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## July 2011 e-Newsletter

Who are the "Young & Restless"? Equinox Weighs in on Regional Water and Transportation Blueprints. Policy Expert Lori Pfeiler Joins Equinox Board..

### Who are "The Young & Restless" and why are they vital to San Diego's economy?



Brace yourselves for a seismic shift in our labor markets. The growth of the U.S. population conceals decline in a pivotal segment: college-educated young adults-tomorrow's knowledge workers and entrepreneurs. As regions compete for these "Young & Restless," they are learning 20-34 year-olds won't be courted by just any

suitor. Place matters. What can the San Diego region do to attract and retain this vital future workforce? Economist Joe Cortright of [CEOs for Cities](#) and Impresa Consulting has the answer. [Join Equinox Center and the San Diego Regional EDC for a special event on September 14 and you will too.](#)

### Equinox Encourages SANDAG and County Water Authority to Plan Boldly

With the whirlwind of regional growth plans reaching pivotal decision points this summer, you may have missed Equinox Center's comments to [SANDAG's draft 2050 Regional Transportation Plan](#) and the [San Diego County Water Authority's Urban Water Management Plan](#). Click the links to read explanations in plain English about what's at stake with these two critically important blueprints for San Diego's future, and to access Equinox's comments to the plans.



Of course, driving better plans for the future begins with engaging more voices. Are you part of the conversation on [Facebook](#) or [LinkedIn](#)? If not, you're missing out on timely information and dialogue about vital growth issues in the region--always non-partisan, in clear language and graphics, and (dare we say?) even humor at times.

## Policy Expert Lori Pfeiler Joins Equinox Center Board



Equinox Center is delighted to welcome Lori Holt Pfeiler to its board of directors. As former mayor and council member for the City of Escondido, Lori has been solving problems on the local level for more than a decade, and has been widely praised for

bringing a new sense of cooperation and focus on economic development and quality of life to the region. In addition to serving in a leadership capacity on numerous regional committees, Lori served as Chair of SANDAG's Board of Directors from 1998 to 2010. As an Equinox Center board member, she joins an esteemed and diverse [group](#) of business and community leaders from across the political spectrum. [For more on Lori, click here.](#)

(Photo: Lori Pfeiler and other Equinox board members and staff marked the organization's two-year anniversary in June. From left: Aaron Contorer, Jeremy Hayden, Phyllis Huckabee, Marty Brown, Lori Pfeiler, Ann Tartre, Emma Leggat.)

## Equinox Center in the News

*YES! Magazine* featured Equinox Center in a piece about how regional policy centers show promise as a model to drive positive change in communities nationwide. [Click here to read the article.](#)



ABC Channel 10 News interviewed Equinox Executive Director Ann Tartre



in June for [a segment on waste disposal rates throughout the County](#) --and which areas are dumping the most and the least.

[Equinox's signature Voice of San Diego series What's at Stake?](#) most recently looked at the County's Water Authority's Urban Water Management Plan and, true to form, broke down the issues and why they matter into human terms.

The City of San Diego recently opened its first recycled water demonstration project. For a 60-second overview of what this is all about, [click here](#).

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