

# ASSOCIATION OF BAY AREA GOVERNMENTS

Representing City and County Governments of the San Francisco Bay Area



**ABAG**

Date: May 6, 2014  
To: ABAG Executive Board  
From: Cynthia Kroll  
ABAG Chief Economist  
Subject: **Ratification of Contract for Demographic Forecasting Consulting**

## Background

ABAG staff requests Executive Board ratification of a contract with Analysis and Forecasting, Inc. (Executive Director John Pitkin) and Dowell Myers, professor of urban planning and demography in the School of Policy, Planning, and Development, at the University of Southern California.

The contract involves a joint ABAG and consultant effort to develop a demographic model for forecasting population growth, both through natural increase and migration, in a way that provides our research group with the detail necessary to understand changes in housing demand. The consultants were selected after they responded to an open request for qualifications for demographic modeling issued in early April. The RFQ was posted on the web site. The consultants were the only respondents to our detailed request. They are well qualified to conduct this work. Professor Myers is a leading scholar in demography, with a detailed understanding of the role of immigrants in the US population base and growth. He and Mr. Pitkin have produced demographic models and forecasts for the state of California and the Los Angeles area. Time is of the essence as one of the principals, Mr. Pitkin, must conduct the bulk of the work in the next four months, before leaving for a several month stay abroad.

The maximum amount payable under the contact is Fifty-nine Thousand Nine Hundred Twenty Dollars (\$59,920). The term is from April 21, 2014 to December 31, 2015.

## Recommendation

ABAG staff requests that the Executive Board ratify the contract with Analysis and Forecasting, Inc. and Dowell Myers to develop a demographic model for forecasting population growth.