



American Planning Association  
California Planning Foundation

## MEMORANDUM

**DATE:** October 5, 2013

**TO:** APACA Board

**FROM:** Carol D. Barrett, FAICP  
President, California Planning Foundation

**SUBJ:** Activities of the California Planning Foundation and  
Recommendation to Fund an Additional Complimentary  
Conference Registration for a Statewide Scholarship Winner

### Action Items

#### Complimentary Registration for Statewide Scholarship Winners

The Chapter Manual provides that the four Statewide Scholarship Winners receive complimentary registration for the conference. **Several years ago, as part of our commitment to partnership with the Chapter, we added a Statewide Diversity Scholarship to match the Chapter's renewed emphasis on this area. At the time, we neglected to request the fifth scholarship be reflected in the Conference Manual. I am making that request now.** Please note that the complimentary scholarships are not always used, but it is desirable to treat all of the Statewide Scholarship winners in a consistent manner.

#### Maintenance of Current Resource Base for Student Scholarships

**If the Local Host Committee proposes to make changes to the process of fundraising at the conference, we ask that a surcharge of \$20.00 to be added to the cost of registration.** This money would be made available to fund the difference between what we typically raise at the conference (say \$30,000) and what might be raised using a different format. If we are as successful as ever, the money would be returned to the members in the form of a lower registration fee the following year.

### Foundation Activities At the Conference

At the Scholarship Luncheon on Sunday, students will receive formal recognition of their scholarships. See the attached list. **This year, \$49,000 in scholarships have been awarded with an additional \$900 awarded in the form of memberships in the American Planning Association and California Chapter.** The attendance of Board members at the Scholarship Luncheon is greatly appreciated.

Hundreds of planners will be participating in Foundation activities at the Conference. They support CPF in a variety of ways: as Friends or Sponsors of CPF, through donations to the auctions, by stopping by the Silent Auction and perhaps placing a bid, by purchasing raffle tickets (Do you have your tickets?), and by attending the Live Auction where they will observe the fast and furious bidding. Of course there are the Sections who participate generously in the challenge, and those who are the winning bidders. But there are lots more people who never make a winning bid, and simply line up at the end of the evening to write us checks for whatever they can afford. All of this is greatly appreciated. And it is why the partnership between the Chapter and the Foundation has been so successful. Last year, almost \$31,000 was raised using all of these techniques.

### **Educational Activities**

Part of the Foundation's mission is continuing education and professional development. Plans are already afoot for Planners Bicycle Tours on May 2, 2014. Traditionally offered the first Friday in May in both Northern and Southern California, our events always sell out. This year we will be in the Cities of Davis and Long Beach. A Save the Date flyer is attached. This Spring's enormously successful Tour of the Port of San Francisco will be featured in one of the Conference Sessions. The Foundation is also putting on a Conference program designed to help students with career planning called "Battle of the Sectors: Public vs. Non-Profit vs. Private Sector Employment."

### **Outcomes of the California Planning Foundation Retreat – September, 2013**

We discussed a number of issues at our very productive weekend retreat, two of which I will mention here. Firstly, we are making changes in both the Silent and Live Auctions to improve their likability and to ensure that our resources are devoted to areas with the highest return on investment.

Secondly, we have appointed a Fundraising Committee charged with looking at how we do this job and ways to be more effective. One of many options the Committee will look at is an on-line auction. The Foundation was established by the Chapter to provide a tax deductible sister organization to raise, receive, and disburse money for student scholarships. In fact, when the Chapter founded the California Planning Foundation in 1970, the Chapter adopted a temporary surcharge on member dues to fund an endowment for the purpose of funding scholarships. We want to continue to be good stewards of this responsibility.

### **Planning for Activities at the 2014 Conference**

Because the work of the Fundraising Committee will not be complete in time to make any substantial changes to the current fund raising activities at the Conference, we would like to assume that the activities laid out in the Conference Manual will be the foundation of conference planning by the Local Host Committee. Formally, we have heard nothing to the contrary. Informally, we have heard that some changes are likely to be made to the usual program including shifting the auction to lunch time. The only reservation we have about such a change is that it could reduce the amount of money raised. We think that the process of innovation and experimentation needs to "hold harmless" the students who are in such great need of financial support. To that end, **if the Local Host Committee proposes to make changes to the process of fundraising at the conference, we ask that a surcharge of \$20.00 to be added to the cost of registration.** This money would be made available to fund the difference between what we typically raise at the conference (say \$30,000) and what might be raised using a different format. If we are as successful as ever, the money would be returned to the members in the form of a lower registration fee the following year.

**Comments from Students About APACA Programs and Services**

As part of the scholarship interview process, more than 40 students were interviewed. One of the questions dealt with services from APA and the California Chapter – what was of the greatest value and what the students would like to see more of. The service valued most highly was Planning magazine. Students would like more networking events and assistance in finding jobs. Opportunities to meet planners on campus are preferred.

*Service to the profession and to the students is a privilege. Serving on the California Planning Foundation Board also happens to be a lot of fun. I hope you will share in that fun during the conference by joining us in as many activities as possible. Please consider becoming a Friend of the Foundation today. A form is attached.*

Copy to the California Planning Foundation Board and to the Section Liaisons



The California Planning Foundation (CPF) is a nonprofit, charitable corporation established to further the professional practice of planning in California. CPF achieves this goal through its primary activity of scholarships and awards to university students in financial need, who have demonstrated academic excellence at planning programs throughout California. In 2012, CPF awarded over \$50,000 in scholarships to California planning students. This year, we are looking for individual donors and corporate sponsors to help us continue this important tradition of supporting student planners and CPF activities.

## Sponsor of CPF

For companies and organizations, please consider becoming an annual "Sponsor of CPF" by joining or renewing at one of the levels below, or please consider joining at the "Sustaining Level" to sponsor a reoccurring CPF scholarship in the name of your choice over the next five-years:

- **Sustaining Level Sponsor:** \$5,000 minimum (donation is awarded over the next 5-years)
- **Platinum Level Sponsor:** more than \$1,500
- **Gold Level Sponsor:** \$1,500
- **Silver Level Sponsor:** \$1,000
- **Bronze Level Sponsor:** \$500

## Friends of CPF

For individual donations, please consider becoming an annual "Friend of CPF" by joining or renewing today:

**Friend of CPF:** \$300

All Sponsors and Friends of CPF are acknowledged at the Frank Wein/CPF Auction at the APA California Planning Conference in Visalia. and receive special recognition on the CPF website, including a calling card advertisement with links to your homepage for CPF Sponsors. All donations to CPF are tax deductible and you will receive a copy of CPF's W-9 Tax Identification Certification for your use in tax/accounting purposes with your receipt.

## Send your check payable to 'CPF' to:      Questions?

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**President, California Planning Foundation**  
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### THE CALIFORNIA PLANNING FOUNDATION 2013 SCHOLARSHIP AWARDS

The California Planning Foundation (CPF) is pleased to announce its 2013 scholarships and awards program for outstanding planning students enrolled at accredited professional planning degree programs in the State of California.

These scholarships are awarded based on an application and selection process by the CPF Board. These scholarships are designed for continuing students entering their final year of an undergraduate or master's degree program. Criteria for the scholarships include academic performance, financial need, increasing diversity in the profession of planning, and a commitment to serve the planning profession in California.

<b>Award</b>	<b>Recipient</b>	<b>University</b>	<b>Amount</b>
First place: \$5,000 (plus APA California conference registration and APA membership)	Nina Idemudia	USC	\$5,000
Runners-up (three): \$3,000 each (plus APA California conference registration and APA membership)	Gabriel Kaprielian	UCB	\$3,000
Runners-up (three): \$3,000 each (plus APA California conference registration and APA membership)	Alison Crump	UCI	\$3,000
Runners-up (three): \$3,000 each (plus APA California conference registration and APA membership)	Maria Javier	SJSU	\$3,000
Diversity in Planning: \$3,000 (plus APA California conference registration and APA membership)	Stacy Farfan	USC	\$3,000
CPR Memorial Scholarship: \$1,000 (plus APA membership)	Alex Stolze	UCB	\$1,000
CPR Memorial Scholarship: \$1,000 (plus APA membership)	Emma Reid	SJSU	\$1,000
CPR Memorial Scholarship: \$1,000 (plus APA membership)	Aliza Paz	SJSU	\$1,000
David Wilcox Scholarship: \$1,000 (plus APA membership) This scholarship is sponsored in honor of David Wilcox by the Wilcox/Gerhardt families.	Stevie Schmidt	Cal Poly SLO	\$1,000
Ken Milam Scholarship: \$1,000 (plus APA membership) This scholarship is sponsored in honor of Ken Milam by the County Planning Director's Association for students interested in public planning in California.	Logan Harris	UCB	\$1,000

<b>Award</b>	<b>Recipient</b>	<b>University</b>	<b>Amount</b>
Paul Wack Sustainability Scholarship: \$1,000 (plus APA membership) This scholarship is sponsored by Paul Wack, a long-time CPF Board Member, for students interested in sustainability planning in California.	Tulsi Patel	UCLA	\$1,000
<b>Section Awards Accredited \$1,000 APA Membership</b>			
Central/Russell Fey	Courtney Oustad	USC	\$1,000
Central Coast	Shanna Hurley	Cal Poly SLO	\$1,000
Central Coast	Ryan Banuelos	Cal Poly SLO	\$1,000
Inland Empire	Jaime Espinoza	Cal Poly Pomona	\$1,000
Los Angeles	Gabriel Barrera	USC	\$1,000
Los Angeles	Ruby Bolaria	UCLA	\$1,000
Northern	Danielle Dai	UCB	\$1,000
Northern	Lauren Seyda	SJSU	\$1,000
Orange	Holly Geber	UCI	\$1,000
<b>Section Awards Non-Accredited \$1,000 APA Membership</b>			
Central Coast	Lindsey Sarquilla	UCSB	\$1,000
Los Angeles	Andrew Kent	CSUN	\$1,000
Northern	Annelise Dohrer	SSU	\$1,000
Northern	Ma'ayan Demba	Stanford	\$1,000
Sacramento Valley	Alicia Halpern	UCD	\$1,000
Sacramento Valley Legacy	Danielle Gee	CSUC	\$1,000
San Diego	Andrew Prescott	SDSU	\$1,000
San Diego	Jesse Eliison	UCSD	\$1,000
<b>Faculty-Chosen Continuing Students \$1,000 APA Membership</b>			
Cal Poly, SLO Graduate	Sonja Flores		\$1,000
Cal Poly, SLO Undergraduate	Lisa Elgin		\$1,000
Cal Poly, Pomona Graduate	Naicong Li		\$1,000
Cal Poly, Pomona Undergraduate	Esther Amaya		\$1,000
San Jose State University	Sean Mullin		\$1,000
University of California, Berk.	Ella Wise		\$1,000
University of California, Irvine	Luis Rodriguez		\$1,000
University of California, LA	Lauren Hunt		\$1,000
University of Southern California	Stacy Farfan		\$1,000
<b>Faculty-Chosen Graduating Students APA Membership</b>			
Cal Poly, SLO Graduate	Brian Harrington		NA
Cal Poly, SLO Undergraduate	Jordan Cowell		NA
Cal Poly, Pomona Graduate	John Swartz		NA
Cal Poly, Pomona Undergraduate	Brynn McKiernan		NA
San Jose State University	Brian Gorges		NA
University of California, Berk.	Hannah Birnbaum		NA
University of California, Irvine	Hang Nguyen		NA
University of California, LA	Eric Agar		NA
University of Southern California	Carley Markowitz		NA
<b>Honorable Mention APA Membership</b>			
1	Kristen Kiefer	Cal Poly, SLO	NA
2	Leah Stockstrom	UC Berkeley	NA
3	Sara Sanders	Cal Poly, SLO	NA
4	Janice Lam	SJSU	NA
5	Jadie Walisco	UCLA	NA



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# *Planner's Bicycle Tours*

**May 2, 2014 | 9 am–4pm**

Join local planners, architects, developers, students and other planning professionals on one of two spectacular bicycle tours.

- 1) City of Davis – Pedal through Bike City, USA with planners and city officials. Davis has been widely considered the "Bicycle Capital of America" since as far back as 1964. Davis was the first city to earn the Platinum Bicycle-Friendly Community Award from the League of American Bicyclists. It is also the home of the U.S. Bicycling Hall of Fame. Davis was the first city in the nation to experiment with and implement the now-ubiquitous bike lane. There are now more than 100 miles of bike paths, lanes, and trails in the city.
- 2) City of Long Beach – Explore a major Port City on two wheels. Long Beach has five major Class I bike paths within its boundaries encompassing over 60 miles. The City also has many Class II paths that are painted lanes on roadway and Class III paths, connecting bike routes with shared use of road with cars. The Shoreline Pedestrian/Bicycle Path was initiated by citizens who wanted to link an existing 29-mile bike path system. This 3.1-mile bike path is a 17-foot-wide concrete trail on the beach, extending from Alamitos Avenue on the west to 54th Place on the east.

Please check [californiapanningfoundation.org](http://californiapanningfoundation.org) in February to secure your spot on one of these great tours. For questions, please contact Darcy Kremin at (510) 874-3110 or [darcy.kremin@urs.com](mailto:darcy.kremin@urs.com).

CM Credits pending

*Save the date*