



Great Places in California

Editor's Note: National APA's flagship program celebrates places of exemplary character, quality, and planning. Places are selected annually and represent the gold standard in terms of having a true sense of place, cultural and historical interest, community involvement, and a vision for tomorrow.

APA Great Places offer better choices for where and how people work and live. They are enjoyable, safe, and desirable. They are places where people want to be — not only to visit, but to live and work every day. America's truly great streets, neighborhoods and public spaces are defined by many criteria, including architectural features, accessibility, functionality, and community involvement.

We highlight the special Cities and Neighborhoods selected in our beautiful state of California. For the complete list visit <http://www.planning.org/greatplaces/>

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Great Neighborhood Berkeley, Northbrae

Nestled in the rolling foothills amidst outcroppings of volcanic rock, Northbrae stands out for its spectacular vistas of San Francisco Bay, environmentally sensitive design, connections to a unique network of 136 paths and steps crisscrossing Berkeley, and two nearby commercial areas for shopping and entertainment. Built on land used for grazing cattle, Northbrae was developed by Duncan McDuffie, a conservationist who envisioned a park-like neighborhood of single-family houses nestled on lots facing tree-lined streets in a park-like setting. His initial plans for the area were influenced by the local Chamber of Commerce's proposal to move the state capitol to Berkeley. Stone pillars, streets named for California counties, and a majestic public circle with classical balustrade and fountain were all part of the package.

According to the press release from National APA, the neighborhood's layout was influenced around that time by a local Chamber of Commerce's proposal to move the state capital to Berkeley, and although the idea was ultimately turned down, the wide boulevards, stone pillars, and regal public square and fountain remain as a backdrop to the picturesque Craftsman houses and California bungalows.

APA National was impressed with the residents' efforts to restore and maintain the neighborhood landmarks and nature trails. The houses follow the natural topography of the area, some looking like they are nestled in the hills. The neighborhood is mostly single-family homes and several apartment buildings.

Northbrae Fountain: Northbrae. Photo by Jill A. Martinucci



Great Public Space - Fairmount Park, City of Riverside



According to National APA, in the 100 years since the Olmsted Brothers wrote their 1911 plan for "worthless land" on the edge of a quarry, Riverside's flagship Fairmount Park has gone from

Lakeside Accessible Footpaths: Fairmount Park. Photo courtesy of the Parks, Recreation & Community Services Staff

Fall 2011

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APA California
Membership Information



California Planner Information



www.apacalifornia.com

APA California Board and California Planning Foundation Elections

Elections for the APA California Board of Directors and the California Planning Foundation will be held from November 14 through December 5. An email will be sent to all members with a link to the electronic ballot. The following are the candidates for the positions during this election cycle:

President-Elect

Brooke Peterson, AICP
Hing Wong, AICP

VP Administration

Virginia Viado

California Planning Foundation (vote for 2)

Carol Barrett, FAICP
William Hoose
Darcy Kermin

Watch for an Election Email that will be sent on November 14.

PLEASE REMEMBER TO VOTE!

Great Places in California

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premier community park to a center of crime and neglect to a recognized example of excellence in urban park planning and plan implementation. This Olmsted-designed park features a bandshell, two tennis courts, playground, picnic facilities, rose gardens, Lake Evans, Brown Lake and Fairmount Lake, fishing, golf course, lawn bowling green, barbecues and a restored historic boathouse with rental pedal boats. It is described by residents as one large beautiful city park available to all with lots to do.

Great Street

West Hollywood, Santa Monica Boulevard

According to National APA, there was a time, not too long ago, where "you took your life in your hands just to cross Santa Monica Boulevard," said Jeff Prang, a member of the West Hollywood City Council. Today, despite 46,000 daily vehicle trips, this reconstructed main street embraces pedestrians,

linking them to neighborhoods, landmarks, and traditions. A stroll along this iconic street, part of the legendary Route 66, yields distinct experiences. The west end is the center of the city's renowned lesbian-gay-bisexual-transgender (LGBT) community and nightlife. The eastern portion, a celebrated gathering place, runs through a culturally rich neighborhood of Russian-speaking immigrants. APA singled out Santa Monica Boulevard in the City of West Hollywood for its ability to meld a variety of cultural influences into a dynamic streetscape that supports almost continuous use. A major reconstruction project completed in 2001 not only honors the city's commitment to the street's cultural and historic heritage but has enhanced aesthetics, improved vehicular flow and pedestrian orientation, and incorporated green features.

*Santa Monica Blvd.
Photo by City of West Hollywood*



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APA California Chapter Board Adopts 2012 Budget

By Virginia Viado, Vice President of Administration, virginia.viado@urs.com

During the state conference in Santa Barbara last month, the Board of Directors adopted the 2012 APA California Chapter Budget. Expected income for 2012 is estimated at **\$422,100**, with anticipated expenditures of **\$496,270**.

The 2012 Budget reflects a projected reduction in income by over **\$28,000**. This is based on reduced expectations in what the Chapter receives from APA National for membership dues revenue sharing, less income from advertising, and a reduction in conference profits based on results from recent conferences.

Expenditures for 2012 have been reduced substantially from those of Chapter Budgets from previous years. Past expenditures for the last four years have been as follows: 2007 - \$561,400; 2008 - \$625,900; 2009 - \$877,896; and 2010 - \$591,196. Minimal decreases in expenses were proposed for the 2012 Budget as many of the reduction efforts from 2010 and 2011 are still in effect and the Board remains committed to providing the membership with the important services the Chapter provides its members, including:

Annual State Conference. (Provides varied and unique educational and networking opportunities, recognizes outstanding planning efforts through the annual Awards Program, and awards scholarships to students through the California Planning Foundation.)

Legislative Program and Legislative Review Teams. (APA California influences statewide change by working with state legislators and affiliated interest groups to introduce smart planning bills.)

APA California web site. (Provides on-line services such as job postings, Consultant Find - Business Directory, publications, conference registration, etc.).

Cal Planner e-newsletter. (Published four times annually and provides members with the latest planning issues and other of information of concern to the planning field).

Local Section membership support.

Despite previous efforts to reduce the budget the last two years by reducing travel-related expenses, decreasing budgets for contract services, and implementing other reduction measures, the Chapter still faces a budget deficit of over **\$74,000** and anticipates drawing from the reserve account to cover the shortfall.

We encourage you to view the Chapter's budget related materials, which are available on the APA California website, in the materials for Board Meeting Agendas, under the 'Board Activities' link. We also welcome any feedback from the membership, including any questions you may have, by contacting Virginia Viado, Vice President of Administration by e-mail at virginia.viado@urs.com or by phone at (909) 980-4000.

Membership Financial Support Program to Continue in 2012

Relief is available from APA California for those who are contemplating dropping their APA California memberships.

The Board of Directors recently approved to continue the Chapter Membership Financial Support Program for 2012, and has committed funds from its reserve account towards a membership/conference support program. Funding has been established in a separate account to provide direct financial support towards membership fees, and another account has been provided for assistance to attend the annual state conference.

If you are unemployed or if your household income has dropped substantially, then this program is designed for you.

Eligibility requirements and additional program details are available on the APA California website at this link: <http://www.calapa.org/attachments/wysiwyg/38/APACaliforniaMemberFinancialSupportProgram2012.pdf>.

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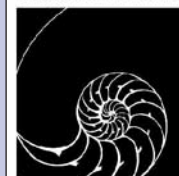
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President's Message

By Kevin J. Keller, AICP, President, kevin.keller@lacity.org

Relevant, Useful, with Purpose!



Fall is here and it's time to reflect on the year. Did you do everything that you had planned to do this year? Any regrets? Any goals for next year? Actually you can save your goal setting for the winter edition of *Cal Planner* with the new year, but Fall does remind us to be thankful for what we have. And that includes APA California.

At APA California, I'm thankful for all the amazing support and effort of our incredibly dedicated volunteers and members. Seriously it takes a (well planned compact transit oriented) village of volunteers to pull off everything APA does each year. And we want to keep improving and inviting new members to get involved. Why should you get involved? Why not? I know it's not always that easy, but I want to make sure the welcome mat is out! If time is short, why not try participating in the next APA event you happen to come across. Or email me at kevin.keller@lacity.org and I'll share with you the next local APA section meeting near you, and you can check it out. APA is what you make out of it. And we have a lot to do! As the collective representation of the planning profession, we want to represent you, and reflect what you are interested in. We want to keep APA relevant, useful, and with purpose.

Speaking of relevant, useful, and with purpose, I want to thank everyone who made it to the APA California State Conference this September in Santa Barbara. It was a huge success and a great showcase of the best in planning in our state. It was also a great way to get in a big dose of professional development credits! And listen to some rather enlightening and inspiring keynote speakers as well. Hats off to the stellar Conference Host Committee for putting in the volunteer hours to make the conference such a resounding success. You raised the bar. And then some!

Looking ahead, let me be the first to say "save the date" for next year's 2012 APA California Conference to be held in Rancho Mirage. The event kicks off October 21, 2012 and concludes on October 24, 2012. We'll see you there? Check out the Call for Presentations and Sponsor/ Exhibitor Opportunities information, starting on page 20. While you have your smart phone calendars out, make sure you have also booked some time for the upcoming National APA Conference to be held in Los Angeles on April 14 - 17, 2012. This will be Los Angeles' first time hosting the national planning conference since 1986, and promises to be a great opportunity to put the national spotlight on California issues.

Until then, please watch for improved communication formats from APA California as we upgrade our communication strategy. You'll be seeing periodic email ebasts with breaking news, the same great *Cal Planner* you are reading today, and some important website upgrades over the next months as we upgrade and increase the ease of accessing the information you need. Also be sure to check out our APA California Conference "App", which is downloadable to your smartphone. It was a hit at the conference, and provides options for those looking to reduce paper consumption and lighten their conference bag load! Based on the overwhelming positive response to the app, we plan to make it a permanent fixture of APA.

If you have ideas to help propel our organization's operation into the future, I want to hear about it. We want your input and ideas. Drop me an email at kevin.keller@lacity.org and I look forward to seeing many of you at a future APA event!



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California Planner

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Send editorial submissions and queries to APA California to Dorina Blythe, GranDesigns, 31807 Green Oak Way, Temecula, CA 92592 or e-mail them to Dorina@GranDesigns.us. Rates for job announcements, display and calling card advertisements can be obtained by visiting the APA California website at <http://www.calapa.org/en/cms/2294> or by contacting Laura Murphy at 916.773.0288 or email nhe2011@live.com.

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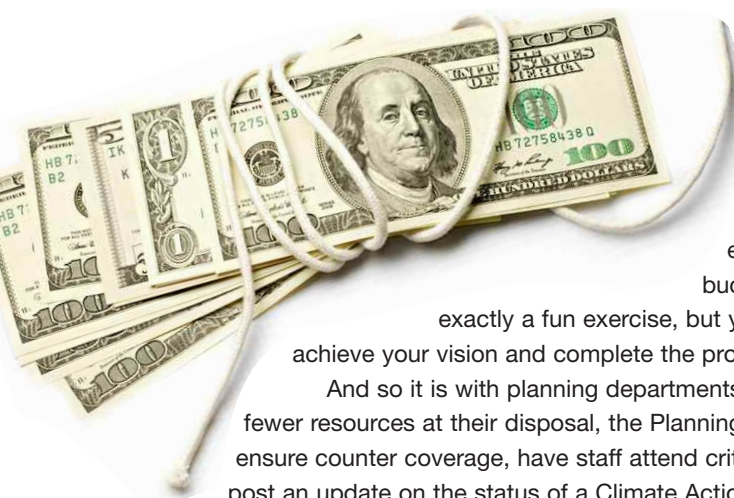
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Planning for a Shoestring Budget Solutions for Planning Offices with Fewer Resources

by Brian Millar, AICP, PMC Principal
David Woltering, AICP, Community Development Director, City of Clayton
Jeff Schwob, Interim Community Development Director, City of Fremont



Have you ever found yourself a few bucks short and in need of an extra carpenter while right in the middle of a home remodeling project?

You can't really just stop, so you fall back and regroup, exploring ways to stretch a thin budget even thinner. It's not

exactly a fun exercise, but you know that you want to achieve your vision and complete the project.

And so it is with planning departments these days. Despite having fewer resources at their disposal, the Planning Director is attempting to ensure counter coverage, have staff attend critical regional agency meetings, post an update on the status of a Climate Action Plan, and complete a

Planning Commission packet by 5 p.m. All of these responsibilities-and more-with substantially reduced staff support.

Being asked to do more with less is the reality facing nearly all of California's planning departments. Having to keep General Plans current, but having fewer dollars to draw upon. New environmental and sustainability regulations to address, but fewer planning staff to carry out the work. Meanwhile, departments are experiencing tightening budgets and related staff reductions as a result of the downturn in development application and permit revenues. Quite simply, the pressures placed on city and county planning staff for performing is mounting, resources are tightening, and all while local expectations for "soldiering on" and maintaining quality and responsive public service do not wane.

These growing financial and operational challenges are forcing city and county governments to face a new norm in the way municipal planning offices operate. This new norm means that cities and counties need to examine their current and anticipated service demands, staffing workloads, assess their capabilities, and determine how to prioritize and address these demands given the resources that are likely to be available. It's a new reality, and adjustments are absolutely needed to both set the jurisdiction's expectations and the way services are provided.

Just as in nature, adaptation is the hallmark of survival. And in this era of reduced resources, there are plenty of examples of useful adaptations to help planning offices continue functioning and provide continuity of quality service.

Take the City of Fremont, population 215,000. Reduced by five planners over the past several years, the Planning Department has had to change its business-as-usual in order to improve effectiveness, cut costs, and provide continuity of services. Actions have included closing the public counter every Friday afternoon, revised (and in some cases extended) timelines for product delivery, created self-help Planning website for easy use by the public (reducing demand on staff to respond to public requests for information), and reduced the number of Planning Commission meetings from two to one per month. The overall effect has been to focus the available staff resources within the budget allocated, while maintaining continuity and a relative high quality of service.

Looking at ways to recoup costs is now becoming a norm in how planning offices allocate work. Despite dealing with manpower and budget shortages, Fremont has since the mid 1990's applied a 2.7 multiplier to staff time billed on certain applications. This allows Fremont to cover

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go! AICP's Certification Maintenance (CM) program helps planners gain the knowledge and skills they need to remain current in the practice of planning. CM strengthens the value of certification, and demonstrates a Certified Planner's ongoing commitment to excellence to elected officials, community leaders, and employers.

Information about CM can be found at <http://www.planning.org/cm/index.htm>

Cal Planner Production Schedule

Issue	Submit Articles	Issue Emailed*
Winter 2012	December 1	January 1
Spring 2012	March 1	April 1
Summer 2012	June 1	July 1
Fall 2012	September 1	October 1

*Dates subject to change. *Issue will be sent by eblast during this week.*

go! For article and photo specifications, display and call card information, please check out the website at www.apacalifornia.com.

Planning on a Shoestring Budget Solutions for Planning Offices with Fewer Resources

Continued from page 5

not only staff costs (salary and benefits) but also covers corresponding costs associated with both administrative and support functions as well as information technology costs, vehicle replacement and building overhead. By applying a multiplier that you usually associate with a private contractor, to staff hours, the Fremont planning office is able to generate sufficient revenue to maintain development review functions without severely impacting the City's General Fund. Additionally, the City charges a Community Planning Fee (a surcharge on building permits) to maintain a portion of its long range planning functions including the General Plan and Zoning Code.

Increasingly, a number of planning departments across the State that have borne the brunt of the recession are turning to contract agency staffing as an effective and financially viable stop-gap measure. Certainly there is nothing new about utilizing the private sector to fill specialized needs on a temporary basis. But in the midst of a State economy that continues to grapple with extraordinary debt and reduced revenues, effective and well-managed contract services can be an invaluable tool to maintaining the continuity of high quality city and county planning services. As planning departments constantly search for ways to cut overhead costs, the drop-in drop-out function of a contractor can give an office the flexibility and expertise it needs.

The City of Clayton Community Development Department has also experienced a cut back in staff hours. Although a small department, with a Community Development Director and an Assistant Planner, and a local population of approximately 11,000, the standard State and Federal mandates apply. In addition, this Department must process the typical range of development applications and offer zoning and planning information. Budget cuts have resulted in the Assistant Planner position being reduced to 60% time. In adapting to reduced resources, versatility and the focused, well-managed use of contract planning services have been important in Clayton to providing continuity of high quality planning services during this new reality.

The Community Development Director's range of responsibilities has been increased to provide more direct service to the public when the Assistant Planner is not available, while a cost-recovery-based fee schedule for development applications allows the Director the use of contract planning assistance to assist with the preparations of staff reports, resolutions, and ordinances to maintain schedules and stabilize workloads.

It's the three C's that has really helped Clayton succeed as an office. Communication, Communication, Communication. Clear and open communication plays central role in allowing the Clayton office to deliver on its projects. Regular talks between the City Manager, the City Council, and the Community Development Director are vital in setting expectations on key deliverables related to a prioritized work plan. This has been particularly important in terms of meeting State and regional mandates.

Regardless of budget and manpower shortfalls, the need for these high quality planning services remains.

So what's next? This current decline in municipal budgets doesn't have to be a gloomy prospect. Rather, it can be viewed as an opportunity to reexamine planning department operating efficiencies, learn from the best practices of our peers and better our day-to-day operations. The new norm we currently face is about focused work efforts and cost savings while providing a continuity of high quality, public planning services. Prioritizing and focusing the efforts of staff, well-managed use of contract services, creative uses of technology, self-help programs for customers, cost-recovery fee schedules, and cross-training staff, are but a few of the tools readily available to successfully address this new reality.

Just as open communication has worked for Clayton on the local level, increased communication between planning practitioners across California will be critical to sharing solutions. Tapping into readily available tools that allow dialog in an open forum will open doors to department success.

We all know that economic phases are cyclical and that this downturn should just be viewed as an opportunity to better prepare ourselves and our planning offices for the inevitable upturn.



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APA California Creates Facebook Group for Members

By joining, members will have another avenue to receive and share with like minded friends' up-to-date information regarding the Association and to network with each other.

We encourage you to accept and enjoy this invitation to join the APA California group and begin to enjoy this new service for our members. *But please refrain from posting anything other than issues related to planning.* We hope you continue to enjoy the advantages of this networking alternative.

The views expressed on the Facebook page are the individual's alone, and do not necessarily express the views of the APA California. Members may not post any content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

 Check out our [Links, Events and Discussion Board](#) for information about our new free lending library for AICP certification maintenance, legislation that is happening now in the California legislature and administration that will impact planning: view the hot bills, get copies of legislation and regulations, and find out how you can provide input, and much more.

Rethinking America's Streets



Streets Reconsidered | Inclusive Design for the Public Realm

Streets have traditionally been used to move people and goods from place to place and as a conduit for utilities. In recent years, everyone from planners and urban designers to engineers, environmentalists and disability advocates has been thinking about how streets can improve the livability of the urban environment. What would streets be like if they truly accommodated people of all ages and abilities? How can streets be part of community-wide efforts to combat obesity, create a sense of place, provide jobs and regenerate the environment? How will the form and function of streets change as we adopt new technologies? The Re:Streets project is responding to these questions with a manual for designing streets for *living*, not just driving.

Funded in part by the National Endowment for the Arts, Re:Streets is exploring the future of streets developing innovative solutions to America's street design challenges. The project is pairing the most recent, cutting edge design research with the results from a two-day charrette featuring experts and pioneers in professions related to the design of streets. The most effective solutions will be published in an interactive design manual.

During the Re:Streets charrette at UC Berkeley on July 21-23, 2011, professionals from both the public and private sectors worked collaboratively on specific topics to re-envision the American street. The charrette was structured to encourage critique of current practices and creative thinking. Each working group was professionally facilitated to develop design guidelines around a set of behavior settings for one of the charrette topics. Current

topics included *Mobility, Events and Programs, Social Gathering, Play and Recreation, Wayfinding, Green Infrastructure, Urban Agriculture, Commerce, and Image and Identity*. Participants utilized data from real streets in major American cities that created innovative prototype designs for the different topics.

Some of the solutions that will be included in the Re:Streets design manual have already been proven effective; others will be experimental. Participants in the Re:Streets charrette will evaluate

ideas and technologies that have just begun to influence street design and could help to expand the public uses of streets. For example, the automotive industry is developing vehicles that require much less roadway space; if travel lanes only need to be five feet wide, there will be more room for recreation, community events and other activities in the right of way. Electricity from vehicular movement and solar roadways could be stored under the roadway to light up the

nighttime street and provide power for festivals and mobile vendors. Networks of planters and gardens could treat pollutants, provide shade and wildlife habitat, and add natural beauty to streets. Cisterns under the roadway could collect, purify and distribute stormwater. Urban agriculture could supply inexpensive fresh food to city dwellers and provide impetus for neighborhood markets.

New technologies and design approaches could also make streets more flexible and responsive to community needs throughout the course of the day. The roadway itself could expand or contract and lanes could change, from directing traffic to indicating the boundaries of a basketball court. New street closure devices could be timed to provide neighborhood gathering spaces in the evenings and on weekends. Multisensory signage could make wayfinding in cities easier and safer for everyone while adding interpretive elements to enhance place identity. Public art projects could become more dynamic and mobile, creating a diversity of culturally vibrant places within our cities.

Some American cities are already experimenting with bold new street design approaches. For many municipalities, however, adding sidewalks or bike lanes is a major accomplishment. Recognizing that cities have

differing street design needs, the Re:Streets charrette attendees will also explore strategies for prioritizing modifications and for developing networks of street types based on the specific requirements of local residents and their community's unique social, cultural and environmental character.

The Re:Streets manual is scheduled in for completion 2012. When it is released, the project e-book will be available for free download. As solutions are tried and streets are built or remodeled, the results will be added to the



Re:Streets e-book, creating an evolving, collaborative reference for improving our communities.

Re:Streets project partners include Landscape Structures, Inc., Ironworks, Inc., DeepRoot Partners, L.P., MIG, Inc., America Walks and PLAE, Inc. Re:Streets is a not-for-profit effort.

Charrette participants are eligible for 12 APA/AICP continuing education credits. For more information and to register for the charrette, go to www.restreets.org or contact Kirsten Negus at kirstenn@migcom.com.

Planning on the Move

Environmental Science Associates (ESA), an environmental science and planning firm, led the City and County of San Francisco's environmental consultant team in releasing the Draft Environmental Impact Report (DEIR) on the 34th America's Cup (AC34) venue for the City and Port of San Francisco.

Christina Schaefer, MLA, has joined the ESA Southern California team as Director of Biological Resources and Land Management in our San Diego office.

Christina Toms has joined the ESA San Francisco office as an Ecological Engineer on the Wetlands and Estuaries Team.

To learn more about ESA, visit our website at www.esassoc.com.

ESA is also pleased to announce that on July 11, 2011, **Past Forward, Inc.**, a Northern-California based cultural resource consulting firm, has joined with ESA. The addition of Past Forward's principals, **Dr. Rebecca Allen** and **Scott Baxter**, supports ESA's strategy to deepen technical services in cultural resources throughout the West.



Christina Schaefer, MLA



Christina Toms

APA President Mitchell Silver, AICP, was selected as the first recipient of Hunter College's Robert C. Weaver Distinguished Service Award through the department of urban affairs and planning. The faculty-created award recognizes individuals who, like the late Dr. Weaver, have made exceptional use of their talents and expertise to shape policies, implement plans, and serve as leaders in the urban professions.

RECON is pleased to announced their newest addition to the firm's San Diego-based corporate office, **Stephanie Morgan Whitmore**. Ms. Whitmore has joined RECON as a senior environmental analyst and project manager.



Stephanie Morgan Whitmore

Analytical Environmental Services (AES), a Sacramento based multi-disciplined environmental services consulting firm focusing on the implementation of the California Environmental Quality Act and National Environmental Policy Act, led by **David Zweig, PE**, President of AES has merged with **Mooney Planning Collaborative**, a San Diego based community and environmental planning firm, and has opened a joint San Diego office to service clients throughout Southern California. The San Diego office will be lead by **Brian F. Mooney, AICP**.



Brian F. Mooney, AICP and David Zweig, PE

Chris Stabenfeldt, AICP, joined **ECORP Consulting Inc.'s** Rocklin office in July as a CEQA/NEPA Senior Environmental Analyst/Program Manager.



Chris Stabenfeldt, AICP

New Credentials Awarded!

Congratulations to the first individuals from California to earn APA's two new advance credentials, AICP Certified Environmental Planner (AICP CEP) and AICP Certified Transportation Planner (AICP CTP).

Brian J Bisnett AICP CEP
Grass Valley, CA

Anthony Bruzzone AICP CTP
San Francisco, CA

Randolph J Coleman AICP CEP
Apple Valley, CA

William Jacobs AICP CEP
Irvine, CA

Abe Leider AICP CEP
Ventura, CA

Dahvia Lynch
San Diego, CA

Peter Noonan AICP CEP
Beverly Hills, CA

Joseph P Power AICP CEP
Ventura, CA

Ali Shapouri
Rancho Santa Fe, CA

Michael Singleton AICP CTP
San Diego, CA

Nathaniel S Wilson
Northridge, CA

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6th Annual APA California Conference Diversity Summit

This year marked the 6th year anniversary of the APA California Diversity Summit, held at the Cal Chapter Conference in Santa Barbara. The theme for this year's Summit, California's Changing Face, set the stage for an analysis and discussion on the demographic trends revealed by the 2010 Census data and its implications for planners.

The session began with a presentation from Lilly Okamura, Central Section Membership Inclusion Director and Associate Planner at the City of Ventura. This framing presentation provided demographic trends within APA California's membership and a spotlight on diversity related activities across the state's Sections. Hans Johnson, a fellow at the Public Policy Institute of California, delivered the keynote address, a comprehensive analysis of the 2010's Census data. These presentations can be found at <http://www.calapa.org/2011-conference-presentations/> under Diversity Summit. Some of the key trends highlighted by Mr. Johnson were:

- There is no single 'majority' group in California;
- Latinos have emerged as the largest racial ethnic group due to a young population and high birth rate;
- The main source of population growth has been net migration;
- The aging population is a big issue in certain communities;
- Younger, older, and recent immigrant populations have unique preferences around housing stock, and needs regarding school access and services that planners should anticipate this as the demographic trends continue.

After an energetic round of Q&A, the audience split into small groups and were asked to provide guidance to the Membership Inclusion Directors for integration into the group's 2012 workplan. The following suggestions were generated:

- Engage a broader section of the Chapter membership in future Diversity Summits, given the cross-cutting scope of information;
- Provide ongoing resources, such as research, trainings, and discussion on emerging demographic trends & implications;



- Outreach to community based groups and students of all ages about planning, policy, & civic government;
- Support local planners to move meetings outside of city hall in order to make citizens more comfortable about public processes;
- Take advocacy positions that help diversity causes; and
- Cultivate greater visibility for the work that Membership Inclusion Directors are engaged in across the state, so that members know the resources and activities available.

This year's summit was a success in that it provided a forum for Chapter membership to explore "California's Changing Face" as it relates to the planning profession. The summit was well attended by conference attendees of all ages and backgrounds, who contributed to an insightful and meaningful dialogue. The information produced by this year's summit can now be considered by the APA California Board and the section Diversity Directors for further action and program development.

Below is a listing of APA California's Membership Inclusion Directors. Please contact them directly to learn more about section activities around diversity and program involvement in the upcoming APA National Conference in April 2012.

APA California Chapter Co-Membership Inclusion Directors

David Salazar, AICP
(562) 985-4131, salazar@csulb.edu

Connie Galambos Malloy, Commissioner
(510) 717-3775, connie@urbanhabitat.org

Section Inclusion Directors

Northern Section - Miroo Desai, AICP
(510) 596-3785, mdesai@ci.emeryville.ca.us

Central Coast Section - Lilly Okamura, AICP
(805) 654-7758, lokamura@cityofventura.net

Los Angeles Section - Anna Vidal
(818) 374-504, Anna.Vidal@lacity.org

Orange Section - William Hoose
(714) 750-7275, William.Hoose@atkinsglobal.com

Sacramento Valley Section - Derek Wong, AICP
(530) 601-2508, dwong@pmcworld.com

Inland Empire Section - Nelson Miller
(951) 787-9222, nmiller@hogleireland.com

San Diego Section - Jane Clough-Riquelme, Ph.D.
(619) 699-1909, jcl@sandag.org

Santa Clara County: Saving Water Through Landscaping

by Scott Lefaver, AICP, Chair, Santa Clara County Planning Commission

174,000 gallons of water a year: A typical three bedroom single family house with four occupants in California uses about that amount according to the California Homebuilding Foundation's report, "Water Use in the California Residential Home". That's 43,500 gallons per person per year or 121 gallons a day per person. Lots of water! Where does it go? Californians certainly don't drink or wash that much! The California Homebuilders Foundation reports that 58% of all water uses goes to landscaping, with 17% to showers, 9% to faucets, 4% to clothes washers and 4% to toilets.

In Santa Clara County, all residential, commercial and landscaping uses consume approximately 350,000 to 375,000 acre feet of water a year according to the Santa Clara Valley Water District. An acre foot of water equals 325,851.4 gallons of water. Of that 59% or 210,000 acre feet goes to residential uses. And a majority of that goes to watering lawns, flowers and trees. If a big impact on water use is to be made, landscaping is the place to start.

In 2006 the State of California mandated, through Assembly Bill 1881, local cities and counties implement water efficient landscaping ordinances to conserve water. The State's Department of Water Resources published a model ordinance. Local jurisdiction either had to implement it or, as alternative, adopt their own locally crafted ordinance as long as it was as effective in conserving water as the State's model.

Santa Clara County decided to write its own ordinance. The County is unique in that over 35 years ago, it, along with the 15 cities in the County, agreed that urban development would only take place in incorporated cities. It left to the

cities the responsibility of providing for urban residential and commercial growth. Consequently most housing growth in the unincorporated County area is rural larger lot and clustered developments. There are still pockets of unincorporated urban areas within the County and there is Stanford University, which has its own combination of developments and regulations which the ordinance needed to consider. It is, however, the rural nature that is the focus of the County's newly adopted landscape ordinance.

Early on in the process the Board of Supervisors reviewed the planning staff's draft ordinance that was based upon a model ordinance prepared by the Santa Clara Valley Water District. Citing the unique circumstances of Santa Clara County, the Board requested the County Planning Commission work with planning staff to draft an ordinance which reflected these circumstances. As the staff and Commission began the task, they both realized some of the elements in the State's model ordinance needed modification to fit the County's rural developments. The staff and Commission decided to use basic concepts in the State's model ordinance and look at other local ordinance examples. Discussion and research was guided by the following: what should the County do to save water, keep it applicable to more rural development, and keep it simple.

The proposed ordinance applied to new single family and two-family dwellings and those dwellings that are substantially rehabilitated. It also applied to any project that needs a grading permit, a use permit or architecture and site approval. It does not apply to such things as community gardens or the commercial cultivation of agricultural products. The ordinance further narrows the application by focusing on a check list of items with the added benefit that no formal landscaping plan is needed as long as all items on the check list are followed.

Continued on page 11

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Join the APA California Legislative Review Teams

The APA California Legislative Review Teams are once again gearing up to review the new planning-related legislation to be introduced in 2012. To get more information on the teams, please visit the APA California website, www.apacalifornia.com. If you would like to become a member of the Review Teams, please e-mail Sande George at sgeorge@stefangeorge.com.



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Santa Clara County: Saving Water Through Landscaping

Continued from page 10

For example, a project is exempt from the prescriptive portions of the ordinance when all the following apply:

1. Total landscaped area does not exceed 5,000 square feet.
2. The majority of plants are either native or considered low water use.
3. Total turf area does not exceed 25% of the landscaped area to a maximum of 1,250 square feet of the project.

The use of 5,000 square feet instead of the suggested State requirement of 2,500 square feet was justified on the basis of rural development patterns within the County.

If the project exceeds the above parameters other water efficient design elements apply. The property owner may choose one of three options:

1. Water budget option: each landscaped element or plant is assigned a water consumption amount. The total amount cannot exceed a specified budget. The budget provides for a water allowance comparable to about 50% of a cool-season turf installation in the same landscaped area.
2. Plant restrictions option: within the non-turf area (which must be at least 75% of the landscaped area) at least 80% of the plants are native or low water use.
3. Native plant emphasis option: at least 60% of all plants and trees must be native. No turf grasses. This option supports rural habitat enhancement and conforms to the County's draft Habitat Conservation Plan.

Although there is no specific water saving goal in the ordinance, it was put together with the intention that the County will conserve water consistent with the State of California's goal (as stated in SB 7, The Water Conservation Act of 2009) of reducing water usage 20% by 2020. During the Board of Supervisor hearings, one person, who was running for the local water board, opposed the 5,000 square foot threshold and stated the ordinance should follow the State recommended 2,500 square feet. The Board felt that given the more rural character of the unincorporated area, 5000 square feet was appropriate.

Also during the hearing the Native Plant Society supported the use of native plants and discouragement of invasive plants as stated in the ordinance. Similar comments were made by the Bay Conservation and Development Commission through a letter sent to the Board.

The ordinance was passed unanimously by the Board in December 2010 and is now being implemented. County officials anticipate the new ordinance will have an important and direct impact on lowering water usage in the unincorporated area.

For further information, go to the County of Santa Clara Planning website:

[http://www.sccgov.org/portal/site/planning/agencychp?path=%2Fv7%2FPlanning%2C%20Office%20of%20\(DEP\)%2FPermits%20%26%20Development%2FLandscape%20Ordinance](http://www.sccgov.org/portal/site/planning/agencychp?path=%2Fv7%2FPlanning%2C%20Office%20of%20(DEP)%2FPermits%20%26%20Development%2FLandscape%20Ordinance)



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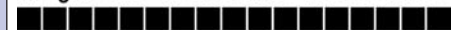
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APA California Chapter members are now able to login to gain access to Members-Only capabilities. Have you forgotten your password? To reset it, or to login for the first time, click on the link "Forgot your Password?" in the lower left area of the homepage; type in the email address APA California Chapter has on file for you, and you will receive an email with your user name and a link to reset your password.

APA California Legislative Update - September/October 2011

Governor Brown Signs LA Stadium and Mega Project CEQA Legislation

By Sande George, Stefan/George Associates, APA Lobbyist and Executive Director



During the last week of session two bills, SB 292 and AB 900, were gutted, amended and sent to the Governor on the last night of the 2011 legislative session. Both bills would expedite judicial review of environmental challenges, SB 292 for the LA stadium and AB 900 for large projects to be chosen by the Governor. The bills were touted as “job creators” and supporters continually pointed to the fact that the bills did not provide an exemption from CEQA. Of key interest to those listening to the debate on these bills, their introduction started a discussion of CEQA streamlining that will most likely continue through additional stakeholder meetings this fall and potentially a special session.

AB 900, authored by Assemblymember Joan Buchanan and Senate President pro Tem Darrell Steinberg, will fast track CEQA’s judicial review requirements for large construction projects designated by the Governor as “leadership projects.” Leadership projects are defined broadly to include residential, retail, commercial, sports, cultural, entertainment, recreational, clean renewable energy or clean energy manufacturing. Not included in that list: industrial and large infrastructure projects as well as projects that are already in progress.

SB 292, authored by Senator Padillia, provides the Farmers Field NFL football stadium in LA with a similar expedited judicial review.

The Governor signed these two bills at a large press conference, saying that he believes the measures will “eliminate red tape while still ensuring environmental protection.”

While APA CA agrees that CEQA has room for legislative and regulatory changes that would enhance its effectiveness, we prefer that special-project-by-special-project CEQA legislation stop with the passage of these measures. Instead, CEQA should be reviewed in a thoughtful and open forum and amended to be more efficient for all projects – not just a chosen few.

The APA/AEP ECAT project, the Enhanced CEQA Action Team, just recently released a number of CEQA changes to do just that. (Please see the APA website for more information on the ECAT recommendations and these two measures.) We will be working with the Legislature, the Governor’s office and other stakeholders this fall with the goal to review CEQA and amend the ECAT recommendations and potentially other CEQA changes into legislation next year.

HOT BILLS

For an update on the Governor’s signature or veto of other major planning measures, log onto the APA California website at: www.calapa.org.com.

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APA California Awards 2011



The 2011 APA California Awards Lunch Ceremony was held on September 12 as part of the state conference at the Fess Parker Doubletree Resort in Santa Barbara. The APA California Awards Program recognizes and celebrates great planning work occurring throughout California. The purpose of the Awards Program is to encourage quality in planning and increase the public's awareness of the planning profession through acknowledging outstanding achievements in the planning field. The Awards Program honors innovative plans and projects as well as distinguished planners, planning advocates and students.

Award winners were selected by a jury of planning professionals representing both the public and private sectors. The 2011 Awards Jury was comprised of the following individuals: *Kimberly Brandt, AICP, City of Newport Beach; Bob Lagomarsino, AICP, URS Corporation; Justin Meek, AICP; Harriet Lai Ross, AICP, ESA.*



Congratulations to this Year's Winners

Award of Excellence, Comprehensive Planning Award for a Large Jurisdiction

River District Specific Plan and Design Guidelines; City of Sacramento
<http://www.cityofsacramento.org/dsd/projects/riverdistrict.cfm>

Award of Merit, Comprehensive Planning Award for a Large Jurisdiction

City of Orange 2010 General Plan; City of Orange, AECOM
http://www.cityoforange.org/depts/commdev/planning/general_plan.asp

Award of Excellence, Comprehensive Planning Award for a Small Jurisdiction

Trinidad/Westhaven Integrated Coastal Watershed Management Plan; City of Trinidad, Streamline Planning Consultants
<http://www.trinidad.ca.gov/documents-library/category/30-asbs-icwmp.html>

Award of Excellence, Planning Implementation Award for a Large Jurisdiction

Contra Costa Centre Transit Village; Contra Costa County Department of Conservation and Development with Avalon Bay Communities Inc., Bay Area Rapid Transit District, Opticos Design
<http://www.co.contra-costa.ca.us/index.aspx?NID=2995>

Award of Excellence, Planning Implementation Award for a Small Jurisdiction

Sierra Bonita Apartments Mixed Use Project; City of West Hollywood-Rent Stabilization and Housing Division, West Hollywood Community Housing Corporation
http://www.whchc.org/index.php?option=com_content&view=article&id=88&Itemid=114

Award of Excellence, Planning Project Award

Tule Vista Development; City of Tulare Redevelopment Agency, Pacific West Communities, Tulare County Housing Authority
http://www.ci.tulare.ca.us/local_government/departments/development_services/redevaho.htm

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Award of Merit, Planning Project Award

Bikeway 99; City of Chico

http://www.huntingtonbeachca.gov/Government/Departments/Planning/major/beach_Edinger.cfm

Award of Excellence, Innovation in Green Community Planning Award

Martial Cottle Park Master Plan; County of Santa Clara Parks and Recreation, State of California Parks and Recreation Department, The Planning Center/DCE

[http://www.sccgov.org/portal/site/parks/parksarticle?path=/v7/Parks%20and%20Recreation,%20Department%20of%20\(DEP\)/Planning%20and%20Development/Martial%20Cottle%20Park%20Master%20Plan&contentId=873b84d4e1814110VgnVCM10000048dc4a92_____](http://www.sccgov.org/portal/site/parks/parksarticle?path=/v7/Parks%20and%20Recreation,%20Department%20of%20(DEP)/Planning%20and%20Development/Martial%20Cottle%20Park%20Master%20Plan&contentId=873b84d4e1814110VgnVCM10000048dc4a92_____)

Award of Excellence, Focused Issue Planning Award

Implementing California Flood Legislation into Local Land Use Planning: A Handbook for Local Communities; California Department of Water Resources - Floodplain Management Branch, Atkins, Federal Emergency Management Agency, Governor's Office of Planning and Research, California Geological Survey, California Emergency Management Agency, California Department of Housing and Community Development.

<http://www.water.ca.gov/floodmgmt/lra/mo/fmb/fas/specialprojects/localfloodriskplanning/>

Award of Merit, Focused Issue Planning Award

City of Huntington Beach, Beach and Edinger Corridors Specific Plan; City of Huntington Beach, Freedman Tung & Sasaki

Contact: Rosemary Medel - rmedel@surfcity-hb.org

Award of Excellence, Best Practices Award

San Francisco Better Streets Plan; San Francisco Planning Department, San Francisco Municipal Transportation Agency, San Francisco Department of Public Works, San Francisco Public Utilities Commission, Community Design + Architecture, Nelson\Nygaard

<http://www.sf-planning.org/ftp/BetterStreets/index.htm>

Award of Merit, Grassroots Initiative Award

Oakland International Boulevard Transit Oriented Development Plan; City of Oakland Community and Economic Development Agency, Raimi + Associates, Nelson\Nygaard, Dowling Associates, Conley Consulting Group, Unity Council, TransForm, Oakland Community Organizations, International Boulevard TOD Plan Community Advisory Committee

<http://www2.oaklandnet.com/Government/o/CEDA/o/PlanningZoning/DOWD009112>

Award of Excellence, Education Project Award

Valley Futures Forum; Cindy van Empel, George Osner, David Hosley

<http://valleyfuturesforum.org/>

Award of Merit: Education Project Award

ArtVULUPS; Riverside County, Inland Empire Section-American Planning Association, Riverside Arts Council, City of Riverside, The Inlandia Institute

<http://www.artvulups.org/>

Award of Excellence, Neighborhood Planning Award

Fullerton Transportation Center Specific Plan; City of Fullerton, RBF Consulting, JMI Realty, Inc., The Morgan Group, Inc.

http://ci.fullerton.ca.us/depts/dev_serv/development_activity/fullerton_transportation_center_specific_plan.asp

Award of Merit, Neighborhood Planning Award

North San Jose Neighborhoods Plan; City of San Jose, Field Paoli Architects

<http://www.sanjoseca.gov/planning/nsj/>

Award of Excellence, Distinguished Leadership Award for an Organization

Land Use and Natural Resources Unit, University of California at Davis Extension

http://extension.ucdavis.edu/unit/land_use_and_natural_resources/index.asp

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APA California Chapter has a quick legislative information feature -

members can now quickly and easily access key information right from the home page, without signing in. Under the new QUICK LEG INFO feature (under the Consultant Directory link), just click on the “Hot Bill List” link. That link connects members to reports on the hot bills, APA California Chapter positions, and the status of each measure.

Please take the time to review this time-saving new feature.



Download the List of Award Winners and Websites

APA California Awards 2011

Continued from page 14

Award of Excellence, Distinguished Leadership Award for a Citizen Planner

Scott Hettrick

Contact: Lisa Flores - lflores@ci.arcadia.ca.us

Award of Excellence, Distinguished Leadership Award for a Student Planner

Christopher Schilling Kidd, University of Southern California

Contact: Alexis Lantz - alexis@la-bike.org

Award of Excellence, Hard Won Victory Award

Candlestick Point – Hunter's Point Shipyard Phase II Project EIR; City and County of San Francisco, Atkins, City and County of San Francisco Redevelopment Agency, City Attorney's Office, Mayor's Office of Economic & Community Development, Lennar Urban, Sheppard Mullin.

<http://www.sfdevelopment.org/index.aspx?page=57>

Award of Merit, Hard Won Victory Award

State Route 15 and the Mid City BRT; SR-15 BRT Project Citizens Working Group, City of San Diego Council District 3/Toni Atkins and Todd Gloria, State Senator Christine Kehoe, City Heights Community Development Corporation, Mid-City MOVES, Mid-City Transit Interchanges Projects, El Cajon Boulevard Business Improvement Association, City Heights Redevelopment Project Area Committee, SANDAG, KTU+A, IBI, CH2MHill

<http://www.sandag.org/index.asp?projectid=317&fuseaction=projects.detail>

Award of Excellence, Academic Award

Healthy by Design: A Public Health and Land Use Planning Workbook; Center for Sustainable Communities-Sonoma State University, Sonoma County Department of Health Services, Sonoma County Agricultural Preservation and Open Space District

<http://www.healthysonoma.org/modules.php?op=modload&name=News&file=article&sid=20436>

Award of Merit, Academic Award

School of Environmental Design, Interdisciplinary China Program, California State Polytechnic University Pomona; School of Environmental Design California State Polytechnic University Pomona, North China University of Technology

<http://calpolypomonachina.blogspot.com/>

Award of Excellence, Media Award

SB 375 Impact Analysis Report; Urban Land Institute, Smart Growth America

<http://www.uli.org/ResearchAndPublications/PolicyPracticePriorityAreas/Sustainability/SB375.aspx>



Link to the APA California Awards Program Slideshow



APA California State Award Coordinator, **Sandi Sawa**
APA California Vice President for Administration, **Virginia M. Viado**

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2011 Conference Wrap Up

by Hollee L. King, AICP, 2011 Conference Events Chair

This year's California state conference was held in beautiful Santa Barbara. Breath-taking views, sunny days, and the crystal blue ocean across the street couldn't keep participants away from the exciting conference activities being held at the Fess Parker Doubletree Resort! This year, we had over 900 conference attendees, over 250 speakers, and many conference exhibitors showcasing their talents and sharing their projects and ideas with eager planners.

The conference started with a beautiful night at the Santa Barbara Zoo. Trolleys shuttled planners from the hotel to the zoo. Overlooking the ocean, upon the top of a hill, approximately 600 planners met in a fun, relaxed setting while they drank wine donated by the Santa Barbara Winery and some of the planners even got on board the Zoo Express mini-train ride and rode around the zoo while sipping wine and eating cheese and crackers. Planners were seen talking, reminiscing, and getting re-acquainted with each other, and frankly, could not stop meeting and greeting!! Finally, a serious moment came to honor the 10th anniversary of 9/11 with a moment of silence before dinner. The dinner and dessert was fabulous and we are proud to say the meal was procured from local farmers and local merchants. Later, the planners got their groove on the dance floor and danced until the last trolley left the zoo. It was a night to remember and everyone seemed to have a great time!

The opening breakfast was outside on the breath-taking terrace of the Fess Parker resort. The breakfast session was well attended and the planners were grateful to be there for the opening remarks by our California chapter president, Kevin Keller, AICP, and our two conference co-chairs, Kim Prillhart, AICP, and Paul Wack, AICP. Also welcoming planners to the conference was Santa Barbara Mayor, Helene Schneider. Susan Anderson, Director of Planning and Sustainability for Portland, Oregon, was the keynote speaker for the breakfast and she spoke about climate change in a very different way than we have become accustomed to. She spoke about trying to get people motivated to do things in their communities and their way of life to promote climate change activities. For instance, she encouraged agencies to promoting walkable communities not only for the environment but for things people care about like saving money or improving their health. She made a point that "because many of the actions we want people to take to cut energy use and cut carbon emissions to protect the environment, are choices people want to make to have a positive impact on jobs, health, and their budgets".

The other speaker for the Tuesday keynote luncheon was Panama Bartholomay, Deputy Director for the

California Energy Commission. Panama had an amusing presentation and was a conference favorite. He spoke about energy efficient standards for future construction and retrofitting of existing homes and buildings. His main points were that electricity costs will start rising exponentially and that solar energy will be the solution for the individual homeowner. He encouraged planners to start requiring solar elements in new residential development and siting residences and structures to take advantage of solar exposure.

The conference program sessions were plentiful and provided many great learning and sharing opportunities. Highlights of the programs were sessions on redevelopment, sustainability, historic resources, community participation, water issues, and ethics. Conference participants indicated that these sessions were very valuable learning opportunities as well as useful in applying to their own areas. A few notable sessions discussed opportunities for inserting agriculture into California cities, introduced the idea of residential-retail "for-sale" townhomes where mom and pop could live above a storefront, presented a ULI report that cited the Iroquois

tradition of considering the next seven generations in any major decision and how it could fit into a zoning code, and a session that offered a new way to look at the general plan and the census and to start accounting for population change, technological change, and preferences rather than just population growth. These sessions all had CM credits available for AICP credit maintenance and planners should not forget to register their CM credits to get full credit with AICP.

The 2011 Conference Host Committee and APA California were very committed to integrating sustainability measures into this year's conference and we developed several programs that were introduced for the first time. Our sustainability programs included a carbon offset purchase program to account for the "Transportation Footprint" associated with travel to and from the conference, the creation of an electronic bulletin board for people interested in carpooling, and a conference program that used fewer resources to produce. We also partnered with the Fess Parker Resort and Zoo Catering Services to ensure that they integrated as much locally produced food into their catering services, composted food waste, and recycled as much other material as possible. The sustainability survey for the conference indicated that 94% of respondents felt it was important to include sustainability measures into Conference implementation and 97% of respondents confirmed that the smaller (6" x 10") conference program met their needs and the

Continued on page 17



2011 Conference Wrap Up

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number of attendees who carpooled to the Conference equaled the number of those who drove alone! Attendee responses on sustainability efforts will be very valuable to the 2012 Host Committee as they plan for next year.

One of the most visible sustainable measures was the commitment to develop an iPhone application (compatible with other smart phones) to bring the conference "on-line" and live and the "mobile app" was a hit with the attendees, with 71% of the survey respondents stating it was very useful. Attendees could pick and choose their sessions and was then transferred to their smart phone calendars. The session time, room, and session speakers were just a few taps away on your mobile app. We also added a new dimension of participation...Twitter! The use of Twitter and the mobile app during the conference allowed those at the conference and even those that could not attend to see what people were learning, share pictures from the mobile workshops, and interact with other conference participants. Not only did it comply with our sustainability goals, but it was just cool and brought the conference into the 21st century!

The 2010 Planning Awards luncheon showcased outstanding projects throughout California, as well as recognized individuals for the Planner Emeritus Network (PEN) Awards. Our own conference co-chair, Paul Wack, AICP, was one of the PEN recipients. We are so very proud of Paul and his fellow award winners and so pleased with the many planning achievements that the awards luncheon recognized.

Mobile workshops were popular this year with Art and Wine in the Funk Zone and the Boat Tour of Santa Barbara Channel's Natural Oil Seeps and Platform Holly being two of the most popular workshops. Attendance for these workshops crushed the norm, due in part by the compelling stories being presented and the beautiful weather. The Funk Zone tour pulled in nearly 70 planners and had just about everything 'land use' with a walking tour of the compacted and eclectic neighborhood a short distance from the conference hotel. Equal parts public art, economic development, political hysteries and redevelopment, pedestrian advocacy, and historic landmarks paired with the offerings of Santa Barbara wine tasting. The '3-hour tour' aboard the Condor Express in our lovely Channel pulled in over 50 planners who decided to take advantage of the phenomenal weather and Santa Barbara's coastline. The

tour provided a history of fossil fuel production in the county and on our way north to platform Holly, Venoco provided the tour's commentary giving insight into the geological makeup of the Santa Barbara coast. We passed by 'Bird Island' an example of adaptive reuse of the oil industry's remnant infrastructure, learned about and witnessed the oil seeps as the methane gas bubbles surfaced to the top, and circled around Platform Holly, the closest platform to the Gaviota coast.

The California Planning Foundation (CPF) Auction was fun as ever this year, and received more than \$31,000 in donations. Thank you to so many who contributed items for donation and those who bid and gave so generously to the Foundation. This year, in honor of the late Frank Wein, the CPF auction has now renamed the auction, the Frank Wein CPF Auction.

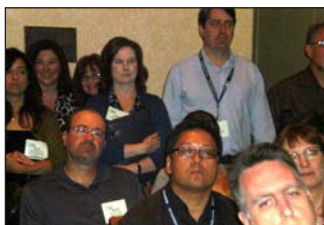
On Tuesday night, after a successful consultant's reception, we had over 100 planners participating in the Santa Barbara Pub Crawl that included three venues and ended at the Savoy with a night of dancing to the "APA Band". It was a great night!

The closing plenary session on Wednesday was a recap of Census 2010, the American Community Survey program, and explanations of the difference between the 2010 population estimate of the State versus the Census Bureau. In short, the 1.5 million person gap between the lower Census 2010 count and the higher California Department of Finance (DOF) 2010 estimate is a function of methodologies, timing, and relatively recent out-migration. The DOF relies on indirect information that creates a time lag effect whereas the census is nearly real-time. Census officials and other speakers also offered census results, tips on how to use American Factfinder to access the 2010 census data, and a summary of research using Census 2010 data to investigate environmental justice.

The 2011 California State Conference Host Committee (Santa Barbara) had a great time planning a successful conference this year. We took our responsibility seriously to help your experience to be productive as well as meaningful. We hope you enjoyed this year's state conference and we look forward to the next one in Santa Barbara, in 2019!

Photos by:

Shelley Sussman and Leanne Singleton



Record Set at Frank Wein CPF Auction \$31,000 Raised for Student Scholarships!

Despite the economic downturn, 2011 proved to be another year of continued success for the CPF Scholarship Fund as YET ANOTHER record breaking amount was raised during the Frank Wein CPF Auction held at the 2011 APA California Conference. This record-breaking amount would not have been possible without the generous support of the event sponsors, APA California Local Sections and members, Friends of CPF, and the participation of our numerous auction donors and volunteers.

This year's auction was especially memorable as it was renamed in honor Frank Wein, FAICP, who was of one of CPF's founding members and a long-time former auctioneer for the event. A new scholarship was also added in honor of Frank with funds donated by the California Planning Roundtable (CPR).



2011 Scholarships

CPF awarded over **\$50,000** in scholarships to graduate and undergraduate planning students who will become practicing planners in California. The 2011 scholarship winners were selected from planning programs throughout the State based on their outstanding academic achievements and participation in their respective programs. Scholarship award certificates were presented during a special Student Awards Luncheon held during the conference to many of the winning students in attendance at the conference.

Frank Wein CPF Auction Event

As usual, Auctioneers Steve Preston and Alex Amoroso worked the crowd during the evening's festivities and led a successful event to help CPF reach a new record of \$31,000 for the CPF Scholarship fund! Also a special thanks to the generosity of winning bidders at the live and silent auctions, as well as those who purchased raffle tickets and made gracious cash contributions to help CPF exceed last year's amount! Thanks again to those who donated wonderful auction items and raffle prizes, the hard work of the Section CPF Liaisons, as well as the volunteers who assisted with the event and raffle ticket sales.



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Record Set at Frank Wein CPF Auction

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Additional thanks to the Friends of CPF below whose contributions provide support for the scholarship fund:

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Anne McIntosh, AICP
Janna Minsk, AICP & Carl E. Morehouse, AICP
Collette Morse, AICP
George Osner, AICP
Steve Preston, FAICP
Woodie Tescher
Paul Wack, AICP
Hing Wong, AICP



American Planning Association
California Planning Foundation

Another special thank you goes out to all eight of the APA California Sections that donated prizes for the Section Challenge Award competition during the Live Auction. We are pleased to announce the 2011 winners who will be acknowledged on the plaque for the annual Section Challenge award.

2011 Section Challenge Winners:

Central Coast Section and Los Angeles Section (TIE) (single package bid of \$900)

2012 CPF Auction in Rancho Mirage

As we enter 2012, we look forward to even greater successes in our goal of raising funds for scholarships and providing economical, timely, and relevant professional development workshops for the practicing planning professional. Many thanks to APA California members for continued support of CPF's efforts & we hope to see you at the next auction at the 2012 APA California Conference in Rancho Mirage! For more information, please visit our website:

www.californiaplanningfoundation.org



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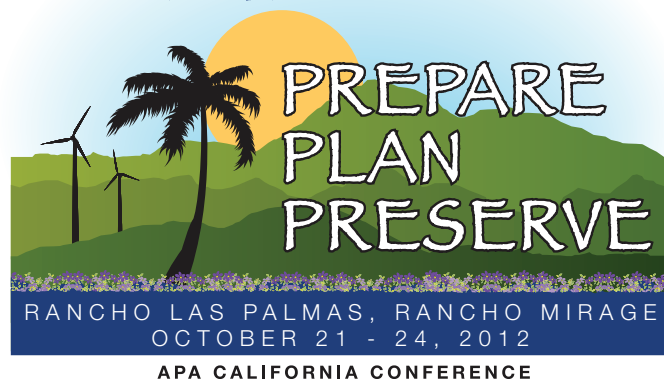
jmruggiero@sbcglobal.net

CALL FOR PRESENTATIONS

The 2012 conference committee is seeking session proposals focusing upon the three core conference tracks.

Prepare ~ Plan ~ Preserve. Proposals for the **Prepare** sessions should address long-term planning topics. Proposals for the **Plan** sessions should address current planning topics. Proposals for the **Preserve** sessions should address topics that focus upon maintaining valuable resources.

Examples of possible track topics are listed below:



PREPARE: Getting Ready for What Lies Ahead

General Plans	Transportation Planning	Healthy Living
Professional Development	Emergency Management	Planning Ethics
Climate Action Plans/GHG Plans	Housing Elements/RHNA	Growth Forecasting

PLAN: Addressing Today's Challenges and Opportunities

Mixed-Use Development	Sustainable Development	Transportation Infrastructure & Mobility
Public Relations	Affordable Housing	Alternative Transportation Modes

PRESERVE: Retaining and Protecting Resources

Historic Preservation	Multi-Species Habitat Conservation	Storm Water Management
Resource Conservation	Property Rights	Water Quality Management Plans

Presenter's Information and Formats

Formats other than traditional presentations are welcome such as: Point/Counterpoint debate; workshops with audience participation; round table; and "talkshow" style. Sessions will be 75 and 90 minutes in length. Should you have a preference on the length of your session, or wish to present in an alternative format, please include such information in your submittal and we will do our best to accommodate your request. Please note that the session will be held October 21 - 24, 2012.

APA California Chapter will provide an LCD projector/ screen and microphones in the session meeting space ONLY. Moderators and presenters must provide their own laptops. APA California Chapter is not responsible for handouts, shipping, handling or storage of materials at the hotel. APA California Chapter is not held responsible for any lost or stolen materials or equipment.

APA California Chapter **does not** provide a complimentary registration in exchange for presenting at the conference. Full and one-day Speaker registration is offered at a 20% discount which includes meal functions. We encourage all of our speakers to attend the conference. However, if you are only available to present at your session, a Speaker Session Only badge will be provided to grant you access.

Proposal Contents

Proposals must provide the following information:

- Session or workshop title: A brief title that accurately reflects the focus of the session.
- Summary of Session: A short description of the session to be used in the conference program, not exceeding 50 words.
- Abstract: A short description of the session and relevance to conference topic, not exceeding 200 words.
- Each presenter's contact information and short biography not exceeding 50 words.
- On-line submittal form is for sessions only. All Mobile Workshops have been selected.

ALL SUBMISSIONS MUST BE MADE ON-LINE AT
www.calapa.org

Submission Deadline – January 9, 2012

Faxed or mail submissions will not be accepted. Only proposals correctly submitted with the above contents will be accepted.

For additional information regarding proposal submissions, please contact
Lauri Aylaian at laylaian@cityofpalmdesert.org, Les Johnson at ljohnson@la-quinta.org
or Nicole Criste at ncriste@terranovaplanning.com



APA CALIFORNIA CONFERENCE

The APA California Chapter is pleased to offer you the opportunity to play an important role in the 2012 Annual Conference at the Rancho Las Palmas Resort in Rancho Mirage, October 21-24, 2012.

Exhibit with us! Sponsor an event! No other conference connects you to more than 1000+ private and public sector planners, land use professionals, and elected/appointed municipal officials. Showcase your products and services. Nothing takes the place of fact-to-face marketing!

Conference Bags

1 Sponsorship Available: \$5,000

- 2 full conference registrations
- Pre-conference company logo recognition on the APA California Chapter website
- Corporate logo on the conference bag
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Full page ad in the conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Conference Lanyards/Badges

1 Sponsorship Available: \$2,750

- 1 full conference registration
- Pre-conference company logo recognition on the APA California Chapter website
- Corporate logo on front/back of conference lanyard
- 1/2 page ad in conference program
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth & Mobile App

3 Sponsorship Available: \$2,750

- 1 full conference registration
- Pre-conference company logo recognition on the APA California Chapter website
- Corporate logo on mobile app home page
- 1/2 page ad in conference program
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and CPF Reception

Anticipated Attendance: 800

3 Sponsorships Available: \$2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference company logo recognition on the APA California Chapter website
- 1/2 page ad in the conference program
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Volunteers Needed

Have fun, meet new people and volunteer for one of the many conference committees.

Please contact

Meenaxi Pannakkal

Volunteer Chair

951.781.9310

Meenaxi.pannakkal@isa-assoc.com

EXHIBITOR AND SPONSOR OPPORTUNITIES

Booth and Table Exhibit Information

- Booth space consists of one 10 ft. wide x 6 ft. deep exhibit space. Tabletop space consists of one 6 ft. wide x 6 ft. deep space.
- One 6 ft. draped table, 2 chairs, ID signage, and wastebasket will be provided at each tabletop and booth space. Please note: only 10 ft. wide x 6 ft. deep booths are permitted. Booths and poster displays are not permitted to block other exhibitors.
- Exhibit space set-up is scheduled for Sunday, October 21, 2012 from 12:00 noon - 6:00 pm.
- Exhibit tear-down is scheduled for Wednesday, October 24, 2012 from 11:00 am - 1:00 pm.
- Electricity will be provided through Rancho Las Palmas Resort at an additional charge. Exhibit packets will be emailed within three weeks prior to the conference. Shipping logistics handled through Rancho Las Palmas Resort only.



Exhibitor and Sponsor payment deadline 7/15/12

Exhibit Booth and Opening Reception

Anticipated Attendance: 800

3 Sponsorships Available: \$2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and Keynote Luncheon

Anticipated Attendance: 800

3 Sponsorships Available: \$2,750

- 1 full conference registration
- 1/2 page ad in conference program
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and Opening Plenary Session

Anticipated Attendance: 800

3 Sponsorships Available: 2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and Continental Breakfasts

Anticipated Attendance: 800 for Each Breakfast

3 Sponsorships Available: \$2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- 1/2 page ad in conference program
- Signage and podium recognition
- Promotional materials handed out at sponsor table
- APA California Chapter recognition and representation from your company
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and Closing Plenary Session

Anticipated Attendance: 800

3 Sponsorships Available: \$2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and Student Scholarship Luncheon

Anticipated Attendance: 800

3 Sponsorships Available: \$2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and Awards Luncheon

Anticipated Attendance: 800

3 Sponsorships Available: \$2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Tabletop and Afternoon Breaks

Anticipated Attendance: 800 for Each Break

3 Sponsorships Available: \$1,750

- 1-day conference registration
- 1 table-only pass (does not include meals or conference sessions)
- Company name displayed at breakfast
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/4 page ad in conference program
- Pre-conference logo recognition on the APA California Chapter website
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Tabletop and Mobile Workshops

Anticipated Attendance:

**35 People for Each Mobile Workshop
7 Sponsorships Available: \$1,750**

- 1-day conference registration
- 1 tabletop-only pass (does not include meals or conference sessions)
- 1/4 page ad in conference program
- Company name displayed at mobile workshop
- Promotional materials prominently displayed at sponsor table
- Pre-conference logo recognition on the APA California Chapter website
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)
- Choose a workshop that complements your business

SPONSOR ONLY OPPORTUNITIES

Silver Sponsor

**5 Sponsorships Available: \$2,750
Choice of Event**

- 1 full day conference registration
- 2 meal tickets to sponsored event of choice
- 1/2 page ad in conference program
- Promotional materials prominently displayed at sponsor table
- Signage and podium recognition
- Company name displayed at event of choice
- Pre-conference logo recognition on the APA California Chapter website
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Gold Sponsor

**3 Sponsorship Available: \$5,000
Choice of Event**

- 2 full conference registrations
- 3 meal tickets to sponsored event of choice
- Full page ad in conference program
- Prominent ad space on conference website
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Platinum Sponsor

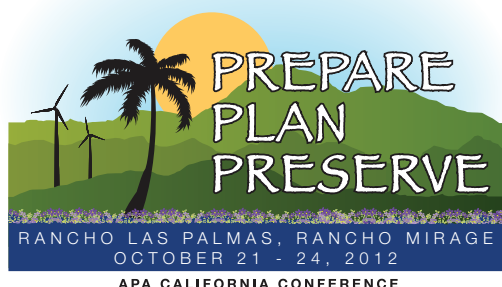
**2 Sponsorship Available: \$7,500
Choice of Event**

- 3 full conference registrations
- 4 meal tickets to sponsored event of choice
- Full page ad in conference program
- Pre-conference logo recognition on the APA California Chapter website
- Pre-conference recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)



Exhibitor and Sponsorship Questions

APA California 2012 Conference Office: Lynne C. Bynder, CMP, APA California Chapter 2012 Conference Planner
Email: lbynder@meetingxceptional • Fax: 760.674.2479



EXHIBITOR AND SPONSOR OPPORTUNITIES

Please make check payable to APA California and mail to:
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P.O. Box 214065, Sacramento, CA 95821

Fax exhibitor and sponsorship submission to: 760.674.2479

Name _____ Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Exhibit and Sponsor Opportunities

Note: Booth and tabletop locations are on a first-come first-pay basis. See the next page for booth/tabletop numbers and availability.

Booth # Choice 1 _____ Booth # Choice 2 _____ Booth # Choice 3 _____

Tabletop # Choice 1 _____ Tabletop # Choice 2 _____ Tabletop # Choice 3 _____

Exhibit and Sponsorship Package Opportunities

Conference Bags	<input type="checkbox"/> 1 Available - \$5,000
Conference Lanyards/Conference Badges	<input type="checkbox"/> 1 Available - \$2,750
Exhibit Booth & Mobile App	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & CPF Reception	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Opening Reception	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Keynote Luncheon	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Opening Plenary Session	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Continental Breakfasts	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Closing Plenary Session	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Student Scholarship Luncheon	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Awards Luncheon	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Tabletop & Afternoon Breaks	<input type="checkbox"/> 3 Available - \$1,750
Exhibit Tabletop & Mobile Workshops	<input type="checkbox"/> 7 Available - \$1,750

Sponsorship Only Opportunities

Silver	<input type="checkbox"/> 5 Available - \$2,750
Gold	<input type="checkbox"/> 3 Available - \$5,000
Platinum	<input type="checkbox"/> 2 Available - \$7,500

Exhibitor Registration

Exhibits are for the support of the conference and promotion of your product, service, or program and have been created for flexibility in price and level of exposure. Exhibit locations are on a first-come, first-pay basis.

A specified number of complimentary exhibitor badges (complimentary for booth staff use only and does permit attendance at sessions, meals, or events) are included in the booth and tabletop costs.

Exhibitor and Sponsorship Questions

APA California 2012 Conference Office: Lynne C. Bynder, CMP, APA California Chapter 2012 Conference Planner

Email: lbynder@meetingxceptional • Fax: 760.674.2479

Please Total the Items Selected Above Here

Sponsorship Package Opportunities Total \$ _____

Sponsorship Only Opportunities Total \$ _____

I would like to donate an item for the conference registration bag (i.e. pens, notepads, mints, magnets, lapel pins, etc.) *Please note that the 2012 Conference Committee approval is required for items to be included in conference registration bag.*

Item _____