



25 JANUARY 2018

TO: APA California Executive Board Members

FR: Marc Yeber, VP Public Information

RE: Technology Coordinator(s)

As we embark on 2018, I have begun the process of preparing for some significant changes to the Chapter's communication efforts starting this year. This includes migrating our website to the APA National Portal, developing a Chapter Social Media Policy, making further modifications to the *CalPlanner* production and revisiting our earlier efforts to streamline our communications. As you all know, I work with **Francine** to handle website management and other digital communications; and **Dorina** for *CalPlanner* management and production. Both these staff members provide an invaluable service and make those endeavors possible. We also have an *CalPlanner* Assistant Editor, Ellie Fiore who has done an outstanding job in this role. Though we have had a Technology Coordinator and the position is defined in our Bylaws, the role has not been fully realized (*for a variety of reasons*) during my role as VP Public Information.

Since the Chapter's Technology Coordinator was conceived before my time (pre-2012), *technology* and the Chapter's needs have morphed considerably. After much thought and consultation, it has been decided that the Chapter could be better served by redefining the responsibilities of the Technology Coordinator into two distinct areas of focus: a.) website and digital application content development and management, and b.) social media coordination and content management.

As mentioned previously, I have identified two individuals willing to step into each of these respective roles. However, our Bylaws do not address multiple people in the role of the Technology Coordinator nor does it address the responsibilities in coordinating social media. Below is the exact text from the Chapter's current Bylaws:

5.16 DUTIES OF THE TECHNOLOGY COORDINATOR

The duties of the Technology Coordinator shall be to oversee the content and updating of the APA California website; provide advice to the Board on state-of-the-art options for the website, oversee any contract with a website designer and work with the Vice President for Public Information to develop and update a website work program; identify opportunities for the Board to fully utilize the website and advise the Board regarding other technology options to ensure that the website remains an up-to-date and comprehensive tool to serve members. The Technology Coordinator shall report to the Vice President for Public Information.

Therefore the following is being proposed for Board action: **1.)** amend the Bylaws to modify the role and responsibilities of the Technology Coordinator to include the addition of a co-coordinator and reflect the Chapter's communication efforts via various social media platforms, **2.)** nominate Gabriel Barreras and Melanie Emas as Digital Media co-Coordinators.

1.) AMEND BYLAWS

Make the following change to the APA California Bylaws as written below:

5.16 DUTIES OF THE DIGITAL MEDIA COORDINATOR(S)

The duties of the Digital Media Coordinator (s) shall be to oversee the functionality and content of APA California's digital platforms including website, digital apps and various social media. Responsibilities include, but may not be limited to: work with the Vice President for Public Information and Chapter staff to monitor use and functionality, identify/ develop and add content, and evaluate operations according to establish goals; provide advice to the Board on new applications and other emerging digital technologies; identify new opportunities for the Board to further its digital communication efforts; assist in the development and update of a digital media work program as needed. The Digital Media Coordinator(s) shall report to the Vice President for Public Information.

2.) NOMINATION OF COORDINATOR(S)

Nominate the following two candidates to fill the role of Digital Media co-Coordiators:

As outlined previously, due to the task of migrating the Chapter website later this year, it has been decided that the Chapter's communication efforts would be better served with two coordinators. Each coordinator will each be assigned responsibilities associated with specific digital platforms. On the website and digital app side, I have identified **Gabriel Barreras** as one such coordinator. As some of you know, he was recently the Chapter's Assistant Editor for the *CalPlanner* before fatherhood called. He is rather knowledgeable with various website platforms and has demonstrated a skill to navigate the various digital operations. On the social media side, **Melanie Emas** has volunteered to assist with digital media content management and coordination. In this capacity, she will work with myself, Francine and the other coordinator to make sure that content is added and synchronized across multiple platforms.

(resumes for each candidate attached)

REQUESTED ACTION: I recommend a vote in the affirmative to 1.) amend the bylaws as stipulated above, and 2.) appoint Gabriel Barreras and Melanie Emas as Digital Media co-Coordiators.

GABRIEL BARRERAS

URBAN PLANNER | LAND USE & DESIGN

3863 Bentley Avenue #1, Culver City, CA 90232

213.703.1667 | gabriel.barreras@gmail.com

Portfolio: [linkedin.com/in/gabrielbarreras](https://www.linkedin.com/in/gabrielbarreras)

EDUCATION

Masters of Planning, 2014

Honors, Design & Preservation
University of Southern California

B.A. International Relations, 2006

University of Southern California

CORE COMPETENCIES

Project management on inter-disciplinary teams, acting as a liaison to municipalities and the community

Drafting regulatory documents and graphics for general/specific plans, corridors, TODs, mixed-use districts

Site analysis/design, using BIM/CAD

Developing form-based codes and PlaceType design regulations

Leading community-based workshops, integrating web design/online outreach

TECHNICAL SKILLS

Software

AutoDesk (AutoCAD, Revit, AutoTURN)

ArcMap GIS/QGIS

Adobe (Illustrator, Photoshop, InDesign)

Google SketchUp

Infor/Hanson Building Permit Database

Web Design (Wordpress, HTML)

Languages

Spanish, conversational in workshop settings; intermediate reading / writing

AWARDS

2017 Driehaus Form-Based Plan

Palm Desert University Neighborhoods

2014 Excellence in Planning

LA Metro: Duarte Gold Line Station

2013 LA Section Academic Award

California Planning Foundation

LEADERSHIP

American Planning Association

CalPlanner Assistant Editor, 2013-2016

Congress for New Urbanism

Charrette By-Design Co-Author, 2016

Los Angeles Homeless Count

Team Leader, 2013-2015

PROFESSIONAL EXPERIENCE

Senior Contract Planner

City of Long Beach | Willdan Group / Jul 2017 - present

- **Advanced Planning:** Coordinate content and outreach for the 2040 General Plan Update (Land Use, Urban Design, Noise and Open Space Elements)
- **Historic Preservation:** Manage design reviews and entitlement applications for historic properties; organize trainings for City's Cultural Heritage Commission
- **Current Planning:** Project planner for single-family homes/accessory units, mixed-use, commercial/industrial developments, and subdivisions
- Provide general planning counter services and customer support
- Implement state standards for the development of Accessory Dwelling Units, Medical Marijuana facilities, and the City's first Recuperative Care Center

Urban Planner

Sargent Town Planning / Los Angeles, CA / Jun 2015 - Mar 2017

- Provided urban analysis and design for general/specific plans, form-based codes, TODs, conservation areas, urban campuses and housing of all types
- Integrated GIS, AutoCAD, Illustrator and SketchUp to create site plans, massing models, form-based graphics and 3D renderings
- Led project management including public presentations, regulatory documents, project websites and outreach
- **Major Projects:** Pasadena Form-Based Street Guidelines, Palm Desert University Specific Plan, Lancaster Health District, Fontana Downtown Plan, Rancho Cucamonga Annexation, Burbank Mixed-Use Development Standards, Hwy-111 and SR-138 Corridor Design Guidelines

Urban Planner

MVE Architects / Irvine, CA / Jul 2014 - Jun 2015

- Provided site research/analysis, conceptual designs, development potential and feasibility studies to over 120 architects and construction managers
- Designed conceptual plans for a range of greenfield and infill projects including single- and multifamily housing, mixed-use, TODs and institutional campuses
- Utilized GIS, AutoCAD, Revit and Illustrator/InDesign to produce site analyses, designs, estimate feasibility and construction costs
- **Major Projects:** Downtown Summerlin Master Plan, ASU Athletic Village, Madain Master Plan (Dubai), Lavender Park (Chongqing, China), Santa Clara Square

Planning & Community Design Intern

Placeworks / Los Angeles and Santa Ana, CA / May 2013 - Apr 2014

- Assisted in drafting General/Specific Plans, Zoning Code Updates, CEQA EIRs
- Developed interactive websites and social media tools for specific projects

Program Coordinator

Human Rights Watch / Los Angeles, CA / May 2010 - Jun 2012

- Developed human rights educational program at high schools in the LA area
- Managed teaching curriculum, outreach, fundraising and communications

Research Consultant

United Nations Environment Programme / Los Angeles, CA / Jan 2010 - May 2010

- Evaluated climate change partnerships among UN agencies, policies and funds
- Co-authored UN Secretariat report of best practices for inter-agency cooperation and project management

National Outreach Coordinator

Oxfam America / Boston, MA / Oct 2007 - Oct 2009

- Trained 500 university students annually in international development practices
- Managed content, outreach, and communications at affiliated US universities

MELANIE EMAS

1175 ½ N New Hampshire Los Angeles, CA 90029 • (909) 459.9915 • emas@usc.edu

EDUCATION

University of Southern California, Los Angeles, CA

May 2016

Masters of Arts, Planning, urban design concentration
Master of Arts, Heritage Conservation

The George Washington University, Washington D.C.

May 2014

Bachelor of Arts, Art History

PROFESSIONAL EXPERIENCE

Lisa Wise Consulting, Inc. — Los Angeles, CA

Associate

January 2017 - Present

- Review and Summarize stakeholder input, demographic and parcel data analysis.
- Compile and the create meaningful graphics, format and design aimed at streamlining and making complicated planning documents easier to use.
- Manage the report and proposal production process, including on-going edits and revisions and coordinating contributions from project partners.

Intern

August 2016 – January 2017

- Supported LWC's long-range planning efforts through research and analysis of existing regulatory and policy.
- Prepared materials for public presentations.
- Synthesize demographic and economic data for the City of Beaumont Existing Conditions Report.

Projects worked on include:

- Alameda County, CA, Castro Valley General Plan Implementation
- Austin, TX, Land Development Code Update
- Beaumont, CA, General Plan Update
- Hayward, CA, Downtown Specific Plan and Code Update
- Pacific Grove, CA, Development Code Update
- Westerville, OH - Hybrid Zoning Code Update

Historic Resources Group — Pasadena, CA

February 2016 – July 2016

Intern

- Assisted in the data collection and mapping of historic district and city-wide surveys using GIS.
- Conducted research for historic properties and compiled nomination forms for local, state, and federal designation including permit research and analysis.
- Performed evaluation of historic and non-historic resources in a potential historic preservation overlay zone.

Chattel, Inc. Historic Preservation Consultants — Los Angeles, CA

April 2015 - July 2015

Intern

- Conducted primary research of architectural and cultural histories to supplement applications for the Mills Act Program, National Historic Tax Credits, and historic resources assessment documents.
- Prepared computer based and hard copy graphic materials for client and community presentations.
- Reviewed design proposals for historic buildings to determine compliance with the Secretary of Interior Standards for rehabilitation.

COMMUNITY EXPERIENCE

Book Club Co-Director, APA Women and Planning Division (2016- Present)

Young Planner Committee, APA Los Angeles (2016- Present)

SKILLS

Microsoft Office (Word, Excel, PowerPoint, Outlook), Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe InDesign), Sketch Up, Google Fusion Tables