2007 CCAPA Conference Committee Summary Report

May 2008
2007 CCAPA Conference Committee
Summary Report

Summary .......................................................................................... 3
2007 CCAPA Conference Committee ........................................... 14
Meeting Schedule ........................................................................... 15
Committees:
   Fundraising/Local Exhibits ......................................................... 16
   Hospitality/Special Events ......................................................... 21
   Merchandise/Souvenirs ............................................................... 24
   Mobile Workshops ..................................................................... 31
   Portfolio/Planner’s Guide ........................................................... 33
   Program/Conference Sessions ................................................... 37
   Public Relations/Website ............................................................ 43
   Volunteers/Student Events ......................................................... 45
Final Words ...................................................................................... 48
Summary

This report is intended to share information about the 2007 California Chapter of the American Planning Association (CCAPA) Conference, which was held in San José, California from September 30 to October 3, 2007. This report provides the organizational structure and responsibilities of the 2007 CCAPA Conference Committee as well as summarizes the many components of the conference which include the planning efforts necessary to accomplish the conference by highlighting various issues. It also suggests recommendations for future CCAPA Conference Committees via “lessons learned” through our own conference experiences.

The 2007 CCAPA Conference Committee would like to thank the CCAPA Board, the California Planning Foundation (CPF) Board, Conference Coordinator Lynne Bynder of Meetings Xceptional, Conference Graphic Designer Dorina Blythe of GranDesigns, Conference Accountant Francine Farrell of Stefan/George Associates, and all of the very important volunteers, sponsors, exhibitors, planning session participants, and mobile workshop leaders, who all helped to ensure that the 2007 CCAPA Conference was a tremendous success! We are also very appreciative of the opportunity to showcase the Northern Section, the City of San José, the South Bay, and the Silicon Valley to all conference attendees.

The 2007 CCAPA Conference Committee began with a vision to host a stimulating, comprehensive, diverse, and enjoyable conference that would showcase many planning sessions and workshops, centered around the theme of “Transforming the Urban Fabric,” which entailed both local and statewide interest. Additionally, with the re-introduction of the Planner’s Guide, the Committee wanted to provide planners attending the 2007 CCAPA Conference from California and other western states with a strong sense of the history, development pattern, and places of interest within the City of San José, the Silicon Valley, and the entire San Francisco Bay Area. We hope that attendees would not only use the Planner’s Guide as a valuable resource during the conference itself, but also after the conference for return visits to San José and the Bay Area.
Key components and events of the 2007 CCAPA Conference are described below in chronological order.

**Special Student Sessions and Student Awards Luncheon**

In keeping with one of the Committee’s goals of making the 2007 CCAPA Conference more affordable and generally available to students by lowering registration costs for students as well as allowing for volunteering opportunities, the Committee also scheduled a series of special conference sessions specifically geared for students in planning. These planning sessions were highlighted in the Conference Program as “Student Committee Selection” sessions. Furthering this goal, attendance for student planners to all the conference sessions scheduled on Sunday was made complimentary. A very special, complimentary Student Awards Luncheon was also hosted on Sunday to honor the 2007-08 CPF scholarship recipients.
# Conference-at-a-Glance

**California Chapter American Planning Association**

**CONFEREE-N-AT-A-GLAN**

**September 30 - October 3, 2007 ● Fairmont San José Hotel**

[www.calapa.org](http://www.calapa.org)

## Events

### Sunday, September 30

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>CCAPA Board Meeting</td>
<td>9:00am – 3:45pm</td>
<td>Cupertino Room</td>
</tr>
<tr>
<td>Conference Sessions</td>
<td>10:15am – 11:30am</td>
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<tr>
<td>Student Awards Luncheon</td>
<td>11:45am – 12:45pm</td>
<td>Club Regent Room</td>
</tr>
<tr>
<td>Conference Sessions</td>
<td>1:00pm – 2:15pm</td>
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<tr>
<td>Conference Sessions</td>
<td>2:30pm – 3:45pm</td>
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</tr>
<tr>
<td>CPR Board Meeting</td>
<td>2:30pm – 3:45pm</td>
<td>Belvedere Room</td>
</tr>
<tr>
<td>Diversity Summit</td>
<td>4:00pm – 6:00pm</td>
<td>San José City Hall Rotunda</td>
</tr>
<tr>
<td>Opening Reception</td>
<td>6:30pm – 10:00pm</td>
<td>The Tech Museum of Innovation</td>
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### Monday, October 1

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Continental Breakfast</td>
<td>7:30am – 8:30am</td>
<td>Regency Ballroom</td>
</tr>
<tr>
<td>Opening Plenary Session</td>
<td>8:30am – 10:15am</td>
<td>Imperial Ballroom</td>
</tr>
<tr>
<td>Conference Sessions</td>
<td>10:30am – 11:45am</td>
<td></td>
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<tr>
<td>Mobile Workshops</td>
<td>10:30am – 5:00pm</td>
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<tr>
<td>Poster Session Luncheon</td>
<td>12:00pm – 1:00pm</td>
<td>Imperial Ballroom</td>
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<tr>
<td>Conference Sessions</td>
<td>1:15pm – 2:30pm</td>
<td></td>
</tr>
<tr>
<td>CCAPA PDO Meeting</td>
<td>1:15pm – 2:30pm</td>
<td>Belvedere Room</td>
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<tr>
<td>Break</td>
<td>2:30pm – 3:00pm</td>
<td>Regency Ballroom</td>
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<tr>
<td>CPF Silent Auction</td>
<td>2:30pm – 6:30pm</td>
<td>Regency Foyer</td>
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<tr>
<td>Conference Sessions</td>
<td>3:00pm – 4:15pm</td>
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<tr>
<td>CPF Board Meeting</td>
<td>3:00pm – 4:15pm</td>
<td>Belvedere Room</td>
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<tr>
<td>Conference Sessions</td>
<td>4:30pm – 5:45pm</td>
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<tr>
<td>PEN Annual Meeting</td>
<td>4:30pm – 5:45pm</td>
<td>Belvedere Room</td>
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<tr>
<td>Exhibit Tour</td>
<td>5:45pm – 6:30pm</td>
<td>Regency Ballroom</td>
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<tr>
<td>CPF Reception and Live Auction</td>
<td>6:30pm – 8:30pm</td>
<td>Imperial Ballroom</td>
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### Tuesday, October 2

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<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Continental Breakfast</td>
<td>7:30am – 9:00am</td>
<td>Regency Ballroom</td>
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<tr>
<td>Mobile Workshops</td>
<td>8:30am – 12:00pm</td>
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<tr>
<td>Conference Sessions</td>
<td>9:00am – 10:15am</td>
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<tr>
<td>Conference Sessions</td>
<td>10:30am – 11:45am</td>
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<tr>
<td>Awards Luncheon</td>
<td>12:00pm – 1:30pm</td>
<td>Imperial Ballroom</td>
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<tr>
<td>Conference Sessions</td>
<td>1:30pm – 2:45pm</td>
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<tr>
<td>Mobile Workshops</td>
<td>1:30pm – 5:00pm</td>
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</tr>
<tr>
<td>Break</td>
<td>2:45pm – 3:15pm</td>
<td>Regency Ballroom</td>
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<tr>
<td>Conference Sessions</td>
<td>3:15pm – 4:30pm</td>
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<tr>
<td>Conference Sessions</td>
<td>4:45pm – 6:00pm</td>
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<tr>
<td>Leadership Reception</td>
<td>6:00pm – 7:00pm</td>
<td>Crystal Room</td>
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<tr>
<td>Consultants Reception</td>
<td>6:30pm – 8:30pm</td>
<td>Regency Ballroom</td>
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### Wednesday, October 3

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<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Coffee and Juice</td>
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<td>Regency Ballroom</td>
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<tr>
<td>Conference Sessions</td>
<td>9:00am – 10:15am</td>
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</tr>
<tr>
<td>Closing Plenary Session</td>
<td>10:30am – 12:00pm</td>
<td>Imperial Ballroom</td>
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### Mobile Workshops

**Monday, October 1**
- 10:30am - 5:00pm
  - MW #1 - Livermore Downtown Revitalization in Action
  - MW #2 - Get Your Shop On: San Jose Market Center, Santana Row, and Westfield Valley Fair Destination Retail
  - MW #3 - Baghdad-by-the-Bay: San Francisco High Rise Residential Projects and Affordable Housing in Green Projects

**Tuesday, October 2**
- 8:30am - 12:00pm
  - MW #4 - Downtown Gilroy Reeks of Success
  - MW #5 - A Walk Through Central San Jose Neighborhoods: Strong Neighborhoods Initiative (SNI) Physical Improvements
  - MW #6 - Does the Shoe Fit? Size 7 house on a Size 6 lot: San Jose’s Residential Design Tour
  - MW #7 - Critical Coastal Study Area: Making the Land Use and Water Quality Protection Connection
- 1:00pm - 5:00pm
  - MW #8 - What’s Going Down (and Up) in Downtown San Jose
  - MW #9 - From Pervious Pavement to Living Roofs: Immense Yourself in Design for Water Quality
  - MW #10 - Downtown Mountain View: TOD not SUV
  - MW #11 - San Jose Affordable Housing in Green

### Climate Protection - SPF Rated: Sustainability, Climate Change, Green Practices, LEED

**Sunday, September 30**
- Seven Steps to Planning Sustainability (Student Committee Selection)
  - 10:15 - 11:30 am Gold
- Smart Green Building – Green Smart Growth
  - 1:00 - 2:15 pm Crystal
- General Plans that Make a Difference
  - 2:30 - 3:45 pm Gold

**Monday, October 1**
- California’s Changing Climate (Part I): AB 32 and Reducing Your City’s Carbon Footprint
  - 10:30 - 11:45 am Crystal
- California’s Changing Climate (Part II) the Ultimate CEQA Cumulative Impact
  - 1:15 - 2:30 pm Crystal
- Land Use Connection to Air Quality: Indirect Source Review (ISR) Programs
  - 3:00 - 4:15 pm Hillsborough
- Monetizing Sustainability: Turning Green into Green
  - 3:00 - 4:15 pm California
- Green Industry: An Essential Thread in a Strong Urban Fabric
  - 4:30 - 5:45 pm Sacramento

**Tuesday, October 2**
- Retrofitting Suburban Planning Sustainable Communities in Marin and Beyond
  - 9:00 - 10:15 am Empire
- Making it Green: How your City Can Develop a Sustainable Economy
  - 10:30 - 11:45 am Gold
- Greening the Entitlement Process: The Public Agency Response
  - 1:30 - 2:45 pm Crystal
- Palo Alto’s Green Programs
  - 3:15 - 4:30 pm Valley
- The Planner’s Guide to Implementing Green Principles
  - 4:45 - 6:00 pm California

**Wednesday, October 3**
- Pasadena’s Green Building Outreach and Education Program
  - 9:00 - 10:15 am Fairfield

### Designing the Canvas: Regional Planning, General Plans, Regulatory Tools, Zoning

**Sunday, September 30**
- How Blueprint Planning Can Help Green Your Community
  - 1:00 - 2:15 pm Valley
- Hillyside Development and Open Space: A Balanced Strategy for Landowners and the Community
  - 2:30 - 3:45 pm Club Regent

**Monday, October 1**
- Overlays Districts: A New Tool for Managing Urban Development
  - 10:30 - 11:45 am Valley
- Implementing a Regional Vision (Part I): New Orientations to Transit-Oriented Development
  - 10:30 - 11:45 am Atherton
- Implementing a Regional Vision (Part II): Engaging the Local Response
  - 1:15 - 2:30 pm Atherton

**Tuesday, October 2**
- Beyond the Visioning Process: State-wide perspective on Regional Growth
  - 9:00 - 10:15 am Club Regent
- Coyote Valley Specific Area Plan: A New Urban Fabric for San Jose
  - 10:30 - 11:45 am California
- Implementing Your Community’s Vision with Form-based Codes
  - 1:30 - 2:45 pm California
- El Toro/The Great Park: Setting New Standards in Sustainability
  - 3:15 - 4:30 pm Club Regent
- New Urbanism and the Comprehensive Plan
  - 4:45 - 6:00 pm Gold

**Wednesday, October 3**
- Leave No Plan Behind: Updating the General Plan Guidelines
  - 9:00 - 10:15 am Club Regent

### Emerging Patterns: Smart Growth, Development Trends, Legal/Legislative Updates

**Monday, October 1**
- Planner Success Network (PSN) Session: Successful Infill Projects - Past, Present and Future
  - 10:30 - 11:45 am Sacramento
- “Ground-Truthing” Smart Growth and New Urbanist Developments
  - 1:15 - 2:30 pm Empire
- “Hot” Planning Topics in the California Legislature
  - 1:15 - 2:30 pm Hillsborough
- Challenges and Changes in Redevelopment and Eminent Domain
  - 3:00 - 4:15 pm Sacramento
- Implementing Infill Development: Moving Beyond CEQA
  - 4:30 - 5:45 pm Crystal

**Tuesday, October 2**
- Property Rights, Takings, and Exactions: A Legal and Practical Update for Planners
  - 9:00 - 10:15 am Gold
- Smart Growth and the Workplace
  - 10:30 - 11:45 am Crystal
- Transforming Military Bases to Sustainable Communities
  - 1:30 - 2:45 pm Fairfield
- Strategies and Resources to Link Childcare and Community Development
  - 3:15 - 4:30 pm Fairfield
- Transforming the Fabric to Urban
  - 4:45 - 6:00 pm Atherton

### Health and Security Blanket: Public Health, Safe Communities

**Sunday, September 30**
- Planning for Healthy Places: Chino’s General Plan Update (Student Committee Selection)
  - 1:00 - 2:15 pm Gold
- Planning for Tomorrow’s Healthy Communities
  - 2:30 - 3:45 pm Empire

**Monday, October 1**
- Connecting Urban Design and Public Health: A Health Policy Element for Richmond, CA
  - 1:15 - 2:30 pm Sacramento
- Land Use for the People? Planning for Health and Social Justice in Oakland
  - 3:00 - 4:15 pm Empire
- It’s a Bird, It’s a Plane... It’s a Flightpath! Airports, Enroachment and Compatible Land Use
  - 4:30 - 5:45 pm Garden

**Tuesday, October 2**
- Time for a Check-up: Understanding the Health Impacts of Planning
  - 9:00 - 10:15 am California
- Building Smarter Together: How Planning and Public Health Can Work Collaboratively
  - 10:30 - 11:45 am Garden
- Planning for Fire Safety in California Communities
  - 1:30 - 2:45 pm Empire
- Planning for Crime Prevention: CPTED Overview, Case Study and a Form-based Framework
  - 3:15 - 4:30 pm Empire
- Let’s Take a Walk! Trails to Smart Growth and Active Aging
  - 4:45 - 6:00 pm Sacramento
### Planner's Sewing Kit: Professional Skills, Technology Tools, Planning Commissioners

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<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Sunday, September 30</td>
<td>Developing Leadership In Young Planners (Student Committee Selection and CPR Session)</td>
<td>10:15 - 11:30 am</td>
<td>Crystal</td>
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<td></td>
<td>What’s Next? What Planning Students Need to Know (Student Committee Selection)</td>
<td>1:00 - 2:15 pm</td>
<td>Garden</td>
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<td></td>
<td>What Do Elected Officials and Decisionmakers Want in Staff Reports?</td>
<td>1:00 - 2:15 pm</td>
<td>Atherton</td>
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<td>Staffing Trends: How to Make Contact Planners a Seamless Extension of City Staff</td>
<td>2:30 - 3:45 pm</td>
<td>Fairfield</td>
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<td>Mitigation Measures: Implanted or Ignored?</td>
<td>2:30 - 3:45 pm</td>
<td>Atherton</td>
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<tr>
<td>Monday, October 1</td>
<td>AICP Exam Preparation Workshop</td>
<td>10:30 - 11:45 am</td>
<td>Empire</td>
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<td>Planners on the Campaign Trail: To Endorse or Not Endorse Local Candidates and Ballot Measures</td>
<td>3:00 - 4:15 pm</td>
<td>Valley</td>
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<td>Public Engagement Through Web 2.0</td>
<td>4:30 - 6:45 pm</td>
<td>Atherton</td>
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<td>Professional Development: How to Move Your Career Forward</td>
<td>4:30 - 6:45 pm</td>
<td>Club Regent</td>
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<tr>
<td>Tuesday, October 2</td>
<td>The Care and Feeding of Your Planning Commission (Commissioner Session)</td>
<td>9:00 - 10:15 am</td>
<td>Garden</td>
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<td>Mapping Tools for Workforce Development, Economics and Planning</td>
<td>9:00 - 10:15 am</td>
<td>Fairfield</td>
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<td>Street-Level Imagery: The Virtual Site Visit</td>
<td>10:30 - 11:45 am</td>
<td>Sacramento</td>
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<td>Managing the Client/Consultant Relationship</td>
<td>1:30 - 2:45 pm</td>
<td>Atherton</td>
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<td>Weaving Ethics Into Planning Practice (AICP Code of Ethics)</td>
<td>3:15 - 4:30 pm</td>
<td>Garden</td>
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<td>Time Management for Harried Planners</td>
<td>4:45 - 6:00 pm</td>
<td>Empire</td>
</tr>
<tr>
<td>Wednesday, October 3</td>
<td>2007 CEQA Update: Some Things Always Change</td>
<td>9:00 - 10:15 am</td>
<td>Hillsborough</td>
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### Seamless Transportation: Transit, Street Design, Traffic Analysis, Pedestrians, Parking

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<tr>
<th>Date</th>
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<th>Location</th>
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<tbody>
<tr>
<td>Sunday, September 30</td>
<td>Road Ecology: New Approach in Transportation Planning</td>
<td>1:00 - 2:15 pm</td>
<td>California</td>
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<td>The Missing Link: Integrating Transportation and Land Use Planning (Student Committee Selection)</td>
<td>2:30 - 3:45 pm</td>
<td>Garden</td>
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<tr>
<td>Monday, October 1</td>
<td>Non-Traditional Transportation Improvements on State Routes</td>
<td>10:30 - 11:45 am</td>
<td>Garden</td>
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<td></td>
<td>Mythbusting Common Traffic Calming Misconceptions</td>
<td>1:15 - 2:30 pm</td>
<td>Valley</td>
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<td>Smart Parking for Smart Communities</td>
<td>3:00 - 4:15 pm</td>
<td>Crystal</td>
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<td>Measuring Up: Four Key Transportation Reforms for Improved Livability</td>
<td>4:30 - 6:45 pm</td>
<td>Atherton</td>
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<tr>
<td>Tuesday, October 2</td>
<td>Breaking a Planning Taboo: CEQA Review without Automobile LOS Analysis</td>
<td>9:00 - 10:15 am</td>
<td>Crystal</td>
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<td></td>
<td>Land Use Based Transit Planning</td>
<td>10:30 - 11:45 am</td>
<td>Valley</td>
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<td>Regional Transportation Mitigation Fees</td>
<td>1:30 - 2:45 pm</td>
<td>Sacramento</td>
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<td></td>
<td>Putting Design in the Driver’s Seat</td>
<td>3:15 - 4:30 pm</td>
<td>California</td>
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<tr>
<td></td>
<td>Pedestrian Improvements on a Budget</td>
<td>4:45 - 6:00 pm</td>
<td>Club Regent</td>
</tr>
<tr>
<td>Wednesday, October 3</td>
<td>If We Build It, Will They Ride It?</td>
<td>9:00 - 10:15 am</td>
<td>Piedmont</td>
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### Shelter from the Elements: Housing Elements, Residential Trends, Affordable/Inclusionary Housing

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Sunday, September 30</td>
<td>The Great Wave: Urban Refugees Head for the Hills</td>
<td>1:00 - 2:15 pm</td>
<td>California</td>
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<tr>
<td></td>
<td>Getting Small: Living Efficiently and Affordably on a Small Planet (Student Committee Selection)</td>
<td>2:30 - 3:45 pm</td>
<td>Garden</td>
</tr>
<tr>
<td>Monday, October 1</td>
<td>Housing Element Update (Part I): Tailoring the Urban Landscape</td>
<td>10:30 - 11:45 am</td>
<td>Club Regent</td>
</tr>
<tr>
<td></td>
<td>Housing Element Update (Part II): Shaping Your City’s Future</td>
<td>1:15 - 2:30 pm</td>
<td>Club Regent</td>
</tr>
<tr>
<td></td>
<td>Santa Clara: A Market-based Approach to Affordable Housing Ownership</td>
<td>3:00 - 4:15 pm</td>
<td>Club Regent</td>
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<tr>
<td>Tuesday, October 2</td>
<td>Creating Green, Healthy Affordable Housing</td>
<td>9:00 - 10:15 am</td>
<td>Sacramento</td>
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<td></td>
<td>Tackling Neighborhood Blight: From Problem Motels to Permanent Affordable Housing</td>
<td>10:30 - 11:45 am</td>
<td>Fairfield</td>
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<td>Gaining High Support for High Density</td>
<td>1:30 - 2:45 pm</td>
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<td>Workforce Housing: What Is It? Can We Do It?</td>
<td>3:15 - 4:30 pm</td>
<td>Sacramento</td>
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<td>Including Inclusionary: Developing Affordable Housing in Your Community</td>
<td>4:45 - 6:00 pm</td>
<td>Atherton</td>
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### Stitching It Together: Public Partnerships, Collaborations, Neighborhood Initiatives

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<tbody>
<tr>
<td>Sunday, September 30</td>
<td>Change from the Roots: Planners and Neighborhood Associations Work Together</td>
<td>1:00 - 2:15 pm</td>
<td>Empire</td>
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<tr>
<td>Monday, October 1</td>
<td>Is California Ready for Complex Urban Development?</td>
<td>10:30 - 11:45 am</td>
<td>Gold</td>
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<td>Can We All Just Get Along? Supercharging Public Agency Collaboration</td>
<td>1:15 - 2:30 pm</td>
<td>Gold</td>
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<td>Partnerships and Smart Growth Lead to Successful Schools and Communities</td>
<td>3:00 - 4:15 pm</td>
<td>Garden</td>
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<tr>
<td></td>
<td>Planning for Childcare and Early Education: Where, How and Why?</td>
<td>4:30 - 5:45 pm</td>
<td>Valley</td>
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<tr>
<td>Tuesday, October 2</td>
<td>Getting On The Same Track: Partnerships in TOD Planning</td>
<td>9:00 - 10:15 am</td>
<td>Atherton</td>
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<td>So Your RFP Asked for a Charrette and You Got a Charade?</td>
<td>10:30 - 11:45 am</td>
<td>Fairfield</td>
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<td>Las Vegas Arts District Planning - Successful Tactics</td>
<td>4:45 - 6:00 pm</td>
<td>Empire</td>
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<tr>
<td>Wednesday, October 3</td>
<td>From Vision to Sustainable Transformation of San Francisco’s Eastern Neighborhoods</td>
<td>9:00 - 10:15 am</td>
<td>Glen Ellen</td>
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</tbody>
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### Water Proofing the Fabric: Water Resources, Stream Restoration, Water Quality, Flood Management

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Time</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>Sunday, September 30</td>
<td>How Can Smart Growth Improve Water Quality?</td>
<td>2:30 - 3:45 pm</td>
<td>Valley</td>
</tr>
<tr>
<td>Monday, October 1</td>
<td>Restoring Urban Rivers (Part I): Greener Visions of the Concrete Box</td>
<td>10:30 - 11:45 am</td>
<td>California</td>
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<tr>
<td></td>
<td>Restoring Urban Rivers (Part III): The Los Angeles River</td>
<td>1:15 - 2:30 pm</td>
<td>California</td>
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<td></td>
<td>Planning Water-wise Developments in California: Integrating Solutions for Multiple Benefits</td>
<td>3:00 - 4:15 pm</td>
<td>Gold</td>
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<td></td>
<td>Urban Habitat Restoration: Challenges Facing Planners</td>
<td>4:30 - 5:45 pm</td>
<td>Empire</td>
</tr>
<tr>
<td>Tuesday, October 2</td>
<td>Farm to City: Urban-Rural Links in Agricultural Preservation</td>
<td>9:00 - 10:15 am</td>
<td>Valley</td>
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<td></td>
<td>Do No Pass Go, Do Not Collect $200 . The Perils of a California Water Reuse Project</td>
<td>10:30 - 11:45 am</td>
<td>Club Regent</td>
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<td>Integrated Regional Water Planning in California: State and Regional Perspectives</td>
<td>1:30 - 2:45 pm</td>
<td>Gold</td>
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<tr>
<td></td>
<td>California Flood Management Policy: Crisis or Opportunity? (CPR Session)</td>
<td>3:15 - 4:30 pm</td>
<td>Gold</td>
</tr>
<tr>
<td></td>
<td>Effective Community Engagement Through Watershed Councils</td>
<td>4:45 - 6:00 pm</td>
<td>Garden</td>
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### Weaving a Community Quilt: Diversity, Communities of Color, Accessibility, Community Outreach

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<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, September 30</td>
<td>What Is the State Doing About Environmental Justice?</td>
<td>2:30 - 3:45 pm</td>
<td>California</td>
</tr>
<tr>
<td>Monday, October 1</td>
<td>Cultural Element: Diversity, Outreach and Involvement in Planning</td>
<td>10:30 - 11:45 am</td>
<td>Hillsborough</td>
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<td></td>
<td>When Projects Go South: Techniques for Resolving Planning Controversies</td>
<td>1:15 - 2:30 pm</td>
<td>Valley</td>
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<td></td>
<td>Transportation Planning for Immigrant Communities in California</td>
<td>3:00 - 4:15 pm</td>
<td>Atherton</td>
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<tr>
<td></td>
<td>Working with Native American Tribes: Consultation and Coordination</td>
<td>4:30 - 5:45 pm</td>
<td>California</td>
</tr>
<tr>
<td></td>
<td>Community Planning Process: Conducting Walking and Virtual Tours</td>
<td>4:30 - 5:45 pm</td>
<td>Hillsborough</td>
</tr>
<tr>
<td>Tuesday, October 2</td>
<td>Participatory Planning and Place-based Investments in Communities of Color</td>
<td>10:30 - 11:45 am</td>
<td>Atherton</td>
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<td></td>
<td>Beyond the Community Workshop</td>
<td>1:30 - 2:45 pm</td>
<td>Valley</td>
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<td></td>
<td>Navigating the Matrix: Planning and Site Design for Access Compliance</td>
<td>3:15 - 4:30 pm</td>
<td>Sacramento</td>
</tr>
<tr>
<td></td>
<td>Integrating Diversity Into Development Plans</td>
<td>4:45 - 6:00 pm</td>
<td>Valley</td>
</tr>
<tr>
<td>Wednesday, October 3</td>
<td>Baby Boomers and the Urban Experience: The Next Phase of a Unique Generation</td>
<td>9:00 - 10:15 am</td>
<td>Sacramento</td>
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Conference Sessions

A total of 113 excellent conference sessions, centered around the conference theme of “Transforming the Urban Fabric” and artfully arranged into ten sub-themes and tracks (or “threads”). The purpose of the threads was to ensure that the conference would offer a broad and balanced range of topics of importance to planners and related professionals. Additionally, with the large number of conference sessions that were offered, the threads were intended to assist attendees in selecting sessions and customizing their conference schedule and experience. Assuming attendees would be interested in a particular thread or threads, the Committee endeavored to schedule sessions within each thread, to the extent possible, at different times to minimize schedule conflicts. Individual thread logos were also developed to accompany each thread and were included in the conference program to further facilitate attendees following a particular thread of interest. The ten Conference Session Threads included:

- Climate Change: SPF Rated – Sessions addressing rapidly emerging planning and design techniques to promote green building and sustainable communities, LEED certification, recent state legislation such as AB 32, and air quality programs;
- Designing the Canvas – Sessions on evaluating policy plans, and regulatory tools to guide development and conservation, such as regional and local planning programs, preparation of General Plans and specific plans, overlay districts, and form-based codes;
- Emerging Patterns – Sessions addressing current and future planning such as smart growth, new urbanism, emerging development trends and opportunities, and legislative and legal updates;
- Health and Security Blanket – Sessions pertaining to integration of public health considerations into policy plans, creation of safe and secure communities, and planning for environmental concerns such as airport noise and fire safety;
- Planner’s Sewing Kit – Sessions addressing a variety of “nuts and bolts” topics to expand and improve conference attendee’s planning skills including, technology tools, practical planning advice, professional growth and career development;
- Seamless Transportation – Session addressing transportation and related topics that encompass transit planning, street design, alternative traffic analysis methods, pedestrian improvements, and efficient parking strategies;
- Shelter from the Elements – Sessions addressing planning-related housing issues and topics, including those sessions that provided information and guidance on preparing housing elements, affordable and inclusionary housing programs, and housing and demographic trends;
- Stitching It Together – Sessions that showcased various collaborative planning efforts, such as public agency partnerships, community and neighborhood participation in the planning process, and other joint planning initiatives;
- Waterproofing the Fabric – Sessions addressing various topics related to water resource planning and management, such as river and streambed restoration, water quality, water conservation, flood management, and state and regional water policies; and
- Weaving a Community Quilt – Sessions addressing topics such as planning for cultural diversity and communities of color, planning for accessibility and special needs, environmental justice, and techniques for participatory and inclusive community planning.
Diversity Summit

The first full-scale Diversity Summit was held on Sunday, just prior to the Opening Reception. The event was well attended by 275 people and was free to all conference attendees as well as non-conference attendees interested in the subject matter. The Diversity Summit, which tied directly into the conference theme of “Transforming the Urban Fabric,” featured keynote speaker, Dr. Carla Corroto, Professor from the University of Wisconsin, Whitewater in Sociology and Woman’s Studies. The purpose of the Diversity Summit, which was successfully accomplished, was to explore accomplishments in the area of ethnic diversity in planning and to identify areas of improvement with specific solutions to help inform the Chapter’s ethnicity goals for the next five years. Dr. Corroto also insightfully explored the topic of why diversity matters and, in particular, how and why planner’s should recognize differences and celebrate diversity – in its ranks and in the communities they serve. Each table had their individual discussions and the summary will be used for the CCAPA Membership Inclusion Committee.

Opening Reception

A spectacular Opening Reception was held at The Tech Museum of Innovation, which was within walking distance from our conference site (directly across the Plaza De Cesar Chavez). Logistically, this convenient location proved to be very beneficial to our bottom line, as it lowered our overall conference transportation costs (since attendees could just walk from the conference venue across the plaza to arrive at the Opening Reception), and all food and beverage consumed at the Opening Reception was applied to our food and beverage minimum for the overall conference since our conference venue hotel has an existing arrangement to cater events at The Tech. The Opening Reception, dubbed “a night filled with fun, innovation, and technology,” was very spacious at The Tech, which has three levels of exhibit space and a domed IMAX movie theater to entertain conference attendees. Attendees were not only able to eat, drink and dance, they could experience an earthquake simulation, build a microchip, design a rollercoaster, see under the sea, use gadgets that take us to place we have only been able to imagine, and explore the ‘Life Tech’ exhibit to experience how machines keep us alive and technologies enhance human performance. Even the architecture of the building itself contributed to the Committee selecting it as the Opening Reception venue. We thought it to be very interesting architecture for many conference attendees since The Tech was designed by the internationally famous Mexican Architect, Ricardo Legorreta. We also showed two planning-related movies, “Adventures in Wild California” and “Hurricane on the Bayou,” in the IMAX Movie theatre as part of the Opening Reception, and had a very cool band playing for dancing and entertainment.
Opening Plenary Session

It was important to get vibrant keynote speakers that had local connections. The Opening Plenary Session featured keynote speaker Carl Guardino, President and CEO of Silicon Valley Leadership Group, who set the tone for the entire conference. In a townhall-style meeting, Guardino addressed ways that cities can generate enough housing for all. In 2000, Guardino was named one of the “Five Most Powerful” people in Silicon Valley and he was recently honored as the national “Businessman of the Year”. In February 2007, Governor Arnold Schwarzenegger appointed Guardino to the California Transportation Commission. As a housing advocate, he co-created the Housing Trust Fund, which has raised more than $32 million in voluntary contributions; in 2002, co-managed Prop. 46, the statewide Housing Bond generating $2.1 billion to provide 137,000 affordable housing opportunities; and co-chaired Prop. 1-C, the November 2006 statewide Housing Bond, which generated an additional $2.85 billion for affordable homes.

Mobile Workshops

We successfully conducted 11 mobile workshops (three full-day workshops on Monday and eight half-day workshops on Tuesday) throughout the South Bay Area. Mobile workshop transportation methods included tours by light rail transit and the more traditional charter bus to a particular destination(s), as well as walking tours in Downtown San José. We received extremely positive feedback regarding the topics and venues of the various mobile workshops.

Poster Session Luncheon

Monday's Poster Session Luncheon allowed conference attendees to celebrate and mingle with the planning students that created six award-winning poster exhibits. The exhibits all represented current research or showcased findings from planning program class projects related to this year’s conference theme of “Transforming the Urban Fabric.”

CPF Silent/Live Auctions and Reception

In the tradition of previous CCAPA Conferences, a California Planning Foundation (CPF) Silent Action, Live Auction, and Reception was successfully held on Monday. The Silent Auction event occurred from 2:30pm to 6:30pm in the lobby adjacent to the Exhibit Hall. The Live Auction and Reception event immediately followed the closing of the Silent Auction, from 6:30pm to 8:30pm, in the Imperial Ballroom (which was adjacent to the Exhibit Hall). Many conference attendees helped to generously raise over $22,000 for student planning scholarships at the 2007 CPF Silent/Live Auctions and Reception, which exceeded all previous CCAPA Conference records for donations.
Awards Luncheon

Over 30 planning awards and honorable mentions were presented at the 2007 CCAPA Conference Awards Luncheon. The 2007 CCAPA Conference Committee and Board decided to host the Awards function as a Luncheon on Tuesday during the conference (as it has typically been done at most past CCAPA Conferences) since the Awards Dinner at the 2006 CCAPA Conference in Orange County was not well attended.

CCAPA Leadership Reception

The CCAPA Leadership Reception provided delicious appetizers and a hosted bar. This special event gave conference attendees an opportunity to meet the CCAPA leadership, mingle, and pick their brains on what issues are coming up for the CCAPA. It also provided opportunities for conference attendees to learn more about leadership roles within the organization, and how to get more involved in the CCAPA. This annual conference network event, which was very well attended, was scheduled on Tuesday evening from 6:00pm to 7:00pm in the Crystal Room.

Consultants Reception

More fun, great food, lavish drinks, and networking opportunities with more than 40 planning consultants and exhibitors were the end result of the Consultants Reception. This annual conference event, which was very well attended, was scheduled on Tuesday evening from 6:30pm to 8:30pm in the Regency Ballroom.
Closing Plenary Session and Brunch

The Closing Plenary Session and Brunch, which was scheduled from 10:30am to 12 noon on the last day of the conference, was very well attended by 500 conference attendees. This record attendance for a closing session was due in part by selecting a great keynote speaker, advertising the event well, and to the Committee’s conscious decision to schedule six important and popular conference sessions just prior to the Closing Plenary Session. These strategies helped to keep conference attendees present and helped to justify the last day of the conference, while still allowing time for conference attendees to checkout of hotels and conveniently travel after the conference ended. The keynote speaker Norman Mineta, Vice Chairman of Hill and Knowlton and former Mayor of San José, successfully wrapped up and concluded the conference at the Closing Plenary Session and Brunch. Inviting Mr. Mineta along with brunch for the closing plenary session was brilliant. Mr. Mineta was surprisingly funny and was more inspirational than technical. By the end of this comprehensive planning conference one’s head is full and people are tired. It might be a good tradition to maintain: to make the Closing Plenary Session a meal along with a speaker with local roots who achieved national prominence. Being reminded of “Why the job of a planner is important” is a good final note to close on. The Closing Plenary Session and Brunch also included a short presentation and video to promote the 2008 APA National Conference that will take place in Las Vegas, Nevada in April 2008.
In summary, almost 1,800 planners attended the 2007 CCAPA Conference in San José from September 30 to October 3, far exceeding all previous CCAPA Conference attendance records. Several other very important CCAPA Conference records were also broken or established this year. They include extending the conference duration to a full three and one-half days by beginning it earlier than usual on Sunday, promoting two very special keynote speakers, Carl Guardino and Norman Mineta, and providing 113 exceptional conference sessions and 11 excellent mobile workshops, with all sessions artfully organized around the overall conference theme and many related sub-themes or “threads.” The 2007 CCAPA Conference in San José also:

- Raised over $22,000 for student planning scholarships at the 2007 California Planning Foundation (CPF) Live and Silent Auctions and Reception;
- Sponsored the first full-scale Diversity Summit with featured speaker Dr. Carla Corroto;
- Reestablished the Planner’s Guide for a State Planning Conference;
- Designed and sold beautiful souvenir conference merchandise;
- Provided a Hospitality Booth to assist and enhance the conference experience for conference attendees;
- Gave planning students several special opportunities to attend and participate in the conference with reduce rates or at no charge; and
- Had a huge scaled-model of Downtown San José, which normally sits in the lobby of San José’s City Hall, temporarily relocated to the conference venue for the duration of the conference to further enhance the conference experience of the all attendees.

With a record number of attendees, this conference also produced the highest profit margin of any single CCAPA Conference. The Chapter, the Host Section, and all other Sections will be splitting over $216,000. With these funds going back to CCAPA and all eight Sections, this is a tremendous opportunity to provide more services and programs to all CCAPA members.

The 2007 CCAPA Conference Committee has received many accolades and high praise, including “the best ever planned, organized, and executed CCAPA Conference,” from many conference attendees and participants. We are very appreciative and proud of the many positive remarks received, which has truly made hosting the 2007 CCAPA Conference even more satisfying.
2007 CCAPA Conference Committee

Conference Co-Chairs
Juan Borrelli, AICP
Hing Wong, AICP

Fundraising/Local Exhibits
Rob Eastwood, AICP, Chair
Ladd Miyasaki, Vice-Chair
Mimi Rayl, Vice-Chair

Hospitality/Special Events
Jodie Clark, AICP, Chair
Carmela Campbell, Vice-Chair
Karli Grigsby, Vice-Chair
Michele Rodriguez, AICP, Diversity Summit Chair

Merchandise/Souvenirs
Jean Lin, Chair
Kimberly Brosseau, Vice-Chair

Mobile Workshops
Ron Eddow, AICP, Chair
Lee Butler, Vice-Chair
Julie Hawkins, Vice-Chair
Michelle Stahlhut, Vice-Chair

Portfolio/Planner’s Guide
Stephanie Menzies, Chair
Kevin Beyer, Vice-Chair
Don Bradley, AICP, Vice-Chair
Trudy Engel, AICP, Vice-Chair
Licínia McMorrow, Vice-Chair
Rodrigo Orduña, AICP, Vice-Chair
David Roemer, Vice-Chair

Program/Conference Sessions
Hanson Hom, AICP, Chair
Katja Irvin, Vice-Chair
Catarina Kidd, AICP, Vice-Chair
Darcy Kremin, AICP, Vice-Chair
Mika Miyasato, AICP, Vice-Chair

Public Relations/Website
Mary Jo Wilson, AICP, Chair
Sylvia Do, Vice-Chair
Allen Tai, AICP, Vice-Chair

Volunteers/Student Events
Connie Galambos Malloy, Chair
Anthony Drummond, Vice-Chair
Emy Mendoza, Vice-Chair
Hilary Nixon, Vice-Chair
Colleen Oda, Vice-Chair

Conference Coordinator
Lynne Bynder, CMP, Meetings Xceptional
Meeting Schedule

Conference Committee Meetings

Conference Committee Meetings were held for two years prior to the conference on Saturdays, 10am to noon, in the Development Services Lobby at San José City Hall (a meeting space that was made available to us to use for free). The Committee met every other month in 2006 and met monthly in 2007, except in May. A Saturday meeting date allowed Committee Members from all over the Northern Section and Bay Area to be able to participate and attend. Specific Conference Committee Meeting dates include:

Saturday, February 25, 2006
Saturday, April 29, 2006
Saturday, June 17, 2006
Saturday, August 19, 2006
Saturday, November 4, 2006

Saturday, January 27, 2007
Saturday, February 24, 2007
Saturday, March 24, 2007
Saturday, April 28, 2007
Saturday, June 16, 2007
Saturday, July 21, 2007
Saturday, August 25, 2007
Saturday, September 22, 2007
Saturday, September 29, 2007 – Conference Bag Stuffing Meeting (at the Fairmont Hotel)
Saturday, October 27, 2007 – Conference Committee Luncheon Celebration (at Bella Mia)

In addition to the Committee Meetings listed above, each Committee had its own series of meetings during the course of this two year-period to accomplish their respective conference-related goals and deliverables.
Fundraising/Local Exhibits Committee

Fundraising

Raising sufficient funds from sponsors and exhibitors was critical to the success of this Conference. The continuation of sponsorship or carryover from the previous year’s conference was also a strong factor in obtaining necessary funding.

Conference Coordinator Lynne Bynder successfully sold exhibit space and secured sponsorships for the conference bags and lanyards for the 2007 Conference, in addition to managing the registration and payment process for exhibitors and sponsors. She began soliciting exhibitors at the 2006 State Conference. However, only 1,000 lanyards were available for the 2007 CCAPA Conference, which hosted approximately 1,800 planners. More lanyards should be secured to accommodate the increased number of attendees in future conferences.

The Fundraising/Local Exhibits Committee established a goal of raising approximately $90,000 from sponsors for the 2007 CCAPA Conference. Early on, the Committee prepared a database of potential sponsors, compiled from sponsors of past APA/CCAPA Conferences, and to a broad range of organizations in the Bay Area with ties to land use planning and real estate development. The fundraising letter to be sent to these organizations was drafted and approved by the Conference Co-Chairs. In exchange for a Conference sponsorship, a planning and design consulting firm arranged for the solicitation packet to be printed and mailed to all in this database. These were mailed in March 2007. The response rate to the sponsorship letter was minimal. One difficulty noted with the mailing was that a number of the contact people for past conference sponsorships no longer held those positions. A number of previous sponsors had also relocated.

From this overall list of potential sponsors, the Fundraising Committee developed a “short list” of firms that might be more likely to sponsor this Conference based on their past sponsorships. Previous experience had shown that close-tie relationships would be paramount in successful sponsorship solicitation. Therefore, the Committee distributed this “short list” to the Conference Committee and the Northern Section Board and asked for their assistance in contacting organizations with whom individuals had relationships. A description of the sponsorship opportunities being offered was also included an edition of the Northern Section’s newsletter.

The initial deadline for sponsorship registration was set for May 31, 2007. This was later extended to August 31, 2007 – one month prior of the Conference.

Solicitation calls continued, with contributions trickling in over the fundraising period. From call responses, some of the factors that may have contributed to a low success ratio to number of potential sponsors called were that targeted sponsors did not have any employees in the planning field, a perception that sponsoring the planning conference would not be a good return on investment, cases where the potential sponsor was unfamiliar with the planning profession, and that the conference sponsorship conflicted with other donations. Several organizations reported that they did not allocate funds towards a conference sponsorship and stated that they would receive sufficient exposure through an exhibit booth or by speaking at sessions at the Conference.
This Conference’s sponsorship results reinforced previous conclusions that personal contacts made by those with relationships with potential sponsors are invaluable in this process. These relationship-based contacts were much more effective than both the mailing and “cold calling” and are the arena into which most effort should be channeled in future years. The firms that had the highest sponsorship rate appeared to be: 1) where prior-conference sponsorship occurred; 2) a personal relationship existed; and 3) with newer or smaller firms that were looking for more exposure.

An additional sponsorship category was added this year for government and not-for-profit organization sponsorships at a reduced cost of $500. Two additional sponsorship categories were added after the initial fundraising deadline to provide a broader array of options and cost levels. These additional opportunities seemed to work well.

The Conference benefited greatly from a $30,000 sponsorship from Caltrans, which was negotiated at the CCAPA level. The Committee was not involved directly in these negotiations but obtaining this sponsorship allowed us to better reach our financial goals. Ultimately, total funds from sponsorships and exhibit booths totaled approximately $200,000, with $60,000 coming from (non-Caltrans) sponsorships, and thus considered very much a success.

Communication among Committee members and with the Conference Co-Chairs and the Conference Coordinator throughout the process was essential. This occurred through meetings, emails, and periodic conference calls.

Follow through on providing the sponsorship benefits at the conference appeared to work smoothly, although there was some confusion about sponsors picking up Mobile Workshop tickets. At future conferences, it may be worthwhile to have a specific table allocated for attending sponsors who are not also exhibitors to use to place promotional information.

The registration booth was operated well and as efficiently as expected, with the first two days being the busiest. Conference volunteers might have benefited from having some more specific conference information prior to their initial shifts to help them answer all of the questions posed to them by attendees, but all were up to speed by their second shifts.

Personalized thank you letters were distributed by the Fundraising Committee to sponsors who were directly contacted. A follow-up form letter would be an appropriate means of continuing sponsorship interest.
Conference Sponsors

Special Conference Sponsors
Caltrans
City of San José Planning, Building & Code Enforcement

Opening Reception
Moore Iacofano Goltsman, Inc.
Summerfield Homes

Opening Plenary Session
LSA Associates, Inc.
The Planning Center
RBF Consulting
CBRE Consulting Inc./Sedway Group

Poster Session Luncheon
Christopher A. Joseph & Associates
Dyett & Bhatia
ESA

Awards Luncheon
ENTRIX, Inc.
Jones and Stokes

Closing Plenary Session & Brunch
HNTB Corporation
Winzer & Kelly

Diversity Summit
Stanley R. Hoffman Associates

Hospitality
Association of Bay Area Governments
PMC
**Conference Sponsors**

**Continental Breakfasts**
- Fehr & Peers
- Goldfarb & Lipman Attorneys
- Higgins Associates

**Breaks**
- Meyers Nave Professional Law Corporation
- MHA Environmental Consulting
- Mintier & Associates
- Treadwell & Rollo, Inc.

**Mobile Workshops**
- City of Livermore, Livermore Chamber of Commerce, Livermore Valley Performing Arts Center
- David Baker + Partners
- Federal Realty Investment Trust
- Hexagon Transportation Consultants, Inc.
- HMH Engineers
- Santa Clara Valley Urban Runoff Pollution Prevention Program
- The Schoennauer Company

**Special Sessions**
- 511 Contra Costa Bridge Housing Corporation
- California Air Resources Board

**Conference Bags**
- Hogle-Ireland, Inc.

**Lanyards**
- HRH Insurance

**Graphic Design/Logos**
- RBF Consulting
- Caltrans

**Printing/Mailing**
- Design, Community & Environment
Conference Exhibitors

APA 2008 Conference – Las Vegas
Bay Area Economics
BMS Design Group
BonTerra Consulting
California Department of Housing & Community Development
Caltrans
Carter-Burgess Urban Design
CCAPA 2008 Conference – Hollywood
City of Sacramento
Civic Solutions, Inc.
County of Riverside
Digital Imaging Studio, Dahlin Group
EDAW, Inc.
EMC Planning Group
ERA
ESA
ESRI
Fehr & Peers
HDR Engineering, Inc.
Higgins Associates
HMH Engineers
Impact Sciences
Jones and Stokes
LimeHouse Software
Los Angeles County Department of Regional Planning
LSA Associates, Inc.
MHA Environmental Consulting, An RMT Business
Michael Brandman & Associates
Moore Iacofano Goltsman, Inc.
Pacific Planning Group, Inc./Notification Maps.com
PBS&J
The Planning Center
RBF Consulting
RRM Design Group
San Francisco Public Utilities Commission
Sapphos Environmental
Solano Press
Southern California Association of Governments
SWCA Environmental Consultants
URS Corporation
Wallace Roberts & Todd
Willdan
Hospitality/Special Events Committee

Organization and Responsibilities

The Hospitality Committee met approximately once a month along with the rest of the Host Committee. Outside of meetings, the committee members exchanged emails on a regular basis.

The responsibilities of the Hospitality Committee included:

- Opening Reception – Booked a nearby location where we could use the main conference caterer (to help ensure we achieved our food and beverage minimum), coordinated with caterer, beverage vendor, and local band.

- Diversity Summit – Organized and coordinated the Diversity Summit; this event was open to all conference attendees, used a woman-owned/minority-owned caterer, which received praise from the organizers.

- Hospitality Booth – Coordinated the San Jose Convention and Visitors’ Bureau; we provided maps and directions, gave out conference information, suggested restaurants, and other activities, among other things.

- Miscellaneous – Coordinated with venue vendors, caterers, and volunteers for the above events.

The Hospitality Committee had several tasks for such a small group that everyone was well involved in the process. Like Mobile Workshops, this committee needed many incredibly dedicated volunteers to pull off all the events and the booth.

The location of the Opening Reception was dictated by two main facts: 1) we wanted to save money on bus travel if possible, and 2) we wanted to use the main conference caterer company to reach our conference minimums. As the main conference caterer had a limited delivery range, this narrowed down our search for locations. We also wanted to find a location that was interesting, and would start conversations between planners.

The Opening Reception was held at The Tech Museum of Innovation, which has three levels of exhibit space and a domed IMAX movie theater to entertain guests. We also showed two planning-related IMAX movies and had a band for dancing and entertainment during the Opening Reception.
We had originally wanted to have the Opening at the San José City Hall Rotunda since this new venue is architecturally interesting (designed by international Architect Richard Mier, its only twin venue is a glass-domed rotunda in Prague, Germany), and we were able to get the facility usage rental cost to be donated by the City’s Department of Planning, Building & Code Enforcement. However, the capacity at that venue is 300 people, so expensive temporary tents would have been required to be brought in and installed on the City Hall plaza to augment the Rotunda in order to accommodate all of our conference attendees. Also, the Rotunda has wonderful architecture, but would not have sparked as many conversations as the exhibits at The Tech. We were very excited the Host Committee accepted our recommendation since Opening Reception sets the “tone” for the conference.

The Conference Committee still very much wanted to showcase San José’s new City Hall and Rotunda, so it was determined that the Diversity Summit could be held at the Rotunda. As the Rotunda was several blocks walking distance from the main conference site, it was imperative to provide good walking maps to attendees and have a volunteer “wave” conference attendees into the Rotunda entrance. Signage could have also been used. The floor plan allowed a perfect set-up for a presentation and breakout sessions at each table. With 275 attendees, this event was well attended, mostly because it was well advertised in the conference program and website, as well as placed after the CCAPA board meeting and before the Opening Reception. The budget allowed for a special keynote speaker to be flown in from Wisconsin, which has not typically been done, but made this event extremely well received. The large amount of food was unnecessary since the opening reception was immediately after, a small amount of snacks and drinks would have been fine. As many demographic statistics were discussed at the Summit, it would have been nice to do a PowerPoint presentation, however the Rotunda is an entirely glass dome so this was not possible. Presentation handouts and materials were instead prepared.
What We Enjoyed

- We enjoyed being creative and getting to throw great parties.
- We got to show off the city we love and the new City Hall and Rotunda.
- We loved meeting lots of great people, locally and statewide.

What Others Got Out of It

- We believe people got as much out of the process as they put into it.
- Our members also made good planning contacts.
- They were able to give their input about the important aspects of the city.

Things Done Right

- We knew early on what our budget was for each event, and stayed within it. Our committee and conference coordinator was every good at negotiating prices and contracts.
- Final approval on event locations was approved by the Committee Co-Chairs and contracts were handled by the Conference Coordinator.
- The Diversity Summit was free, however, attendants were asked to RSVP using the online registration system. This gave us a better idea of how much food and handout materials to provide.

Thoughts for Next Year

- Get volunteers to commit to their specific tasks early.
- Get a good breath of people to do the work that’s required (that is, try not to overstretch the good volunteers).
- Ask the Committee what they would like to work on, but be specific when assigning tasks so everyone knows what they are responsible for.
- For the Opening Reception, we checked name badges before letting persons enter. Additional training would have been good for the entrance volunteers, as some one-day conference attendees did get into the event.
- Be sure the have maps, clear signage everywhere, and volunteers to direct attendees to venues that are outside the main conference hotel.
- Regarding vendors and event venues, negotiate deal points and sign contracts early in the process so you are not in for any surprises as the event date approaches.
- From comments received, attendees had the expectation that the Opening Reception would have either an open bar or they would receive at least one free drink ticket based on the cost of the event. A free drink ticket might be something to consider at future conferences, but the logistical details of how people would get those tickets would need to be worked out.
Merchandise/Souvenirs Committee

Organization and Responsibilities

The Merchandise and Souvenir Committee consisted of one Chair and one Vice-Chair, and was responsible for:

- Helping to develop a conference-themed logo for use on merchandise/souvenirs and all conference-related promotional items;
- Coordinating the production of pre-conference promotional items;
- Coordinating the production of all merchandise/souvenir items to sell in the merchandise booth, special gifts, volunteer and Conference Committee apparel;
- Coordinating merchandise/souvenirs for sale; and
- Selling merchandise and coordination of volunteers selling merchandise in the booth during the conference.

Logo Design

This year’s conference logo featured four brightly colored, stacked logo boxes (red, blue, green, and orange) with the conference theme of “Transforming the Urban Fabric” in blue letters. The theme, and its associated patchwork quilt logo, was selected to represent the vast array of issues and diverse specialties within the planning, as well as the many cross-professional collaborations and partnerships within the profession.

We decided on this year’s conference theme and logo very early in the process (late July/early August 2006, approximately 14 months before the actual conference), which was crucial to allow sufficient time to prepare promotional items to distribute at the 2006 CCAPA Conference in Orange County. Once the theme was selected, the Conference Committee enlisted the donated graphic design services of a professional graphic designer working for RBF Consulting to design the logo (instead of advertising and conducting a design competition to select a conference logo). This professional graphic designer also designed the 2006 CCAPA Conference Logo as an in-kind donation of professional services.

Some factors to consider for next year’s logo:

- Incorporating bright colors with a well-designed conference logo helps to make any product stamped with the logo look that much more attractive.
- More colors equates to higher printing costs. We found that using a basic palette of a few bold colors worked very well. For our silk-screened apparel, we used half tones of the four colors to show the texture within the logo boxes.
- Make sure that the logo selected can be silk-screened and/or embroidered, and still reads well when reduced in size, particularly with small fonts and fine graphic details. On the promotional travel sewing kits, flash memory drives, baseball cap, and ladies shirt, we had to shrink and simplify the logo by eliminating the background texture so that the main graphic would read well as embroidery and mono-color imprints.
Conference Theme Color

Blue was the unifying color theme for many of our gifts and merchandise items. We selected merchandise in various shades of blue as part of this color scheme, including the royal blue conference bags and badge lanyards, translucent blue flash drives given as special gifts, aqua blue volunteer t-shirts, navy blue baseball caps and unisex t-shirts, and cornflower blue women’s ¾ length sleeve shirts.

Merchandise Selection

It is important to note that while APA National Conferences typically offer souvenirs conference merchandise items for sale, this isn’t typically done at recent CCAPA Conferences. Because the CCAPA Conference market had yet to be tested, we were very conservative in our merchandise selection and allocated an equally conservative budget with modest expectations on the returns.

Key to our strategy was selecting only items that had a proven record of selling well at previous national conferences, and ordering a very small variety in very limited quantities. The most popular selling items were the coffee mugs with silk-screened logo, baseball caps with embroidered logo, and navy t-shirts with silk-screened logo.

- Coffee Mugs – With the catchy silk-screened quote: “I’m not sleeping. I’m visioning” and silk-screened full color conference logo. We found the quote for the mug at Planetizon.com’s online store (via Café Press), and were able to get permission from the quote’s author to reprint it. The quote was what sold these simple coffee mugs, as they probably would not have sold nearly as well with just the conference logo.

- Baseball Caps – The 100% combed cotton baseball caps with embroidered conference logo were very soft and adjustable, and appealed to both men and women.

- California San Andreas Fault Neckties – Given San Francisco’s (2005 APA National Conference) very positive experience with introducing the Civitas-brand historic street map neckties, we thought this 100% silk necktie by Josh Bach (ordered directly from a online vendor) featuring the State of California with the San Andreas Fault would be a big seller. People loved to stop, look, and check to see if their city was shown on the map, but many thought this item was a bit pricey at $50. It sold slowly until we lowered the price to $40, at which point they sold very briskly. This was the only item that did not carry the conference logo.

- Ladies ¾-Length Sleeve V-Neck Shirt – This is a fitted, more feminine apparel option, with a small, embroidered logo on the upper left side. Customers commented that they were glad to see us offer apparel tailored for women versus just the unisex t-shirts. In the end, this product did not sell as well as expected.

- Unisex Short Sleeve T-Shirts (in White and Navy Blue) – Navy t-shirts with a silk-screened conference logo sold briskly, but sales of the white t-shirts were a big disappointment. All but 3 of the 30 navy t-shirts sold and many sizes sold out, while only 11 out of the 20 white t-shirts were sold, and the vast majority of the white t-shirt sales were at clearance prices.
Note on printing t-shirts: To achieve the background texture within the logo boxes, we used full and half tones of the same color on white t-shirts for silk-screening. This enabled us to pay for printing of only four-color screens (instead of eight colors). Since our logo had white “empty” space and textured backgrounds in half tones, it was necessary to add a white screen (as a fifth screen color to fill the empty space) and white backing (as undertone, so logo colors do not mix with shirt colors) when printing on the darker colored t-shirts.

**Merchandise Vendor Choice**

We worked with one local vendor to produce all of our customized conference merchandise, except for the neckties and conference logo lapel pins. This same vendor had also worked with our Conference Co-Chair on the merchandising for the 2005 APA National Conference in San Francisco, and was therefore familiar with our needs and was able to give us very competitive prices. We worked with our vendor to pick out Pantone colors and embroidery thread colors for the conference logo. Our vendor was also able to do some graphics work, such as simplifying the logo by removing the background pattern, work with different color combinations, and other minor modifications to allow the logo to fit on specific merchandise such as the baseball caps.

We ordered the San Andreas Fault neckties through an online vendor because they offered this item at the lowest price. Additionally, we received a significant discount for ordering in bulk. Because this vendor was located out-of-state, we were extra careful in making sure that our order would arrive on time for the conference.

A few key tips on working with a merchandise vendor:

- Take your time picking out colors. Compare and look at the colors under different lighting levels (including natural daylight), and see how the colors read against the background and interplay with each other.
- Working with a vendor who can do graphics work can make your job a lot easier. If you are requesting any artwork modifications, ask to see a proof of the revised artwork prior to placing an order.
- For any embroidery work, asking for a sample to be stitched out before placing the order will help avoid a lot of headaches later on.

**Merchandise Booth Location**

As in real estate, a good location is key. We worked with the Conference Coordinator, Lynne Bynder, to designate a high traffic area for the merchandise booth. The booth was located next to the conference registration and hospitality booths, and immediately in front of the main entrances to both the exhibitor and banquet halls. Putting the booth close to registration and where meals were served guaranteed that every conference attendee would walk by the booth regularly.
Merchandise Booth Staffing

We worked very closely with the Volunteers/Student Events Committee to staff our booth with volunteers. Approximately six months prior to the actual conference, we provided the Volunteers/Student Events Committee with a booth schedule and a brief description of roles and responsibilities. We typically had two to three volunteers staffing each two-hour shift, with increased staffing at the start of the clearance sale. Each shift consisted of at least one Conference Committee or Northern Section Board Member, who served as the shift leader and was responsible for overseeing the sales and money intake. Additionally, there were one or two student volunteers per shift.

Our busiest sales periods occurred Tuesday afternoon when our items first went on sale (the sale was announced at the luncheon that day), and on the last day of the conference after the keynote speaker brunch – having at least three people staffing the booth was critical during these times. Periods between sessions were moderately busy, and could be easily managed with two volunteers.

Additionally, because the merchandise booth was adjacent to the hospitality booth and registration, we expected and fielded a lot of general conference questions.

Merchandise Booth Volunteer Training

We held a brief training session for volunteers very early on the first day of the conference to go over the sales policies, procedures, and merchandise descriptions. We drafted a policies and procedures manual and emailed it to a few volunteers who had indicated that they were unable to attend the training. A hardcopy of the manual was also available at the booth for reference. While it is not difficult to understand the responsibilities at the booth, we found the training session to be very helpful because volunteers knew what to expect and were ready to start helping customers upon starting their shifts.

One thing we could have done differently was ask for volunteers’ shirt sizes early on. If you plan to order apparel for the LHC (Local Host Committee) and volunteers, having their sizes on hand will eliminate the guesswork when it comes time to place the order.
Merchandise Set-up and Storage

We originally planned for all the merchandise to arrive two weeks before the conference, but as it turned out, some items came in three weeks ahead, with our last items ready only two days before the conference – Yikes! In our case, the first shipment of volunteer t-shirts was misprinted, and had to be sent back and reprinted. Because we targeted to have the orders arrive two weeks before the conference and were working with local vendors, we were able to have this error corrected by our merchandise vendor and we picked it up in time from the local silk-screeners.

We arranged to have all of the merchandise delivered to the Merchandise’s Chair’s home for storage prior to the conference and minimizing having to move delivered merchandise from a place of work to one’s storage at home. This works our well if 1) you are not planning go out-of-town around the time of delivery, and 2) if someone is home to accept/sign for the delivery, or if there is an inconspicuous and safe location to leave the parcel. Otherwise, I would suggest having the merchandise delivered to your workplace.

We were very fortunate to have access to a secure, locked room with very limited access (only the Merchandise/Souvenirs Chair and the Conference Co-Chairs had a key card, and supposedly not even hotel staff had access) at the conference site for overnight merchandise storage. We had a light-weight flat bed dolly to transport the boxes, and this proved to be essential in reducing the time it took to set-up and close down each day and the number of trips to and from the storage room.

Either the Chair or Vice-Chair retrieved the boxes from the storage room each morning, and set up the displays for the booth with the help of a volunteer. Merchandise was displayed on the table and a sample of each shirt was hung on a small portable clothes rack. We also brought a portable full-length mirror for our customers, but this item proved to be unnecessary as it was seldom used. Price signs with photos were displayed on a poster board, and price reductions for the clearance sale were boldly marked on the poster board with a red felt-tip marker.

Each box was clearly labeled ahead of time, and apparel items were folded and separated by size and clearly labeled inside each box. Clear labels greatly facilitated finding the right items in the right sizes, and volunteers were asked to neatly fold and any returned or display items back into their respective boxes each day. It was also very helpful when it came time to take inventory at the end of each day.

We offered to hold/store items for customers who wanted to purchase items but did not want to haul it from session to session. Customers were required to pay for their items, leave their name and a contact phone number (or business card), and then come and pick it up later in the day before the booth closed each day. While only a few customers took advantage of this service (we did not advertise it, but did have a small area set aside for it), it did prove to be very helpful, especially for the one customer who bought a half dozen coffee mugs. We did not encounter any problems with people forgetting to pick up merchandise.
What Worked Well

- Use and support local vendors, as much as possible, to make it easy to for you meet with the vendors/merchandise reps (particularly to ease the process selecting silk-screen ink colors, embroidery thread, and/or approving final specs and designs), to reduce shipping time and costs, and to help to put dollars back into one’s local economy.

- Start working with your vendor early and be sure to give yourself a generous lead time by setting an early target date to receive all of the merchandise, preferably three to four weeks before the conference. There will always be some delays, and this lead-time will hopefully give you enough time to react if anything goes wrong. Inspect all merchandise upon arrival. It helps to have as much of the work done locally as possible, as this minimizes shipping time/shipping costs and gives you the option of picking it up from the manufacturer for a rush order.

- Label boxes and separate/fold apparel by sizes ahead of time.

- Make arrangements to get help transporting the boxes to the conference site a day before the start of the conference.

- If possible, it is highly recommended that a room be set-aside at the conference site to store merchandise at the end of each day. Having access to a dolly is a big time and back saver.

Payment and Accounting

In an effort to simplify the payment intake process, we opted to accept only cash or personal checks. Our items were regularly priced between $12-50, with the coffee mug as the most affordable item at $12, and the necktie being the most expensive item at $50. Prices for all of the items included the sales tax, and were rounded to the nearest dollar to facilitate cash transactions. Even so, we did get customers who wanted to pay with a credit card. However, this did not have a significant impact on our sales, as only a very few did not have sufficient cash or a checkbook with them. We also directed customers to the nearest ATM inside the hotel, or to nearby banks across the street from the conference site.

We considered getting a cash register, but decided that it added too many layers of complication, and we simply could not justify the cost of purchasing or renting a cash register (upwards of $90) just for the duration of the conference. In the end, we relied on a simple cash box with a combination lock and slots for each denomination (which we borrowed for free from one of our Conference Committee members), a calculator, and a carbonless duplicate receipt pad, which worked out very well. The cash box was emptied at the end of each day, with a small amount of change ($25) left in the till for the next day. Volunteers were trained to write receipts for every transaction (even if the customer does not need a receipt), and include a brief description of the items purchased.

A few things to consider regarding payments and accounting:

- Good receipts help keep track of both money and inventory. Having a system to identify who took in the payment is very helpful if any questions arise later on.

- Some customers do pay with $100 bills; so make sure you are prepared with plenty of change. You might not have time to make a trip to the bank during the conference.
Clearance Sale

We held a clearance sale starting on the afternoon of the third day (Tuesday) through the end of the conference (Wednesday). Almost half of our items we sold were sold on clearance. The San Andreas Fault neckties sold especially well as a clearance item, indicating that people really liked this item, but were waiting for the price to go down.

In hindsight:

- We could have started the clearance sale a bit earlier once we gauged that items were not selling fast enough.
- We could have had a markdown, then another final markdown to try to liquidate the remaining merchandise.

Conference Committee and Volunteers Apparel

We printed the conference logo on bright aqua blue unisex t-shirts for the 2007 CCAPA Conference Committee Members and volunteers, who got to keep these t-shirts as a “thank you” gift for their hard work at the end of the conference. These brightly colored shirts were selected to allow all to easily identify committee members and volunteers.

There was some interest from conference attendees to purchase these shirts, so after all of our respective committee members and volunteers received their shirts, we offered extra aqua t-shirts for sale at the same price as the navy and white t-shirts.

Promotional “Swag” and Special Gifts

As part of promoting this conference, we produced small travel sewing kits with pre-threaded needles in clear plastic cases at the conference logo to distribute at the 2006 CCAPA conference in Orange County. These functional and very popular travel sewing kits tied in well with the conference theme of “Transforming the Urban Fabric” and it's associated patchwork, quilt-like logo. Volunteers promoting the 2007 CCAPA Conference at the 2006 CCAPA Conference in Orange County wore white, short-sleeve unisex t-shirts with the 2007 CCAPA Conference logo on it, which they kept as a “thank you” for their volunteer work to help promote the 2007 CCAPA Conference in San José.

We ordered translucent blue flash memory “thumb” drives with a modified conference logo to give to CCAPA Board Members and keynote speakers. These were wrapped and gift bags were prepared ahead of time. It is also a good idea to prepare a few additional gift bags just in case.

Conference bags, with a five-color, silk-screened logo on it, were given out to all full conference registration attendees. These bags were partially sponsored and created by a separate merchandise vendor that our Conference Coordinator has worked with for the past several conferences. The Committee approved the bag style, bag colors, and silk-screen ink colors.

Conference logo lapel pins, which were included in the conference bag and handed out at registration as a gift to all conference attendees, were also produced by a merchandise vendor our Conference Coordinator has worked with for the past several conferences. The Committee approved the lapel pin design, metal finish, and logo colors. This collectible item was quite popular and should be continued at future CCAPA Conferences.
Mobile Workshops Committee

Organization and Responsibilities

We successfully conducted 11 mobile workshops throughout the Bay Area as part of the 2007 CCAPA Conference in San José. We received extremely positive feedback regarding the topics and venues of the mobile workshops.

The mobile workshop committee was composed of one Chair and three Vice-Chairs. We met regularly for over a year, both individually and with the larger Conference Committee, to plan the mobile workshops. Beginning in Fall 2006, we distributed a “Call for Mobile Workshops” throughout the State via the 2006 CCAPA State Conference, an advertisement in the CalPlanner, and posted it on the CCAPA website. We received approximately ten proposals of which four were ultimately accepted based on the completeness of each proposal. We also brainstormed mobile workshop topics as a committee and then recruited mobile workshop providers/leaders that matched specific planning topics. Ultimately, the Mobile Workshop Committee selected three full-day and eight half-day mobile workshops.

To select and plan the mobile workshops, our Committee conducted the following tasks:

- Evaluated the mobile workshops for relevance to the conference theme, “Transforming the Urban Fabric,” and relevant planning issues such as downtown revitalization, retail development, urban design, affordable housing, green building, neighborhood planning, historic preservation, water quality, and transit oriented development.

- Assigned committee members to manage the details and logistics of each mobile workshop.

- Identified leaders and sponsors for each mobile workshop. Leaders would actually lead each mobile workshop. Sponsors would either support mobile workshops financially, or provide in-kind sponsorship of lunches or refreshments. In many workshops, the leader and sponsor would be the same person or entity.

- Wrote mobile workshop descriptions, including transportation, for the online conference registration and provided photographs to accompany each description.

- Planned full-day and half-day mobile workshops on separate days based on travel needs and traffic patterns, and to coincide with conference schedules.

- Wrote a list of stops and turn-by-turn directions for each mobile workshop to obtain a quote from the transportation company.

- Conducted “test runs” of mobile workshops to discuss itineraries and logistics with sponsors and leaders.

- Prepared itineraries, maps, and handouts for each mobile workshop.
What Worked Well

- All of the tasks listed above.

What Could Work Better

- Ensure each mobile workshop has at least one coordinator to accompany the group during the entire session so it is not necessary to rely on people to meet the group at each venue. On one full day mobile workshop, a breakdown occurred when both the workshop sponsor and staff coordinator failed to meet the group at the second of three stops. As a result, there was no “Shepard” to lead the group and make contact with the sponsor.

- Ensure each committee member and workshop leader has each other’s cell phone numbers to communicate in case of an emergency. Two workshop leaders arrived ten minutes after the bus left because they were late, and did not communicate with any committee members to inform them that they would be late.

- Ensure that committee members confirm precise logistics with workshop leaders one week in advance of the mobile workshop. One workshop leader did not get on the bus at the beginning as promised and was unavailable by cell phone. Fortunately, the leader met the group at the first stop but the committee members did not know what would happen.

- Develop, and agree to, a written plan to ensure essential tasks are completed by committee members in advance of the mobile workshop. The last month before the conference can be hectic if the committee has not completed necessary details and logistics necessary to execute the mobile workshops.
Portfolio/Planner’s Guide Committee

Organization and Responsibilities

There were seven Planner’s Guide/Portfolio Committee Members (one Chair and six Vice-Chairs) that worked to create the Planners Guide. Fifteen Committee Meetings were held over the course of ten months. Generally, the Committee met on Wednesdays before the regularly scheduled Saturday Conference Committee Meetings. This was to assist Committee Members to be accountable for individual assignments and to assure the most up to date reports on progress on the Planner’s Guide at the Saturday Conference Committee meetings.

Initially, the Planner's Guide was conceptualized and designed by three of the Committee Members. These three members proposed the work outline and set up dates for future meetings.

The Planner’s Guide/Portfolio Committee was responsible for developing the Planner’s Guide that was distributed to conference attendees to describe San Jose and Silicon Valleys History from a Planner’s perspective, and to describe things to do, places to visit and have fun, places to eat and drink, etc. This Committee also took on the task of including helpful planning information about San José and the Bay Area surrounding cities, shaping the theme, “This is the Way To San José” from whichever direction one traveled from to attend the 2007 CCAPA Conference.

The Committee also including helpful planning information about the San Francisco and South Bay areas in the Planner's Guide. We divided the region into quadrants (four geographic regions). In the process of developing the Planner’s Guide committee members, verified business establishments; researched history; patronized restaurants to established a Planner’s choice of things do and see, where to eat and drink; and took pictures of many places of interest to include in the Planner’s Guide.
Primary Tasks of the Committee

- A Committee of three (the core team) developed an outline and concept piece that described the vision.

- The core team also researched the most State and National conference booklets to establish best practices and style for appeal.

- The core team determined, “Why “re-invent the wheel?” The layout and format of the San Francisco National Conference Guide set the standard for the San Jose CCAPA style guide and formatted accordingly.

- The Planner’s Guide was divided as follows: Front Cover, Welcome, Introduction, Explanation of the Organization, CBD, Establish boundaries of quadrants (North, South, East, West), Regional Magnets (where to go when leave the conference), Public Transit, Open Space, Maps and Additional Resources, Sponsors/Volunteers, and Back Cover.
Structure of Committee

• Chair of the Committee organized meetings, recapped minutes, and assured follow-up of task assignments. The Chair also contributed recommendation to consultant regarding the conference logo and vote for determining theme and icon for the conference and gave oversight for maps and text editing.

• The core team members acted as Vice Chair members and provided: research, pictures, verified information and wrote/ and edited text until we found a graphic artist and geographer to join team.

• A call for a graphic artist to design the Planner’s Guide was advertised in Northern Section newsletter. The Committee recruited and accepted a planner with strong graphic and design skills to join this Committee after she presented examples of her document layout and graphic design work.

• The volunteer graphic artist formatted the design of graphics, images, and text and provided guidance and drop-dead dates as to what was outstanding and required to complete sections of the Planner’s Guide for additional Committee Member work contributions.

• The role of the graphic artist was the most intense role of this Committee because, as a skilled planner, she also edited text received, researched information, and wrote sections of the Planner’s Guide in addition to designing the layout and placing text and images. Further, she was the only person on this Committee that had experience using the graphic application software (Adobe InDesign) that the Committee selected for this task.

• Committee members were assigned to do research on the five quadrants and did most of the writing and editing of the text.

• One committee Member, who is also a planning/geography student (with some assistance by a San José State University Professor), created all the maps for the Planner’s Guide. The entire Committee provided guidance on map color, text type, and iconic imaging on the maps, etc.

• As the conference neared, the Committee spent most of its time researching, writing, proofing, and editing the Planner’s Guide, shooting photographic images, and then selecting the many photos for use in the final Planner’s Guide.

• The Printer required seven days for printing and delivering 1,500 copies of the Planner’s Guide. The beautiful final printed document was received in time to meet the conference bag-stuffing deadline, and it was included in the conference bags that were distributed to attendees.
Areas for Improvement

- There was not enough volunteer support. Finding the graphic artist six months prior to the conference was risky and not all Committee Members shared the same vision of dividing up responsibility of work so no one person was overwhelmed.

- The Committee chose a computer software program that only the graphic artist had experience working in and access to (since the graphic artist already owned a copy of InDesign on her computer at home). However, no other Committee Member had any experience working with this software program, which did not allow other committee members to assist with the layout and placement workload. As a volunteer graphic designer, this sole source work was pretty labor intensive.

- Given extra time for proofing and editing that needed by the Committee to complete the Planner’s Guide, and then some technical difficulties in transmitting the photos to the Printer that cause some further delays, the Committee did not have an opportunity receive and review a final proof of the Planner’s Guide from the Printer. As a result, some very minor errors occurred such as several incorrectly positioned pictures.

Lessons Learned

- All but three of the Committee Members worked in the same work place, making it convenient to have lunchtime and impromptu meetings. This worked well for those that worked together to have last minute meetings, but did not work well for other committee members living in other areas of the Bay Area and requiring structured/advance meeting notice to aptly serve the Committee. Only two meetings were conducted as telephone conference calls.

- Having the San Francisco Planner’s Guide prepared for the 2005 APA National Conference as a model presented a great advantage to our Committee. San José-related text and initial images were dumped into this existing layout, and then the Committee added new information as it was developed.

- The last two meetings with the Committee to proof-read word for word, page by page, was cumbersome and tiring, but everyone on the Committee had equal input and voice for the final outcome. These two final Committee meetings were very beneficial to have as many eyes as possible to suggest appropriate edits and to find typos and general inconsistencies.
Program/Conference Sessions Committee

Organization and Responsibilities
The primary responsibility of the Program Committee is to develop a series of sessions for the CCAPA Conference that highlight local planning issues and provide lessons for planners. The Chair and four Vice-Chairs divided up the workload.

Things That Went Well (Prior to the Conference)

• This year’s conference attracted over 200 proposals. Extra outreach by the committee beyond the CCAPA membership list may have helped. The Committee also sent Request For Proposals (RFPs) to a large number of planning-related organizations to attract non-planner participation in the conference.

• System for rating sessions worked well. Information about this should be passed on for future conference organizers. Approximately 30 volunteers representing various expertise and interests rated the sessions. This contributed to the quality and variety of sessions selected. Organizers were also asked to provide diverse expertise and viewpoints on their panels and this contributed to the interest of many sessions.

• Organizers reported that communication from the committee was very good and they appreciated the regular communication and advance information about the room set-ups. Communication with session organizers, and follow-up with the less responsive ones, helped to keep them engaged and improved the attendance and quality of sessions. Extra emailing and reminding to bring their computers etc. worked out well. The letters and emails that the Conference Chair composed for us all to send out could be used as templates for future years.

• Many commented positively on the session tracks/threads and it made scheduling easier. Using the grid with movable cards also made program scheduling by the committee easy. We did a good job in not duplicating session topics or speakers in the same time slot. There were only a few problems with crossover of speakers and subjects in the same time slot.

• Having four people on the committee and having each member to be a point of contact for a group of organizers.
Conference Session Reviewers

Aaron Ackerman  
Elizabeth Adam  
Parul Agarwala  
Alex Amoroso, AICP  
Kimberly Comacho  
Connie Galambos Malloy  
Lonora Graves  
Beth Greene, AICP  
Terrence Grindall  
Caroline Hermans  
Joanna Jansen, AICP  
Valerie Knepper  
Kathleen Livermore, AICP  
Dan Marks, AICP  
Justin Meek  
Ladd Miyasaki  
Hilary Nixon  
Lisa Peterson  
Debbie Pollart  
Darcy Pruitt  
Jeri Ram, AICP  
Mark Rhoades, AICP  
Michele Rodriguez, AICP  
Jonathan Schuppert  
F. Kenya Wheeler, AICP

Areas for Improvement

- The directions about speaker passes should have been clarified earlier during the conference planning. Waiting until August to provide information to organizers about free speaker passes was intended to “encourage” registration, but caused confusion. Conflicting information was also provided to the Program Committee about how speakers could obtain speaker passes, which led to a fair number of questions from organizers. First, the Committee was given a code for speakers to register and then was told speakers should just register at the conference instead. Registration via the conference website might be easier than sorting through the speakers list at the conference.

- We heard that only about 100 out of the total 400 speakers registered for the conference. Discount for speakers was not enough to entice most. Consider a deeper discount such as pro-rating a day (a quarter of the price).

- The bios document was an extremely time-consuming task and it took several reminders to some organizers to get them submitted. Bios for the initial proposal and the posted bios document should be the same length. Committee members edited bios for non-responsive organizers based on bios used for the initial proposals.
Lessons Learned

- Make sure all proposals are submitted in the same format (e.g. Word) for ease in copying, editing and collating. Some organizers submitted proposals in PDF or another format or faxed their proposals, which made it more difficult.

- Check early for crossover of speakers/subjects in the same time slot and make adjustments. Also keep track of this as speakers change.

- Early and regular communication with session organizers is important. The most common questions from organizers dealt with registration and speaker passes, what a room has/does not have, seating capacity, cost of extra amenities like internet access, number of microphones, number of chairs, parking, nearest copy center, etc. Perhaps, the Program Committee can develop a fact sheet based on most common questions. This will help the next group tremendously.

- Streamlining bios and session descriptions as much as possible will reduce amount of work. Asking organizers to re-submit bios and session descriptions created a large amount of work.

- Have organizers confirm receipt of emails. Some emails were blocked depending on the spam and security filters on their company’s web site.

Thoughts for Next Year

- The committee created a custom electronic proposal form for the 2007 CCAPA Conference. It was a lot of work and a couple of glitches occurred for organizers and these were corrected promptly. All proposals should be submitted electronically, and each program committee should not have to develop their own electronic form. CCAPA should develop a template that can be amended easily for each annual conference.

- Use methods and communication templates used by 2007 Programs Committee, such as the “letters to organizers.” Coordinate to organizers regularly by email to stay in touch.

- Solicit one or more debate sessions. The one debate session was the most popular session.

- Encourage organizers to have at least three speakers (or one moderator and two speakers). If a session will only have two panelists, then they should be strong speakers. Also, encourage organizers to not assemble more than three or four panelists for a session, unless it will be a debate or discussion format as 75 minutes pass quickly. Encourage organizers to allow time for audience questions. Provide tips for preparing good PowerPoint presentations and suggest using the speaker’s guide that has been prepared for the national APA conference.

- Consider setting a firm deadline for the final version of the program schedule and bios document. We might have created too much work for ourselves by regularly updating the web version of these documents.
• Sessions that seem perennially popular should get the larger rooms. It is hard to tell what might attract a crowd, but this year these were the popular ones: “Green” program sessions, CEQA update, design related sessions, people skills/“emotional intelligence”-type sessions (deal with aspects of being a planner that are not technical but deal with leadership, self-awareness, time management, etc.).

• Save some time: create a uniform/template electronic file for proposals upfront. Establish a format that can be easily cut and pasted that includes bio, panelist names, and title. That way, volunteers do not have to retype all this information again when compiling the final versions of various lists. Retyping and compiling was time consuming.

• Create an FAQ sheet that can provide common answers to questions that committee members can send to organizers early on, such as:
  - Emphasize if organizer change jobs between acceptance and conference date, they should notify the committee of new email and phone.
  - How to register as a speaker (conference committee should discuss the policy) for one-day only, attending the entire conference, etc.
  - What is provided in each room, in terms of Audio Visual (AV) equipment?
  - Is Internet connection provided? If not, what is the cost?
  - What is the room capacity?

• Be ready to expect last minute speaker changes, questions, and special requests in the final weeks of the conference even after the information was previously distributed and explicit deadlines have passed.

Things That Went Well (During the Conference)

• Spreading out the conference over four days for the record 113 sessions turned out well. Having a lot of sessions on Sunday afternoon worked well and may have increased attendance at the Diversity Summit. People arrived early for the conference and registered early, so the conference was already really focused and underway on Monday. Wednesday had good attendance also, including the closing session.

• Hotel AV staff resolved AV problems promptly. Only one session out of 113 had any problems, which is a major credit to the AV staff. Some organizers brought their own speakers and remote controls and they worked well.

• Many organizers and attendees expressed very positive comments about the conference facilities and the comfort of the rooms. They also felt the conference was very well organized with a high attendance level.

• The debate session was very successful and this format should be encouraged in the future. The most popular session was a debate format: “Is California Ready for Complex Urban Development?”

• There were a good variety of sessions, including green building, housing, transportation, professional development, etc.
• For some sessions, the speakers changed quite a few times, especially the few weeks prior to the conference, but registration worked well.

• The conference program looked professional and was well organized. It was good to have tabs and day-at-a-glance schedules.

• The conference was located at a transit accessible location, which was appropriate given that the conference was for planners.

Areas for Improvement

• One of the main suggestions from organizers and attendees was getting PowerPoint presentations posted on the conference website. Many asked about the posting of the presentations, especially ones they could not attend, and most speakers were willing to give them. It would be great to have the ability to collect and post them on the web.

• As our committee did not have information on expected number of attendees, we just made educated guess and assigned rooms. Some sessions had overflow before a session started. A few sessions had less than 20 attendees (i.e. Hillside Development, Diversity sessions, etc.).

• Unfortunately, despite the CCAPA emphasis on diversity, most of the diversity sessions were lightly attended. However, the Diversity Summit that was held offsite on Sunday was very well attended.

• The Club Regent and Atherton Rooms were kind of remote, and some attendees were disoriented in their first days. On the other hand, the California Room (the closest room from Exhibit Hall) seems to be always overcrowded. Additional signage to direct attendees to the more remote rooms might have helped.

• A few hick-ups – an organizer sending their materials to the hotel, and wrong expectations for what the conference can provide.

Lessons Learned

• Green/sustainability sessions, new urbanist sessions, professional development sessions (e.g. time management, writing a staff report etc.), and those with high profile speakers attracted large audiences and should be scheduled in the larger rooms. Other popular sessions were the perennial CEQA update and legislative “hot” topics sessions.

• Provide clear signage that will lead attendees to the sessions located in the more remote rooms.

• Estimate attendance at sessions to assist with conference planning and scheduling for the following year.

• Some rooms, particularly the Crystal Room, had a table all the way in the front for handouts. It was not a convenient location for leaving handouts. Smaller rooms had a better arrangement. A table for handouts should be located close to the main entrance to the room.
Thoughts for Next Year

- Be prepared for early registration on Sunday if a lot of sessions are offered.

- Might be nice to have some longer “workshop” sessions that go more in depth, instead of part 1 and part 2 (our attempt to join similar sessions). All sessions were 75 minutes. Some sessions may have been better off if they were given a longer time slot to function as workshops, particularly for assigning appropriate CM credits.

- Many organizers and attendees asked if CCAPA will compile and post PowerPoint presentations on the conference website. Some organizers will post their presentation on their agencies’ websites. It will be great if something can work this out for future conferences. Many commented that they missed some interesting sessions.

- If the Conference Committee cannot post PowerPoint presentations, then inform organizers to provide a sign-up sheet to receive electronic copies, arrange to post on the firm’s FTP site, or trade business cards.

- Suggesting adding a feedback form to the materials in the conference bags and encouraging people to return them; consider having an electronic version posted also that people can email to someone.

- One attendee told me she registered late and her bag did not have a program because they ran out. Perhaps, have some back-up copies of at least the program schedule in case attendance exceeds expectations.

- Provide instructions to organizers for hooking up their laptops to the projector. Some organizers were not confident about how to do this.

- Inviting Norman Mineta along with brunch for the closing plenary session was brilliant. He was surprisingly funny and was more inspirational than technical. By the end of the conference your head is full and people are tired. It might be a good tradition to maintain: make closing session a meal along with a speaker with local roots who achieved national prominence. Being reminded of “Why the job of a planner is important” is a good final note to close on.
Public Relations/Website Committee

Organization

The Public Relations/Website Committee was comprised of a Chair and two Vice-Chairs. While the Chair took the lead, either of the Vice-Chair members filled in as necessary at the full Conference Committee Meetings. All members worked in a coordinated manner and our method of communication was typically via e-mail with in-person discussions during the Committee breakouts that were a part of the monthly overall Conference Committee Meetings.

Responsibilities

The focus of our energy was on the website information as well as communication about the conference to the general APA statewide membership. Our activities also included outreach to the local media about the conference.

As a part of the publicity for the conference, there was an article published in the CalPlanner publication and information about the conference in the conference issue of the CalPlanner that was published in May/June 2007 issue. In addition to the CalPlanner publication, e-mail blasts were sent to the statewide membership about the upcoming conference as the date approached for the conference. The Conference Coordinator assisted the Committee for some of these outreach efforts. Promotion of the conference was coordinated with the Northern Section editors and webmaster regularly so that articles would appear in the Section’s newsletter and Section’s website, thus ensuring that many local planners in the Northern Section knew about the conference.

The website was an integral part of the outreach for the conference. There was a webpage (http://www.calapa.org/en/cms/?1352) set-up for the conference that was linked to the CCAPA website which detailed a variety of information, including:

- Conference Registration, which allowed online registration;

- Conference Schedule and Highlights, including the Conference Program, Conference-at-a-Glance, Day-at-a-Glance, Conference and Exhibit Hours, Keynote Speaker Biographies, Mobile Workshop Descriptions, 113 Session Descriptions, Session Moderators and Speaker Biographies, and a Map of the Conference Hotel;

- Conference Opportunities, including Exhibitor Names and the Location of the Exhibitor Booths as well as the Conference Sponsor List;

- AICP Certification Maintenance Information;

- Press Release for the News Media; and

- Information to Plan for your trip to San José, including Airline Flight Information, Hotel Reservations at the Conference Hotel and Overflow Hotels, Parking Locations and Rates of the Conference Hotel, Public Transportation Opportunities, and General San José Information.
As the conference program topics, session descriptions, and speaker biographies were gathered, the information was uploaded to the website and edited over time, as necessary. The website content was updated regularly and accessed through an online portal. Almost all data that was put on the website came from the different Conference Committee groups. It was helpful that the two Vice Chairs of this Committee had knowledge related to HTML programming, which allowed the data to be uploaded quickly and efficiently.

The Committee also outreached to local news organizations, including the San José Mercury and San Francisco Chronicle to discuss the upcoming event with the appropriate news reporters for possible coverage of the event. Media passes were given out to reporters that wanted to cover the conference.

**Thoughts for Next Year**

As with any endeavor, there is always something that could be included to further enhance the next conference. One such idea is to provide some of the basic conference information (i.e. session and times) in a format that could be downloaded to PDA devices. With so many people using PDA devices, the added value and additional convenience of having the ability to download session to a PDA device could be beneficial. The data would need to be uploaded to the website in a manner which would allow the data to be downloadable to a personal PDA device.
Volunteers/Student Events Committee

Organization and Responsibilities

The Volunteers/Student Events Committee led up the following tasks at the 2007 CCAPA Conference in San José:

- Volunteer and student volunteer recruitment, scheduling and training;
- Student events coordination with Program Committee; and
- Student Poster Competition and Luncheon.

The Committee consisted of five members who brought extensive relationships that supported their roles: planning student, planning faculty, current and previous section board members. Each member of our committee played a role as a lead on one of the tasks, and then collaborated on an as needed basis with the others.

The Committee’s tasks came in stages: soliciting and reviewing student session proposals early on, outreach for the poster session mid-way through, and a massive volunteer recruitment and scheduling/training effort at the end. Ideally, this Committee would have had a firm sense of volunteer needs earlier on in the process from other Conference Committee Chairs, but the final volunteer needs did not get finalized until the six weeks preceding the event.

Volunteer Recruitment, Scheduling and Training

Sources of volunteers were as follows:

- List of potential volunteers compiled and provided by the Conference Co-Chairs;
- Email blast to Committee members' professional networks;
- Call for Volunteers in the Northern Section newsletter; and
- Email blasts to university campus connections throughout the state.

Preparing a draft schedule spreadsheet and circulating it with all Committees who anticipate volunteer needs should happen within the first few months of planning so as to clarify the lengths & locations of shifts, and how those relate to the conference session breaks. (For example, some volunteer assignments, such as the merchandise booth, really only needed multiple people during transition times between sessions; this suggests it may be worthwhile experimenting with shorter one-hour volunteer blocks to staff up during those hours).

Student volunteers were eligible for a $100 reimbursement for volunteering eight hours or more over the course of the conference. We started recruiting for student volunteers in May or June, and never got an overwhelming response. In the end, we only had 13 student volunteers when our target was 20, but that coverage was sufficient. As our targeted outreach campuses consist of mainly graduate planning students, it was tough to identify students who felt they could afford the time and money to volunteer. In the future, we'd recommend a greater push to undergraduate planning programs.
Upon agreeing to volunteer, each participant received a thank you email. About two weeks prior to the conference additional emails went out with a draft spreadsheet laying out an overview of all the volunteer assignments, scheduled volunteers, and remaining needs. A final schedule went out one-week prior, with a slightly updated version one day prior to the first conference volunteer opportunity. Out of all the volunteers, only one or two did not end up serving; these were students who once at the conference felt it was in their best interest to forgo the $100 and instead use the time they’d reserved for volunteering in sessions. It is crucial that all communications to prospective volunteers be clear on the fact that other than the student reimbursement deal and a free volunteer t-shirt, volunteer assignments do not result in free admission to the conference.

Volunteer orientations were held at 7:00am on Monday and Tuesday. Merchandise had a separate orientation on Sunday morning at 8:00am. For future reference, a Saturday afternoon or Sunday morning orientation preceding the conference is also necessary, particularly if that first day includes sessions and events not geared solely toward students. We were overwhelmed on Sunday morning with both students and unanticipated non-students, at a time when the registration company had not had adequate time to set up their computers and there was no clear process to get those volunteers set up. It would also be helpful for all conference committee folks to receive their registration materials on Saturday afternoon so that they are easily visible and able to demonstrate registration materials to that first shift of Sunday volunteers.

The volunteer orientations were useful and mostly populated with students, for whom it was mandatory. The one Monday morning at 7:00am was the best attended. Often this is the first CCAPA conference a student has participated in, so the orientation provided an overall sense of the conference structure, specific instructions for their assignments, and let them see who they would be working with. Volunteers who did not participate in an orientation had ongoing questions and were less self confident in their roles.

Student volunteers were also allowed to use time spent assisting with the stuffing of the conference bags on Saturday (prior to the beginning of the conference), to count toward the required 8 hours minimum, thus allowing them to attend more of the conference sessions. This also ensured that there were plenty of volunteers, in addition to the Conference Committee members, available on Saturday to stuff all conference bags.
Student Poster Competition and Luncheon

Submissions for the Student Poster Competition were modest at only six entries, despite our decision to accept up to twelve entries. All six submittals were accepted as winners and submitters received a complimentary full-conference student registration as well as special recognition during a Poster Session Luncheon during the conference. The following recommendations, we believe, would assist to increase the number of student poster submissions:

- Advertising for the Student Poster Competition should start in January, so students can begin their classes with the idea in mind of submitting a poster. Ideally the poster competition application form should be posted and submitted online at the conference website. Poster examples should be posted, along with layout guidelines and clear criteria for judging. Deadline for submissions should precede the earliest date for summer break, sometime in May.

- The Conference Committee should work directly with faculty from planning programs to encourage participation; student representatives at each campus could play a key role in establishing those relationships and in identifying one or two alternate housing possibilities for students that could help offset conference costs.

Obtaining all materials for the Poster Session in time for the last Conference Committee Meeting, or some time before the actual conference begins, would be ideal. One Committee Member took charge of printing the Poster Session Award Certificates, buying small gifts for the award recipients, sending emails to the award winners, and preparing a timeline schedule for the conference events pertaining to the Poster Session. The majority of the Committee welcomed students as they arrived to set-up the posters on Sunday morning and participated in judging the posters. The awards were presented over a festive Poster Session Luncheon during the conference on Monday at 12 Noon. We received feedback from the students that they enjoyed being recognized at such a high-profile lunch in their honor.

Thoughts For Next Year

We recommend pre-printing the Poster Session Award Certificates at a local, professional print office so as to free up Committee time on the first day of the conference. Also, it would be useful to have access prior to the conference to any other PowerPoint presentations that are to be given during the Poster Session Luncheon, so as to better coordinate slide templates, order, timing, etc. Once the Conference begins, this Committee’s role shifts to long days of primarily supporting and troubleshooting the volunteer assignments. Therefore, any efforts to finish pieces of the work that can be done prior to conference commencement will pay off well.
Final Words

This summary report was written by the Conference Co-Chairs and the Committee Chairs/Vice-Chairs. There are many paths toward a successful conference. We hope that this will be helpful to future CCAPA/APACA Conference Committees. If there are any comments or questions regarding this report, please contact either Juan Borrelli at (408) 535-7709 / juan.borrelli@sanjoseca.gov or Hing Wong at (510) 464-7966 / hingw@abag.ca.gov. Our best wishes to future conference planners.

Sincerely,

Juan Borrelli, AICP

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