentage of the population in the “working ages” of 18 to 64 is projected to decline from **63 percent in 2008 to 57 percent in 2050.**
- While, blacks and Hispanics are among the fastest growing groups, their rates of educational attainment are low (25% and 17% respectively).
- The working-age population is projected to become more than 50 percent minority in 2039 and be 55 percent in 2050.

Sources: U.S. Census Bureau