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# CENTRAL SECTION

###### Ralph Kachadourian, Section Director

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# CENTRAL COAST SECTION

###### Dave Ward, AICP, Section Director

Training/Mixers/Awards

Training

In January, the Section sponsored a live webinar, ZONING FOR SMALL-SCALE BUSINESSES. The session focused on small businesses, such as microbreweries, home businesses or temporary markets and the legal, social and economic impacts of these new commercial activities and uses.

In February, the SLO subsection hosted a panel discussion on topics such as: the best and worst experiences in community outreach, a turning point in how to engage in community outreach, advice and tips for those involved in community outreach...etc. and more.

In late February and early March, 2013 Advanced CEQA Workshops were held in San Luis Obispo and Ventura. The 2013 Spring Advanced CEQA workshop is designed to help consultants, regulators, applicants, and industry professionals stay current on legal trend, and "hot topics" affecting the application of the Law and Guidelines. This was sponsored by AEP.

In May, the Section participated in a live webinar, REGIONAL TRANSPORTATION PLANNING ON THE CALIFORNIA/BAJA CALIFORNIA BORDER, sponsored by the Regional and Intergovernmental Planning Division and the Latinos and Planning Division of the American Planning Association. Topics covered the trends, issues, and solutions from experts representing San Diego Association of Governments, Imperial County Transportation Commission, and more.

Also in May, the Ventura Subsection hosted a Ventura Springs Fire and Fire Safety Planning Event. The speaker, Bill Nash, Public Information and Marketing Officer, Ventura County Fire Department, gave a talk on the Ventura Springs Fire and the importance of fire safety planning.

In Santa Barbara subsection, the brown bag lunch “webinar and discussion” series continued for the first half of the year at the County Planning and Development department. Some of the topics covered included: NON-MOTORIZED TRANSPORTATION PLANNING IN SMALL COMMUNITIES, PLANNING FIT COMMUNITES, HEALTHY, VIBRANT COMMUNITIES THROUGH URBAN DESIGN, INTEGRATING HISTORIC PRESERVATION INTO LOCAL PLANNING, and HAZARDS AND CLIMATE ADAPTATION PLANNING FOR COASTAL COMMUNITIES. These sessions allow members and nonmember planners to learn about and discuss some of the sessions covered at the 2012 National APA conference in Los Angeles.

Mixers

The MIMBY (Movies In My Backyard) series continues in 2013. We began with a fun garden-themed evening! MiMBY regular and local Landscape Architect Lynn Johnson hosted a discussion with Jill Sarick, City of Ventura Environmental Sustainability Division, to talk about the Ocean Friendly Garden program. Lynn Johnson then talked about Healthcare Garden Design and her work in the field of landscape architecture.

In May, MIMBY screened the House Farm Workers video: Mi Casa es Su Casa. Keith Your, member of the House Farmworkers Taskforce answered questions. Chris Bradbury, Firmitas Architecture and Planning, provided an overview on his experience working on the Valle Naranjal farmworker complex in Piru.

Young PLanners Groups

Young Planners Group kicked off 2013 focusing on developing a mentorship event that initiates a year-long professional development series, including community tours, resume reviews, agency and firm open houses, and mentorship programs. This spring, YPG held an agency tours in both Santa Barbara and Ventura to learn about both public and private agency work in our region. In May, YPG held an exclusive event for members and Bren School students to tour the conservation efforts at Hollister Ranch along the western portion of the Gaviota Coast.

2013 Awards Event

Central Coast Awards Program in May was a success! It was held at the Ventura County Museum, which was expanded and opened in 2011. Wine, appetizers, dinner, spotlight on Mimby, casino, and the awards comprised the evening's events. We received very positive feedback for the event. Six awards were awarded.

Open Space Newsletter

The Board is working on different methods for outreach to our membership. In May, we began our first effort for monthly email blasts that attempt to consolidate our communication on three key areas: regional news across the tri-counties, targeting interest in upcoming events, and professional development opportunities. These email blasts also continue to feed news stories for the Section’s [Open Space Central Coast](http://www.openspace-cc.com/) Newsletter/Website.

Professional Development & Elections

AICP Exam

This June, the Central Coast APA hosts informational sessions for members considering applying for and taking the AICP exam to become certified planners. The sessions cover eligibility requirements, the application process, exam content, and provide application preparation and study tips. The Central Coast Section provides ongoing support to members preparing to take the AICP exam by providing or directing them to study materials, responding to questions regarding the AICP exam and application process and helping to organize study groups.

Board Member Update

The Board elections in 2012 resulted in several new members to the Board while other current board members shifted in roles. Lilly Okamura/Rudolf shifted from Inclusionary Officer to Professional Development Officer; Jennifer Choi was elected as Inclusionary Officer; Brian Smith was elected to Finance Officer and Bret McNulty was elected to Public Information Officer. The Central Coast Section expanded its Board positions in February 2013 by adding Young Planner Group Coordinators across all three of the subsections: Leeanne Singleton, SLO County; Holly Harris, SB County; and Jennifer Choi, Ventura County.

# INLAND EMPIRE SECTION

###### Aaron Pfannenstiel, AICP, Section Director

## Section Director’s Summary

For IESAPA we have made it our goal to “Make it easier to be a planner”. With that in mind we have really tried to update our monthly programs, website, and the way that we do things on the board so it is easier and less demanding on our time and members.

**A Re-Energized Board**

This year I had the privilege of taking over after two years of great leadership from **Leisa Lukes, AICP,** our immediate-past section director. Leisa stepped in during a time of transition for the IES. Facing the ramifications of the economic downturn and challenges that faced the board and members within the Section, Leisa identified a vision and provided direction for the IES that I am grateful for. Her efforts have made my job easier and inspired additional section members to participate and volunteer. In 2013 we have the largest Section Board we have ever had and are looking forward to new challenges and initiative supporting planning throughout the Inland Empire and State.

**Teamwork Approach**

We are only as strong as our weakest link. Understanding the meaning of this and addressing this challenge was something that we focused on at our annual retreat. With that in mind we promoted a buddy system approach to the way we do things in the IES. As a result we had one of the most successful Awards Programs in the last 10 years due to the hard work and efforts of **Karen Peterson, Lorena Mejia, John Hildebrand,** and **Jennifer Kunz**.

In addition, we have also started to re-organize the board along these same lines with the understanding that many positions overlap in their duties and that the best way to maximize this synergy is to allow them to work together and strategize the best way to achieve their goals. This also further reinforces initiatives at the state level like membership and marketing. We now have four board members (**Daniel Arvizo, Leila Namvar, Lorena Mejia, and Jennifer Kunz**) that are focused on these duties at the board level. In fact they just completed a membership survey via Survey Monkey that received over 50 responses and provided some great information regarding what our membership wants and needs out of the Section.

**New Organization and New Board Members**

Since our Annual Retreat in December 2012, the IES Board has increased in size by approximately 6 positions. As a result we have added the following dedicated appointments that we previously did not have:

* **ArtVULUPS Liaison – Miguel Vazquez (formerly Section Historian)**
* **Young Planners Group Coordinator – Miguel Gonzalez**
* **Sponsorship Coordinator – Jennifer Kunz**
* **Section Coordinator – Monica Hernandez**
* **2nd University Liaison – Rick Zimmer**
* **California Planning Foundation Liaison – HP Kang**

With these new positions and the expansion of our Board, there is a need to organize these positions and align our resources more efficiently. Over the coming months, our Board will undertake a reorganization to better align our members and capitalize on the synergies associated with the varying duties and overlapping responsibilities with many of these positions. The ultimate goal will be a more streamlined process to managing Board resources and greater efficiency overall.

## Membership and Marketing

Membership and marketing duties fall under several Board positions. **Daniel Arvizo** and **Leila Namvar** are the IES membership directors. In addition, **Lorena Mejia** and **Jennifer Kunz** oversee marketing and sponsorship duties for the Board, respectively. Together these four individuals work together to conduct outreach to membership, obtain sponsorships, prepare marketing materials for workshops, coordinate with the webmaster on new information to post on the website and assist with the bi-weekly newsletter. The recently completed an IES member survey which received feedback from over 50 recipients. Results of this survey have provided the Board with valuable input on how to structure our upcoming programs to better meet our members’ needs. The final results of the survey should be available on the IES website in the coming weeks.

## Professional Development

Our professional development activities are coordinated by **Chris Gray** (Programs Coordinator) and **Julie Rynerson-Rock** (Professional Development Officer). Together these two individuals (supported by many other board members) have conducted several workshops for the IES. Each of these events has provided members with AICP credits and feedback received has generally been positive.

* Supported the APWA/ APA Joint Event on Parkway 1e11
* Conducted a WRCOG Sustainability Update Lunchtime Workshop (March Event)
* Conducted a CEQA Reform Lunchtime Workshop (April Event)
* Conducting a Finance Reform Workshop scheduled for June
* Assisted with the Plan to Hike/ Hike to Plan event that occurred on May 25th at San Timoteo Canyon.

## Awards

Nearly 100 people attended the 2013 IES Awards Program that was led by **Karen Peterson**. Held in the recently restored Riverside Municipal Auditorium in downtown Riverside, this event was one of the best awards programs held by the IES in the past 8 years that I have been a part of the board. To pull this event off, Karen was supported by **John Hildebrand, Lorena Mejia**, and **Jennifer Kunz**. Together this group stepped up the Awards Program and as a result we received numerous compliments and accolades. The event even resulted in a profit for the Section, which has not occurred in the last few years. This was due in part to the significant increase in sponsorships provided by public and private sector organizations/companies.

The following projects were recognized:

|  |  |
| --- | --- |
| Academic Award | Cal Poly Pomona - South Park Los Angeles: Reimagining the Future |
| Advocacy/Social Change/Diversity Planning Award | Healthy High Desert Health Policy Briefs |
| Comprehensive Planning Award: Small Jurisdiction | Date Palm Drive Corridor Connector Implementation Plan |
| Distinguished Leadership Award: Elected Official | City of San Bernardino - Mayor Patrick J. Morris |
| Distinguished Leadership Award: Organization | Community Builders |
| Distinguished Leadership Award: Professional Planner | Larry Hogle |
| Distinguished Leadership Award: Professional Planner | Paul Ireland |
| Education Project Award | City of Temecula - "Envision Jefferson" - Jefferson Avenue Study Area |
| Focused Issue Planning Award | Omnitrans Transit Design Guidelines |
| Grassroots Initiative Award | City of Indio - Public Arts Efforts |
| Hard Won Victories Award | City of San Bernardino - Transit District Overlay Ordinance |
| Innovation in Green Community Planning Award | Preliminary Study Report for Parkway 1e11 |
| Media Award | The Car in 2035: Mobility Planning for the Near Future |
| Planning Implementation Award: Large Jurisdiction | SANBAG - Access to Transit |
| Planning Implementation Award: Small Jurisdiction | Base Line Corridor: From VMT to BRT - A Vision for Sustainability |
| Planning Landmark Award | Riverside Municipal Auditorium Renovation Project |

## Communications

### Website

The IES APA website is one of the main conduits of information for our membership. One of the recent discussions the IES Board has had is the necessity to refresh the site as the background programming of the site is becoming outdated by today’s standards. The site is our clearing house for all information related to the IES and acts as the primary tool for information distribution, event registration and payment, and distribution of job announcements and project opportunities. Our webmaster **John Hildebrand** has spent a significant amount of time ensuring that the IES site functions smoothly and meets our needs. In addition, to website management, John also distributes the IES newsletter every other week and recently implemented a new mailing list system through Constant Contact, which should enhance our event registration capabilities and allow us to reach additional members throughout the Section.

## Young Planners Group

The IES Young Planners Group is just getting started. In December 2012, Miguel Gonzalez was appointed to begin this group within the IES. To date no activities have been initiated, however several are being planned for the latter half of this year. Several of these events are anticipated to be networking style events where younger planners are provided opportunities to meet and mingle with mid-level and senior level planners within the field.

## Diversity/Inclusionary

Vice Chair of Membership Inclusion, **Nelson Miller** is currently representing the IES on the monthly coordination calls and has been assisting where possible on the Diversity Summit for this year’s APA-CA Conference in Visalia.

## ACADEMIC & Student AFFAIRS

The IES APA currently has two University Liaison positions as well as a student representative. Given the close proximity to Cal Poly Pomona we have engaged the assistance of **Meenaxi Panakkal** and **Rick Zimmer** (both Cal Poly lecturers) as well as **Linda Huynh** (Student Representative). In addition, we have several other board members that teach part time for UC Riverside Extension, which is looking to connect with the IES members as well as planners throughout the state that are interested in the planning curriculum they are currently developing.

# LOS ANGELES SECTION

###### Marissa Aho, AICP, Section Director

## Section Director’s Summary

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## Professional Development

Our professional development Vice-director, **Peter Carter, AICP** worked with USC to host our annual AICP study session. The event was hosting on Saturday, March 30th at USC, 8:30 AM - 2:30 PM. The cost was $40. Light continental breakfast and lunch were provided. Targeted lectures on a variety of exam topics were given, including housing, historic preservation, planning history, urban design, land use and development regulations, visioning and goal setting, planning law, and planning ethics.

Speakers included: **Carol Barrett, FAICP**, Assistant Director of Planning and Transportation, City of Burbank, [**Vinayak Bharne**](http://arch.usc.edu/faculty/bharne)**,** Director of Design, Moule & Polyzoides Architects and Urbanists; Adjunct Instructor, USC Sol Price School of Public Policy; Lecturer, USC School of Architecture, [**Liz Falletta**](http://priceschool.usc.edu/liz-falletta/)**,** Assistant Professor, USC Price School of Public Policy and USC School of Architecture, [**Woodie Tescher**](http://www.planningcenter.com/people/leadership/woodie-tescher/)**,** Principal, The Planning Center|DC&E, and [**Diana Varat**](http://www.rwglaw.com/attorneys/Diana-h-Varat.aspx)**,** Associate, Richards, Watson & Gershon.

We also extended a congratulations to our 11 newest candidate members in the American Institute of Certified Planners:  
**Stephanie L. Danner  
Troy R. Evangelho  
Rogelio A. Flores  
Anita Gutierrez  
Matthew Hissom  
Timothy Kelly  
Christopher J. Palmer  
Srinivas M. Rao  
Melani Smith  
Hagerenesh Solomon  
Andrew Svitek**

## Programs/Workshops

Our program Vice-directors [**Roopa Dandamudi**](mailto:Roopa.Dandamudi@URSCorp.com)**, AICP** and [**Bonnie Hulkower**](mailto:bhulkower@gmail.com) coordinated a spring networking mixer at a restaurant in Hollywood in March.

We also worked with or partnered with a number of local organization to get members more involved in the following:

* UCLA Complete Streets Conference
* Los Angeles Business Council’s 7th Annual Sustainability Summit
* The Southern California Planning Congress’s Form-Based Code Dinner

## Awards

Our Vice-directors at Large (Awards), [**Francisco J. Contreras**](mailto:fcontreras@weho.org)**, AICP** and [**Bryan Eck**](mailto:bryan.d.eck@gmail.com)have been busy planning our annual awards on June 13th at the historic San Gabriel Mission Playhouse in the City of San Gabriel. This year’s awards include:

**Comprehensive Plan Award, Large Jurisdiction**

**Downtown Plan, City of Long Beach**

*City of Long Beach, Department of Development Services*

**Comprehensive Plan Award, Large Jurisdiction - Award of Merit**

**Hollywood Community Plan**

*Los Angeles Department of City Planning, Mary Richardson, Kevin Keller, Conni Pallini-Tipton*

**Comprehensive Plan Award, Small Jurisdiction - Award of Merit**

**Old Town La Verne Specific Plan**

*City of La Verne, The Arroyo Group*

**Planning Excellence Award for Best Practice**

**Southern California Plug-In Electric Vehicle Readiness Plan & Atlas**

*UCLA Luskin Center for Innovation, J.R. DeShazo, Ayala Ben-Yehuda, Norman Wong, Susan Woodward, Brett Williams*

**Planning Excellence in Implementation Award, Small Jurisdiction**

**Rosemead Boulevard Safety Enhancement and Beautification Project**

*Temple City City Council*

**Innovative Use of Technology Award**

**Westside Mobility Plan**

*Fehr & Peers, Los Angeles Department of Transportation*

**Public Outreach Award**

**PLANNING for College Program**

*Nina Idemudia*

**Neighborhood Planning Award**

**Willowbrook MLK Wellness Community**

*Supervisor Mark Ridley-Thomas (Los Angeles County), William T. Fujioka (Chief Executive Officer, Los Angeles County), Gensler, Kimley-Horn and Associates, Inc., Parker Environmental Consultants*

**Neighborhood Planning Award - Award of Merit**

**Washington Square Streetscape Master Plan**

*RTKL Associates Inc. / MPNA*

**Planning Achievement Award – Hard Won Victory**

**Doran Gardens**

*Glendale Housing Authority, City of Glendale, Heritage Housing Partners, RAAM Construction*

**Academic Award**

**Reclaiming the Right-Of-Way: A toolkit for creating and implementing parklets**

*Anastasia Loukaitou-Sideris (UCLA Luskin School of Public Affairs), Madeline Brozen (UCLA Complete Streets Initiative), Colleen Callahan (UCLA Luskin Center for Innovation)*

**Distinguished Leadership Award – Elected Official**

*Mayor Antonio R. Villaraigosa*

**Distinguished Leadership Award – Firm or Agency**

*The City of Santa Monica Department of Planning and Community Development*

**Distinguished Leadership Award - Citizen Planner**

*William Roschen, FAIA, LEED AP (Roschen Van Cleve Architects), President, Los Angeles City Planning Commission, 2009-2013*

**John Chase Visionary Award - Award of Merit**

*Brian Ulaszewski (City Fabrick)*

**Journalism Award - Circulation 35,000 to 100,000**

**Streetsblog Los Angeles**

*Damien Newton, Editor*

**Journalism Award - Circulation under 35,000**

**Temple City Connect**

*City of Temple City and Fuel Creative Group, Roger Grody, Jerry Jambazian, Stella Yu*

**Individual Journalist Award - Award of Merit**

*Sahra Sulaiman (Streetsblog Los Angeles)*

**Environmental Award**

**The Convention and Event Center EIR**

*City of Los Angeles Department of City Planning, Diana Kitching, Adam Villani, Jon Foreman, Erin Strelich, Srimal Hewawitharana*

**Innovation in Green Community Planning**

**Greener Glendale Plan**

*City of Glendale, Department of Community Development, Cassandra Pruett, Laura Stotler, Glendale Department of Water and Power*

**Awards sponsors include:**

**Gold Sponsors ($500)**

[BonTerra Consulting](http://www.bonterraconsulting.com/), [Craig Lawson & Co. Zoning and Land Use Consultants](http://www.craiglawson.com/), [Fehr & Peers Transportation Consultants](http://www.fehrandpeers.com/), [Melendrez Design Partners](http://www.melendrez.com/), [The Planning Center / DC&E](http://www.theplanningcenter.com/)

**Silver Sponsors ($250)**

[AHBE Landscape Architects](http://www.ahbe.com/), [Civic Solutions](http://www.civicsolutions.com/), [Parker Environmental Consultants](http://www.parkerenvironmental.com/), [RBF Consulting](http://www.rbf.com/), [UCLA Luskin School of Public Affairs](http://publicaffairs.ucla.edu/)

## Communications & TECHNOLOGY

APA LA has been focused on revamping our communication tools through technology. Our Communication team has seen to a complete revamping of “how we do things”.

### Google Drive

We are slowly transitioning to paper-free board meetings and online document sharing between different vice-directors and committees. Each portfolio has their own Google Drive folder to store and share files (both for day-to-day ease of use and to purposefully build institutional memory). **Francisco** [**Contreras, AICP**](mailto:fcontreras@weho.org) has spearheaded this effort and has used Google Drive to organize and carry out this year’s APA LA Awards event.

### E-BLAST

The APA LA Section newsletter and e-blast are in the process of merging into an online magazine/blog format that we think will make it a more valuable resource for our membership. In addition to announcements and events, it will include local planning news, job listings, and a long-form feature article linked from each e-newsletter to our web site and promoted on social media. **We have invited our members to contribute articles** analyzing LA planning issues, highlighting great projects, hashing out new ideas, providing career advice, or spotlighting individuals and organizations while we work to "Reimagine LA"! Our Marketing Director, **Ashley Atkinson**,has been spearheading this effort.

### Website

As a result of merging our newsletter and e-blast to an online magazine/blog format, we realized that a website upgraded was needed, so later this summer we will premier our new website! Webmaster **Maryann Marks** has been spearheading this effort.

### Facebook

Continuing with APA LA’s embracing of technology, we transitioned our Facebook page from a group to a “like” page, so “like” us! Our new Public Information Officer, Alaine Azcona is spearheading this effort.

## Young Planners Group

Led by YPG Co-chairs **Meghna Khanna** and **Emmanuel Soriano**, the LA Young Planner’s Group has continued a number of their programs in 2013, including their highly successful Mentorship Series hosting conversations with **Susan Healy Keene**, Director of the Community Development Department for the City of Beverly Hills, and **Steven A. Preston**, City Manager for the City of San Gabriel.

The YPC group has also hosted the following programs:

* Artist and urban planner **James Rojas** hosted APA LA's Young Planners Group at his studio. Participants were given thousands of small, colorful, tactile objects and were encouraged to use their hands and minds to paint/build their image of the city.
* YPG partnered with the Los Angeles Conservancy to host a walking tour in Angelino Heights. The Angelino Heights tour explored the architecture and history of this charming Victorian neighborhood east of Echo Park and south of Dodger Stadium. Angelino Heights is considered one of the first suburbs of Los Angeles.  Built on a hill just a few miles west of the city center, the area was developed in the mid-1880s by William W. Stilson and Everett E. Hall.  It is one of the few neighborhoods in Los Angeles remaining intact from the Victorian era. The main part of the tour will explore Carroll Avenue, a street lined with Victorian homes from the late nineteenth century, nearly all of which have been fully restored.  Carroll Avenue is a National Register Historic District, and in 1983 was designated as the first historic district (Historic Preservation Overlay Zone) in the City of Los Angeles.  The neighborhood has been featured in dozens of films, TV shows, and commercials.

## ACADEMIC & Student AFFAIRS

The APA LA board met with **Marlon Boarnet** Professor Director, Graduate Programs in Urban Planning at USC’s Price School of Policy, to give feedback in advance of the program’s re-accreditation process.

# NORTHERN SECTION

###### Jeff Baker, AICP, Section Director

The Northern Section accomplished the following activities and events during the first two quarters of 2013. Accomplishments are grouped in general categories based on the Board’s goals.

General Administration

* The Northern Section annual retreat was held on Saturday, January 19 at the Burlingame Library. The Board meeting was well attended by Board members. The retreat included a review of accomplishments during 2012, goal setting for 2013 and adoption of our budget.
* The new year brought several changes to the Board Director positions. This included the beginning of my two year term as the Northern Section Director. The Northern Section Board also made the following Board appointments at the retreat to replace positions that were vacated: Cindy Ma, Diversity Co-Director; John Cook, AICP, Awards Co-Chair; Jonathan Schuppert, AICP, South Bay RAC Chair; Florentina Craciun, East Bay RAC Chair; Dahlia Chazan, AICP, East Bay RAC Co-Chair; David Javid, Sustainability Co-Chair. The Board appointed Thalia Leng, Mentorship Chair in March. An extensive search also yielded the appointment in May of Sandra Hamlat and Geoff Bradley, AICP, as Membership Co-Directors to fill a position vacated in December

Planning Awards Program and Banquet

Nominations are now being solicited for the ***2012 Northern Section Awards Program***. A venue for the awards banquet has already been secured, which will be held on May 18, 2012 at the PARC 55 Wyndham Hotel, San Francisco. For the sixth consecutive year, the awards program is being organized by Andrea Ouse, AICP and Eileen Whitty, AICP.

The Northern Section honored nine planning projects at the 2013 Northern Section Awards Program held on May 17 at Scott’s Seafood Restaurant in Oakland. The award winning projects were selected from an exceptional group of proposals that were submitted for projects from throughout the Northern Section. The diverse group of projects were recognized with Planning Excellence Awards and Awards of Merit in various categories. All of these projects are eligible for consideration of an APA California Chapter award. The Northern Section also presented Rob Eastwood, AICP, with a Recognition of Excellence Award for over 7 years of service to the Northern Section as the International Program Director. During his tenure, Rob led planning tours of China, India and Brazil and facilitated an international intern program.

The Awards Program would not have been possible without the leadership of John Cook, AICP, and Eileen Whitty, AICP, who organized the event with the help of awards committee members: Andrea Ouse, AICP; Darcy Kremin, AICP; Emy Mendoza, AICP; Hanson Hom, AICP; Juan Borrelli, AICP; Justin Meek, AICP; and Ronny Kraft, AICP.

Our dedicated and distinguished awards jurors included: Erik Balsley, AICP; Earl Bossard; Carmela Campbell, AICP; Lauren Ledbetter, AICP; Abe Leider, ACIP; and Randy Tsuda, AICP.

Planning Commissioner Training

Janet Palma, Planning Commissioner Representative, has planned a series of three Planning Commissioner Workshops that are taking place between March and June 2013. The workshops have once again been well attended.

## Publicity and Communications

* The Northern Section Board continues to maintain a very active in social media thanks to Erik Balsley, AICP, Communications Director. Erik helps the section maintain a presence on Facebook, LinkedIn and Twitter.
* The Northern Section continues to publish the Northern News 10 times per year. Current and past issues are available on the Northern Section website. The Communications Director continues to send out the eNews. The eNews supplements the Northern News and is distributed twice a month..

## revenue enhancement

Scott Davidson, AICP, Advertising Director is leading Advertising/Sponsorship Committee to explore revenue enhancement ideas. The Committee has prepared a Marketing Kit that contains sponsorship and advertising programs and rates. The Marketing Kit formalizes a robust set of advertising opportunities that covers the website, Northern News, e-News, and event sponsorship. The Board has reviewed the program and made recommendations for refinements to the Committee.

## membership

The Advertising/Sponsorship Committee is working in conjunction with the RACs to create an online Northern Section membership survey. The survey seeks to better understand the programs and services that interest the membership and to learn ways to better target our audience.

## International

International Co-Directors Hing Wong, AICP and Alex Hinds are carrying on the strong tradition of international tours organized by the Northern Section. They have set their sights a trip to Eastern Europe in 2014.  The first planning meeting took place in April with 15 members in attendance. Consensus amongst the group is emerging to visit Moscow, St. Petersburg, Estonia and Poland. The group will continue to meet about every 6 weeks. The trip looks like it will take place in late May or early June 2014.

## diversity

The Diversity Co-Directors are working with UC Berkeley staff to sponsor a program called Envision Tomorrow. The program provides 10th and 11th graders with insight into career opportunities in planning and related fields such as architecture and civil engineering.

## conference site selection

The Northern Section will host the APACA conference in 2015. A conference site selection committee was formed under the leaders hip of Hanson Hom, AICP. The committee recommended Oakland as the site of the conference. The site has been accepted by the APACA Board. The section will form a Conference Planning committee in the very near future.

# ORANGE SECTION

###### Jennifer Lilley, AICP, Section Director

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# SACRAMENTO VALLEY SECTION

###### Tricia Stevens, Section Director

# SAN DIEGO SECTION

###### Greg KonaR, AICP, Section Director

## Section Director’s Summary

For SDAPA the stars seem to be in alignment as we are very fortunate to have **Brooke Peterson, AICP** as APA California Chapter president and **Bill Anderson, FAICP** as APA National President. Both remain active in SDAPA and provide unparalleled support for our activities locally.

**Continuity with a Twist**

We are also appreciative of the skillful leadership of **Dan Wery, AICP**, our immediate-past section director, who put together a remarkably creative and energetic Board, organized and ready to take on the New Year’s challenges. As previously reported, nearly all Board members reshuffled into new positions. But the effort to climb the new learning curves most certainly led to a higher level of integration across all Board positions.

**Membership/Marketing Team Coalesces**

Following the creation of the Membership and Marketing VP position at the Chapter level, SDAPA followed suit, expanding the duties of our Membership Director to include marketing. The change acknowledged what we already knew--our Membership Director, **Alex Hempton**, and Co-Director, **Tara Lake** were already at the center of our marketing efforts.

Alex and Tara form the core of our broader membership and marketing team which includes volunteer **Teri Avakian** and our online communication group--Webmaster, **Nancy Graham, AICP** and San Diego Journal Editor, **Eric Lardy.** Each member contributes critical marketing support for SDAPA programs and events. And each event affords an opportunity to build our membership.

**Planner’s Night Out Draws Big**

Our first event of the year was a Planner’s Night Out (mixer) held on January 31, 2013, at URBN Pizza in North Park. A record 100 people attended. The event provided a successful test of our new Event Spot registration system integrated into our website by Alex Hempton. We’ve been using the system for every event since and coincidentally or not, we’ve had sellout level attendance. Thanks to Alex, we’re now using smart phones to check in guests, accept credit card payments, buy raffle tickets, and even make sponsorship donations.

**Program Luncheons and Workshops on Track**

We are proud to welcome **Darin Neufeld** as our new Professional Development-Programs Co-Director and **Matt Gelbman**, as our new Professional Development Workshops Director. These were the only two vacant positions on the Board, but they are very critical to meeting our goals for professional development and CM credits.

Since the start of the year, Program Co-Directors **Renée Yarmy** and **Darin Neufeld** have held two well received program luncheons: “The New Regional Stormwater Permit” and “The Future of Redevelopment in San Diego.” Both were sellouts with 70 people registered. The upcoming June luncheon titled “When Business Friendly Happens to Planner’s” will be feature veteran planner/educator Carol Barrett and a panel of local planning managers and experts.

**AICP Exam Training Receives High Marks**

Under the direction of Professional Development-AICP Chair, **Asha Bleier, AICP** our annual AICP Training was held in February and March. The training, consisting of four sessions, attracted 17 participants and generated positive comments and high survey marks for the quality of content and relevance to the exam. Traditionally, those completing the exam training have enjoyed a very high pass rate.

**2013 Awards Program on the Upswing**

Our 2013 Awards team consisting of Awards Chair **Theresa Millette, AICP**; Board volunteer **Betsy McCullough, AICP** (APA-CA Vice President Professional Development and immediate past SDAPA awards chair); and several volunteers did another fantastic job this year. The awards program titled Upswing was held at the UCSD International Great Hall on April 30th. $8,000 worth of sponsorships and raffle donations were received of which $1,500 was earmarked for local scholarships available to students attending UCSD and SDSU. The local scholarships are in addition to the two CPF scholarships available for the San Diego section. Over 130 people attended the Awards program.

**Young Planners Group on a Roll**

Our Young Planners Group, led by YPG Chair **Natalia Clark**, has been extremely active with innovative programs rivaling anything offered by the SDAPA Board as a whole. Programs include monthly Third Thursday Meet Ups, Community Service Events, and Mentorship and Educational Programs. YPG’s Mentorship Program attracted over 75 participants and resulted in the creation of 17 mentorship teams.

**Complete Streets Task Force Moves Forward**

The San Diego Compete Streets Task Force (CSTF) was initiated jointly by SDAPA and WalkSanDiego to promote the implementation of Complete Streets by sharing best practices, encouraging dialogue, and recognizing innovative projects in the San Diego region. Section Director **Greg Konar, AICP** continues to chair the CSTF.

For the year to date CSTF received a record number of Complete Streets Award nominations resulting in the presentation of two CS Awards at the SDAPA Awards Program.

* CSTF continues to provide support and guidance to SANDAG in creating its Complete Streets Policy of the San Diego Region
* As part of its education/public outreach effort, CSTF is currently developing a presentation based on its report From Policy to Pavement released in 2012. The presentation will be offered to community groups, government agencies and others on request.
* A “Leaders-to-Leaders” Forum is being planned for early next year to allow leaders with successful complete streets projects and programs in their own jurisdictions to dialogue with local political leaders and aides about the benefits of implementing complete streets. We plan to have Jeff Speck, ACIP, author of *Walkable City: How Downtown Can Save America, One Step at a Time* be a keynote speaker at the event.

## Past Section director –Activities

Immediate Past Section Director **Dan Wery, AICP** has continued to represent SDAPA through active participation in the following collaborative, inter-organization/agency policy development, stakeholder group and advocacy roles:

* **SANDAG Regional Plan - Public Health Stakeholder’s Group (PHSG)**

Drafted and presented critique and recommendations on SANDAG’s Transportation Project Selection Criteria affecting billions of dollars of capital investment and policy goals and objectives, refined with a sub-committee and adopted by entire Public Health Stakeholders Group. Local political leaders and aides—to be presented by leaders involved with local political leaders and aides—to be presented by leaders involved with

* **Council of Design Professionals/Big Tent San Diego**

Participating in monthly meetings focused on development and coordination of all planning, design, environmental and built environment organizations and agencies for improved planning advocacy, policy development and implementation in the San Diego region.

* **City of San Diego Technical Advisory Committee (TAC)**

Monthly participation in TAC meetings with industry and organization representatives “to proactively advise the Mayor and the Land Use and Housing Committee on improvements to the regulatory process through the review of policies and regulations that impact development. And to advise on improvements to the development review process through communications, technology and best business practices to reduce processing times and improve customer service. And to advocate for quality development to meet the needs of all citizens of San Diego.” Agenda topics for the year include:

* + 8th Comprehensive Update to the Land Development Code
  + Discretionary Process Improvements
  + Mixed Use & Multi-Family Zones developed through Community Plan Updates
  + General Plan Monitoring Report 2012
  + Process Improvement Subcommittee
  + General Plan Amendments
  + Property Value Protection Ordinance
  + Medical Marijuana
  + Land Development Code Amendments Related to Microbreweries
* **City of San Diego Code Monitoring Team (CMT)**

Monthly participation in CMT meetings with other industry and organization representatives to recommend, develop, review improvements to the City of San Diego Land Development Code. Agenda topics for the year include:

* + 8th Comprehensive Update to the Land Development Code
  + LDC Amendments Related to Microbreweries
  + LDC Amendments Related to Appeals of Environmental Determinations
  + Small Lot Subdivision Ordinance
  + Mixed Use & Multi-Family Zones developed through Community Plan Updates
* **SANDAG Regional Plan Workshop: Focus On Healthy Environment, Energy, Climate Change And Public Health - May 17, 2013**
* **Public Health Alliance & Active Transportation Strategic Working Group**
* **Active Transportation Coalition – Policy Letter and recommendations to SANDAG Board**

## Membership and Marketing

**Alex Hempton, AICP** fills the expanded role of Membership and Marketing Director with **Tara Lake, AICP** as Co-Director. Alex and Tara plan and implement all of our membership appreciation events (mixers). These events are typically offered at no or low cost, being subsidized by chapter subventions or retained conference profits. Four Planner’s Planners’ Night Outs are planned for 2013 plus our annual holiday party in December.

Accomplishments to date include:

* 1/31/13 – Planners Night Out, co-hosted with AEP, at URBN Pizza, North Park
* 5/1/13 – Updated E-mail Marketing List with current membership data; removed bouncing e-mail.
* 5/30/13 – Planners Night Out, at URBN Pizza, North Park
* Ongoing: Assist with updates to website. Integration of Constant Contact’s Event Spot and Square on-site payment system with our events.

## Professional Development

Our professional development activities consist of two broad categories: AICP Training and Programs/Workshops. Responsibilities are shared by four Board members and several volunteers who help at each of the events.

### AICP Training

Professional Development-AICP Chair, **Asha Bleier, AICP** coordinated the 2013 SDAPA AICP Exam Prep Training which began in May. The training received the highest attendance in three years with 17 registrants, including some attendees from Orange County, Imperial County and Inland Empire. We were fortunate to have Bill Anderson (first FAICP to speak at SDAPA AICP training) speak at the ethics session. We also brought in a few other new speakers such as Wendy Tinsley Becker, Brooke Miller, Phil Trom and Joan Isaacson. The speakers this year received the highest marks as compared to the last few years (on a scale of: good, average, poor). Only one speaker received an average mark with none receiving a poor mark. In past years, we have had 3-5 receive average marks and 2-3 receive poor marks. The venue this year was Caltrans. It was easily accessible with free and easy parking. The venue received outstanding marks and comments in the surveys.

There were a total of four sessions held in February and March, categorized as follows:

1. Introduction; Planning History and Context
2. Planning Ethics; Planning and Regulatory Law
3. Demography and Planning Trends; Public Participation
4. Plan Making and Implementation; Closing Remarks, Overview and Practice Questions; Participants take survey; Celebratory Lunch

Each session consisted of the following program:

* Welcome message by SDAPA AICP Professional Development Coordinator and introduction of speakers
* Speaker presentations with integration of exam testing techniques and essentials
* Q & A

SDAPA provided breakfast food and beverages at each of the four sessions, in addition to a celebratory lunch after completion of the fourth session. During the lunch, participants were able to speak with the SDAPA AICP professional development coordinator and other volunteers in person about any remaining questions before the close of the training program.

## Programs/Workshops

Led by our Professional Development-Program Co-Chairs **Renée Yarmy** and **Darin Neufeld, AICP** SDAPA conducted two luncheon programs and one tour (2013 Awards).

* A total of 2.5 AICP CM credits were offered for an average of only $10 per credit (including food).
* In addition, SDAPA partnered with our collaborating organization (AEP) to provide another 3 CM credits at AEP organized luncheon programs.
* The 3.5 locally provided CM credits included the following programs:
  + The New Regional Stormwater Permit (1 CM)
  + Future of Redevelopment in San Diego (1.5 CM)
  + UC San Diego North Campus Neighborhood Site Tour: Walking Tour of the UC San Diego North Campus – Highlighting Sustainable Buildings, and Landscape and Stormwater Features (1.5 CM)

Our June program luncheon program, “When Business Friendly Happens to Planners” (1.5 Ethics CM credits) is already planned and will posted to our website soon. The Ethics luncheon is open to planners from all sections who are seeking their ethics CM credits.

Renée and Darin are also taking the lead in organizing a Padres baseball family fun night at San Diego Stadium on July 12, 2013. This is another membership appreciation event which will be supported by our membership/marketing team.

On the workshop side, our new Professional Development-Workshops Chair, **Matt Gelbman** is busy organizing two planned events: 1) “District and Corridor Planning for Infill Development” scheduled for late July, and 2) “San Diego Forward - The Regional Plan” which will be coordinated with SANDAG as part of the public outreach process for the Regional Comprehensive Plan Update. This event will be held in the fall.

## Awards

Led by Awards Chair, **Theresa Millette, ACIP**, the 2013 Awards program was a resounding success!

More than 130 people gathered on Tuesday evening, April 30, to enjoy an evening at UCSD’s International House Great Hall celebrating the best of San Diego’s planning efforts for the past year.

Prior to the awards ceremony, about 24 people took a walking tour of the University led by University Planning staff. Discussions centered on the campus’ sustainable buildings, and landscape and stormwater features. (1.5 CM credits)

The food and atmosphere at the Great Hall were marvelous, with guests mingling on the patio outside and stuffing raffle tickets for choice prizes inside. Guest Speaker Dr. Steven Erie addressed the gathering, with MC Jim Hare orchestrating a well paced program that finished right on schedule.

Fifteen awards were presented, 13 SDAPA Section Awards and two Complete Streets Awards:

* City of San Diego General Plan Housing Element 2013-2020
* Mercado del Barrio
* Lincoln Acres Library
* Holtville Golf Cart/NEV Circulation Master Plan
* SANDAG’s Energy Roadmap Program for Local Governments
* UC San Diego Bicycle & Pedestrian Master Planning Study
* SANDAG’s Regional Housing Needs Assessment Plan/SANDAG Board Policy No. 33/Regional Housing Progress Report 2003-2011
* Military Installation Airfield Waiver Study and Project Siting Tool
* Swan Canyon Community-Based Environmental Initiative
* New and Emerging Tools for Urban Reinvestment Education Program
* North Park Mini-Park and Associated Streetscape Improvements
* Distinguished Leadership – Elected Official Elwood J. “Pete” Mellinger
* Chula Vista Bayfront Master Plan
* Maple Avenue Pedestrian Plaza (Complete Street Award)
* Carlsbad Livable Streets Assessment (Complete Street Award)

Our local firms, agencies, and businesses strongly supported SDAPA Awards this year by contributing a record-breaking $8,000 in general sponsorships to the event. Fifty dollars from each sponsor went to our local scholarship fund, and three $500 scholarships were awarded at the event.

Local businesses and members donated a variety of attractive goods and services for our Silent Auction and Raffle with a face value of over $2,000.

Overall, the 2013 SDAPA Awards earned a small profit that will support future member services, programs and initiatives.

## Communications

After completing our website update in 2012, the SDAPA Section newsletter was converted to an online magazine/blog format. Our former webmaster **Eric Lardy** moved to the “newsletter editor” position—now the *San Diego Planning Journal*. Website maintenance was then divided up between Eric and our new Webmaster, **Nancy Graham, AICP** who was formerly the Professional Development-Workshop Chair. Greatly simplified by the new Word Press engine, the website is still maintained by volunteers at no cost to SDAPA. Membership & Marketing Director **Alex Hempton, AICP** and Section Director, **Greg Konar, AICP** also assist in specialized website maintenance activities such as the creation of registration pages, online forms, calendar updates, new page design and focused e-mail blasts. The distributed responsibilities have proven effective and we plan to extend direct website access to other Board members to maximize flexibility and improve update response times.

### Website

The SDAPA website continues to be the hub of our marketing and communications program. In addition, it handles all of our online financial transactions for the various SDAPA events. The integration of the new Event Spot registration system allows for everyone on the Board to check registration levels in real time. Guests can add events to their Outlook calendar with a single click, and refunds can be made in minutes after the request. New features offered by Pay Pal, which we use for online credit card transactions, allow us to send out invoices for online payment. This feature simplifies efforts to collect payments from event “no-shows”

The website is maintained frequently by Nancy Graham who is responsible for handling all event requests, registration pages and calendar entries and Eric Lardy who handles all other features, including banner ads, jobs pages, and the San Diego Planning Journal. A new top level link for APA-CA has been added to the site to increase awareness of state chapter resources. The new APA-CA page includes an embedded video for the APA California 2013 Conference in Visalia.

Going forward we plan to adjust banner and job ads rates. We also plan to make a few minor adjustments to the appearance and functionality of the new site that will make it easier to maintain. Nancy Graham will lead that effort.

## San Diego Planning Journal

The new online planning journal has met many of our expectations and fallen short on others. On the positive side the integration of the articles into the home page slider has added a new dimension to the look and feel of the website itself. Several of the published articles have received positive attention beyond our own region, benefiting the authors as well as SDAPA. The new format makes it easy for others to link directly to individual articles.

At the same time we are constantly in need of new content. Without the frequent addition of new articles, the online journal can appear stale. In the coming months we will be giving much greater attention to the content challenge so that our goals for the journal can be fully realized.

## Young Planners Group

Led by YPG Chair **Natalia Hentschel**, the San Diego Young Planner’s Group has had an incredibly active first quarter in 2013. Through our monthly “Third Thursday Meet Ups,” YPG has engaged students and emerging professionals in active networking and professional growth programs.

Seeking to build upon the exchange of professional expertise and innovative planning practice established by the 2012 Mentorship Program, YPG launched SDAPA’s second Mentorship Program in February 2013. Over 75 are members participating in the program that matches YPG members and students (protégés) with experienced planners (Mentors) creating 17 mentorship teams that are currently engaging in a variety of mentoring programs including job shadows, resume workshops, and mock interviews.

YPG members have also participated in two community service events and launched our first Lunch & Learn site visit program with the goal to expose student and emerging planners to potential career paths and work places.

**Third Thursday Meet Ups:**

* January 17: Community service and mentorship program event planning for 2012
* February 21: Hosted by the Mentorship and Education Sub-Committee, the kick-off event for the 2013 Mentorship Program.
* March 21: Community Plan Update presentation by City of San Diego planner for the Greater North Park Community area.

**Community Service Events:**

* March 23: Hosted by the International Planning Subcommittee, YPG members partnered with Casa Familiar, San Diego Urban Corps, and San Ysidro area organizations for a community and pedestrian bridges clean – up event in the San Ysidro Community.
* April 20: YPG hosted a SDSU/UCSD planning student canyon clean-up and social mixer between the two area university planning programs.

**Mentorship and Educational Programs:**

* February 21: YPG kicked off the SDAPA Mentorship Program with an orientation and mixer. The event allowed Mentorship Teams to meet their fellow team members as well as the Mentorship Coordinators.
* March 22: City of La Mesa hosted the first ever SDAPA YPG Mentorship Program Lunch & Learn site visit. Participants learned about the day to day functions of the city’s Planning Department, La Mesa's long range planning, the Downtown Village Specific Plan Update, the Downtown Streetscape Improvement Project, and toured the city's Civic Center and Downtown Village.
* May 29: San Diego Association of Governments (SANDAG) hosted the 2nd SDAPA YPG Mentorship Program Lunch & Learn site visit. Participants learned about SANDAG’s structure, Regional Growth Trends and the Transportation Network in 2050, and San Diego Forward: The Regional Plan from SANDAG senior staffers.

Many more events are planned in the months ahead.

## Diversity/Inclusionary

Membership Inclusion Director, **Connery Cepeda's** efforts with the San Diego Section have been focused primarily on representing the Section in the monthly APA-CA Membership Inclusion Directors conference calls. Since January 2013, the Membership Inclusion Directors throughout the State have been organizing the Diversity Summit session for this year’s APA-CA Conference in Visalia; the tentative theme is “Food Justice: Issues Impacting Urban and Rural Communities of Color.”

Future efforts include close coordination with the other Section Board Members to engage with planners and communities of color for upcoming activities, including BEEP, Planners' Night Out and educational programs.

## ACADEMIC & Student AFFAIRS

At the beginning of 2013 **Jane Clough** moved from Membership Inclusion Director to Academic Liaison bringing with her SDAPA’s ongoing commitment to the Built Environment Education Program (BEEP). BEEP San Diego is a non-profit volunteer organization that is dedicated to educating and advocating for school-age youth as meaningful participants, leaders, and decision-makers of the built environment.

In addition to ongoing support for BEEP, Jane is helping to facilitate the transition of BEEP into an independent non-profit organization that can support a professional staff. Through Jane’s efforts, SDAPA is taking a leadership role in the BEEP transition and will continue to provide long term volunteer support.

Jane also works closely with our two student representatives: **Audra Antczak**, representing SDSU and **Nicholas Oliver**, representing UCSD. Jane and YPG Chair Natalia Clark have been instrumental in promoting student memberships and participation in YPG as a bridge to continuing professional development and regular APA membership.