

## APA CALIFORNIA NEWS

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Resiliency: Climate Response  
& Water Conservation

Submissions due February 9, see P3 for details



American Planning Association  
California Chapter

Making Great Communities Happen

# CAL PLANNER

## IFORNIA

Planning News & Updates from APA California

BART, Source: NBC Bay Area

MARCYEBER | VP-Public Information

## Moving California Forward

If pressed, could you identify an element of planning that does NOT involve or is NOT influenced by mobility? Can you imagine a scenario where development did not have to consider the impacts of traffic? Would you be able to fully understand the context of planning in California without first recognizing the movement patterns of people and goods both regionally and locally? Of course these are all rhetorical questions for planners, which is why this topic is the linchpin to so much of community planning.

This issue on *Mobility* is not meant to be comprehensive exercise on the topic, but rather an opportunity to learn about a few recently published studies, policy modifications and projects currently under review. The related articles in this issue are from diverse and multi-disciplinary sources and highlight topics from public transit usage to rethinking the use of LOS. Plus there is a new column labeled *Plan Forward* where we highlight projects and policy in their various stages of planning. For this inaugural column, Oakland's *Lake Merritt to Bay Trail Connection* is summarized.

This and Chapter news along with Local Section updates, upcoming programs and announcements and much more await your review. Thank you to all who contributed to this issue, especially the American Public Transportation Association (APTA), as well as Prof. Jeffrey Brown, Ph.D. from FSU's Department of Urban and Regional Planning and Prof. Brian Taylor, FAICP of UCLA's Institute for Transportation Studies.

We hope you enjoy this issue and as always, we welcome your feedback. Happy Reading.  
MY

## FEATURE | American Public Transportation Association

# Record 10.7 Billion Trips Taken on U.S. Public Transportation in 2013

## *The Highest Transit Ridership in 57 Years*

**In 2013 Americans took 10.7 billion trips on public transportation, which is the highest annual public transit ridership number in 57 years, according to a report released today by the American Public Transportation Association (APTA). This was the eighth year in a row that more than 10 billion trips were taken on public transportation systems nationwide. While vehicle miles traveled on roads (VMT) went up 0.3 percent, public transportation use in 2013 increased by 1.1 percent.**

"Last year people took 10.7 billion trips on public transportation. As the highest annual ridership number since 1956, Americans in growing numbers want to have more public transit services in their communities," said Peter Varga, APTA Chair and CEO of The Rapid in Grand Rapids, MI. "Public transportation systems nationwide – in small, medium, and large communities – saw ridership increases. Some reported all-time high ridership numbers."

Some of the public transit agencies reporting record ridership system-wide or on specific lines were located in the following cities: Ann Arbor, MI; Cleveland, OH; Denver, CO; Espanola, NM; Flagstaff, AZ; Fort Myers, FL; Indianapolis, IN; Los Angeles, CA; New Orleans, LA; Oakland, CA; Pompano Beach, FL; Riverside, CA; Salt Lake City, UT; San Carlos, CA; Tampa, FL; Yuma, AZ; and New York, NY.

Since 1995 public transit ridership is up 37.2 percent, outpacing population growth, which is up 20.3 percent, and vehicle miles traveled (VMT), which is up 22.7 percent.

"There is a fundamental shift going on in the way we move about our communities. People in record numbers are demanding more public transit services and communities are benefiting with strong economic growth," said APTA President and CEO Michael Melaniphy.

"Access to public transportation matters," continued Melaniphy. "Community leaders know that public transportation investment drives community growth and economic revitalization."

Another reason behind the ridership increases is the economic recovery in certain areas.

AP7

“...more and more Americans would prefer to drive less and get around by walking, cycling, or using public transit if high-quality options are available.”

## INSIDE...

**P2** The Oakland Lake Merritt to Bay Trail Connection

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**P8** History of CA Transportation Planning





Lake Merritt Channel Aerial

**FEATURE** | MARCYEBER, ASLA

# The Oakland Lake Merritt to Bay Trail Connection

**With the Lake Merritt Channel widened, reconnected and re-opened for recreational pursuits including kayak, row boat and pedestrian activity, plans are currently underway to connect the Lake's bike and pedestrian paths to the Bay Trail.**

The Oakland Lake Merritt to Bay Trail Connector Bridge will close a significant gap in the trail systems between two of Oakland's most important recreational areas. Currently, the trails along Lake Merritt Channel are cut off from reaching the Oakland Estuary by the Embarcadero Roadway and the Union Pacific Railway. The project site features a diverse juxtaposition of the Estuary waterway and wetlands, the Laney College campus, a history of channel filling and reopening, WW II shipbuilding industry, proposed sculpture gardens and various recognized artist communities, as well as major new development projects involving thousands of new residents and new waterfront parklands.

In documenting and analyzing the constraints and opportunities that exist among multiple private and public properties and their stakeholders, as well two major sections of infrastructure, Steven Grover & Associates | Architecture & Engineering and the consultant team conducted an initial study resulting in 43 alignment options. The preferred alignment is a graceful S-curve which provides a surprisingly simple solution to the conundrum of where to terminate the south end of the bridge. By landing at the belvedere of another bridge, uses on both east and west sides could be equally well served, and the length of the south approach is nearly 50% shorter than alternative alignment designs.

The S-shaped bridge curves under the I-880 freeway, over the Lake Merritt Channel, and spans over the roadway and railway known as the Embarcadero Bridge. The length of the entire bridge is dictated by a continuous slope of less than 1:20 (or 5%) that is required to meet ADA guidelines for accessibility. As a result, the gentle incline/decline and long curving shape of the bridge weaves gracefully around existing infrastructure. Another challenge for the project is the extremely limited points of contact for accommodating the structure of the bike and pedestrian bridge. The structural supports for the bridge are limited in their placement and adjacencies to the existing infrastructure. For example, the project criteria requires the structure stay out of the channel and estuary, and does not impact views or at-grade access of pedestrians or bicyclists. The curved aspects also present bridge users with a constantly changing views of the Oakland Estuary and skyline, while multiple water crossings give users opportunities to look over the water from varying vantage points.

While the project is undergoing the environmental review process, four different bridge types are currently being studied to determine structural integrity, aesthetic value, and effectiveness to meet the overall goals of the project. Those objectives stipulate that the project should enhance connectivity, encourage interac-

tion, create greenways, generate destinations and foster a sense of community. It is the connectivity objective that has anchored the project's momentum and overall community support.

The Lake Merritt to Bay Trail Connector represents a spur off the Bay Trail which will ultimately connect the nine counties (and 47 cities) that surround the San Francisco Bay. It is due to the Trail's regional association that has contributed to significant regional support for this local project. The idea and subsequent discussion for the project dates back many decades. However it was not until local Measure DD passed in November 2002 with overwhelming local support (by more than 80%) that the project inched forward towards realization. With an objective focused on waterfront improvements throughout the City of Oakland, the largest natural resource and centerpiece for community gathering, Lake Merritt becomes a focal point for ecological regeneration, mobility integration and will further support the City's designation as a Silver-level bicycle-friendly community by League of American Bicyclists.

*Source material and some excerpts courtesy of Diane Tannenwald, Project Manager, City of Oakland and Steven Grover & Associates, Project Architect*

*Concept renderings courtesy of Steven Grover & Associates*



“The Lake Merritt to Bay Trail Connector will ultimately link to the trail that connects the 9 counties surrounding the San Francisco Bay.”

# CALPLANNER CALIFORNIA

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(tentative)

Issue	Topic	Articles Due	Released
15 02	Resiliency	Feb 9	Mar 10
15 03	Best Practices	Mar 20	April 21
15 04	Academia	May 22	June 23
15 05	Conference Issue	Jul 17	Aug 18

The production schedule is subject to change. For article and photo specifications, please see guidelines at [www.apacalifornia.org](http://www.apacalifornia.org).

## CALPLANNER ARTICLE SPECS

**15|02 THEME:** Resiliency: Climate Response & Water Conservation. Issue theme subject to change.

**LENGTH:** 700 (min) to 1,200 (max) words

**DOC FORMAT:** working (or open) MS WORD file (.doc or .docx). No PDF's please.

**IMAGES:** include captions and sources for all photos, renderings, drawings, maps, diagrams, etc. submitted.

**IMAGE FORMAT:** 3 X 5 min at 300 dpi (but no bigger than 1MB file size) to be emailed as separate attachment(s). In other words, do not embed images in the WORD document.

**REMARKS:** Article can be written either as a Feature (analysis of the topic), Op-Ed (critique), or First-Person (personal experience with the topic).

**FOR QUESTIONS AND ALL SUBMISSIONS,**  
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Rates for job announcements, display and calling card advertisements can be obtained by visiting APA California at <http://www.apacalifornia.org/?p=15>.

## PLANNING SERVICES DIRECTORY

Calling card advertisements support the publication of CALPlanner. For additional information on placing a calling card announcement and to receive format specifications, please contact Laura Murphy at [nhe2011@live.com](mailto:nhe2011@live.com).

BROOKE PETERSON, AICP | Past-President

## Welcome to 2015



Happy New Year to each and every one of you! As 2014 came to a close, so did my term as your President. I would like to a brief moment to thank you for allowing me to serve you over the last two years. APA California serves a critical purpose – to make great communities happen through good planning. I believe strongly in this organization's purpose and am thankful for the opportunity to lead and move it forward to better serve and support you.

When I ran for President, I committed to three things: 1.) to implement new strategies to improve the efficiency and quality of APA California operations and programs; 2.) to increase the transparency of the Chapter administration and maximize the effectiveness of the organization to best serve members; and 3.) to enhance APA California's programs, website, publications, newsletter, media communications, and other information outlets to increase the visibility of the organization and provide more real-time and relevant information. These commitments were made in recognition of the critical role APA California plays, its mission, and an honest admission that we needed to improve and expand to meet those goals.

Together with the incredible efforts of the Board of Directors and Local Sections, I have strived to fulfill these commitments and APA California's mission - to provide the vision and leadership to foster better planning and provide each of you with the tools, services and support to equip you to advance your career and good planning. Two years ago, the Board adopted the 2013-14 Strategic Plan which identified an ambitious set of initiatives to direct the organization's priorities and focus our actions. We have accomplished a great deal! I'd like to share our progress with you:

- **We embedded better communication to our members and to the public** through the launch of an entirely new website, a complete redesign of Cal Planner; a broad public relations campaign, integration of FAICP recognition into both our Annual Conference and other Chapter activities, and enhanced communication between Sections and the Chapter.

- We better **equipped our members to be leaders innovators and risk takers** through breaking down the silos between the Chapter and our affiliates – Young Planners, students, FAICP, CPR, CPF, and PEN; creating specialized training opportunities at the Annual Conference for young planners, mid-career planners, and planning commissioners; and making conference sessions available beyond the conference through webinars. We are also in the preliminary stages of developing a robust leadership academy.
- We **promoted a strong message that focused on the value of planning** through the release of our first ever Annual Report, a strong presence on Capitol Hill and in our courts, and new efforts to identify advocates and partner with our related organizations such as AEP, ULI, League of California Cities and many others. And perhaps most exciting is the development of the altogether new *Great Places in California* award program!
- Beyond these external efforts, we also implemented a number of important operational changes to **increase the transparency** of the organization processes such as new elections procedures and standard contractor evaluation protocol and **improve administrative efficiency** through a comprehensive update to the Conference Manual, development of CalPlanner Publication Guidelines, clarified contractor scopes of services, and others.

I hope you agree APA California has made great progress and is charging forward. There is much more underway that I haven't noted here and even more to come as we navigate 2015. I know that progress will continue as your incoming leadership takes office in January. With the committed leadership of Hing Wong as President, Betsy McCullough as Vice President for Conferences, John Terrell as Vice President for Policy and Legislation, Terry Blount as Vice President for Professional Development, Scott Lefaver as Board and Commissioner Representative, and Shannon Baker as Student Representative, I am confident that APA California will forge new ground, grow, and advance in the coming year!

Again, thank you for allowing me to serve as your President and best wishes for a successful 2015! **BP**





Bay Area Bike Share (BABS) stations in front of San Francisco City Hall

**OPINION** | Alex Rixey, AICP and Ronald T. Milam, AICP

## Bike Share as Public Transit

**U.S. bike share programs continue to attract large numbers of riders, but have so far failed to fill public coffers with operating profits. And why should they? Viewed as a form of transportation provided by the public sector for public benefit, bike share warrants the support of public funding. Unfortunately, bike share has been framed as a no-cost freebie if not an outright cash cow to local governments, setting unrealistically high expectations for revenue and complicating bike share systems' pursuit of public funding sources; in some cases, this frame has been constructed by bike share programs themselves.**

It doesn't help when Wall Street Journal articles such as, "Bike Shares Face Rough Road" (published January 9, 2014) characterize the need for public dollars to keep these systems operating as a 'stumble'. If instead, bike sharing is viewed in the context of traditional public transit, bike share systems' finances look pretty good, with fare recovery ratios (the amount of the cost of providing each trip that is covered by user fees) outperforming all but the best-performing rail and bus systems (see graphic below).

We argue that bike share's goals, benefits, operations, and use patterns mirror those of traditional forms of bus and rail transit, suggesting that the appropriate frame for the bike share discussion is not a for-profit enterprise but an integral part of the public transportation system.

**Bike share addresses the same goals as traditional transit.**

Just like traditional bus and rail transit, bike share seeks to provide a low-cost trans-

portation option that improves mobility for all users. An affordable fare structure allows bike share to serve low-income riders and provide access to jobs and needed services. By replacing automobile trips, bike share reduces congestion, air pollution, and greenhouse gas emissions — benefits that are not captured on a bike share program's income statement. In addition, bike share offers public health benefits and a "green" image that can help a city attract talent and creative firms.

**People use bike share like traditional transit.**

Data from U.S. bike share systems show that bike share serves as both as a substitute for and complement to traditional transit. The NYU Rudin Center for Transportation compared Citi Bike ridership data with MTA delay alerts and found that bike share ridership increases when MTA delays increase, indicating "reactionary biking" to substitute for a subway trip. Bike share trips can help relieve crowding on overburdened transit lines. Berkeley re-

searchers Susan Shaheen and Elliot Martin found that bike sharing works as a substitute or complement to transit depending on context. In dense, transit-rich Washington D.C., bike share users reduced their use of rail, taking bike share instead, while in more-spread out Minneapolis, bike share users increased their use of rail, likely using bike share to facilitate the first and last mile of their trips. This ability to complement transit is important because it extends the transit service area connecting people with more destinations as shown in the graphic below. A 10-minute walk from the Intermodal Station in downtown Sacramento, CA covers a limited area; whereas a 10-minute bike ride covers most of downtown and gets a traveler across the Sacramento River to major destinations in West Sacramento.

**Bike share requires assets and expertise that public transit agencies already have.**

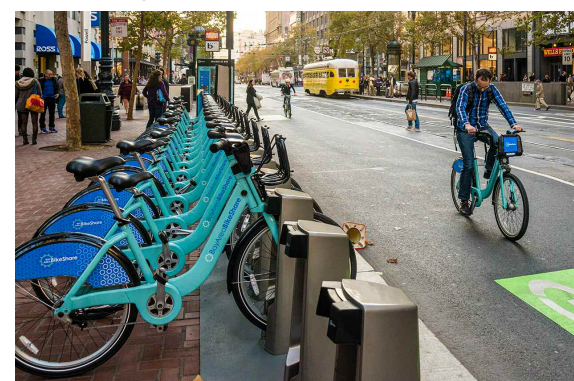
Bike share pursues these goals using similar resources and skills to those used by traditional public transit, so public agencies are poised to provide in-kind support. Transit agencies routinely manage contractors or retain staff to conduct public outreach, maintain transit stations and vehicles, provide customer support, and handle fare collection. There are efficiencies to be had in applying this same expertise to educating the public about bike share, maintaining bike share kiosks and bikes, handling customer service calls, and processing payments and memberships. Since bike share is frequently colocated with traditional transit, maintenance staff who remove graffiti and care for bus shelters can tend to bike share stations while on their rounds. Transit agencies also have maintenance and warehousing facilities that can be leveraged to store bike share equipment and repair the bikes. Integrating bike share payments with transit passes helps to brand the system and provide a unified customer experience for transit riders.

**Private sector bike share systems have not reliably served the public interest.**

A public service that turns a profit is a clear political winner, but unrealized promises

➔ P5

BABS Station along Market Street

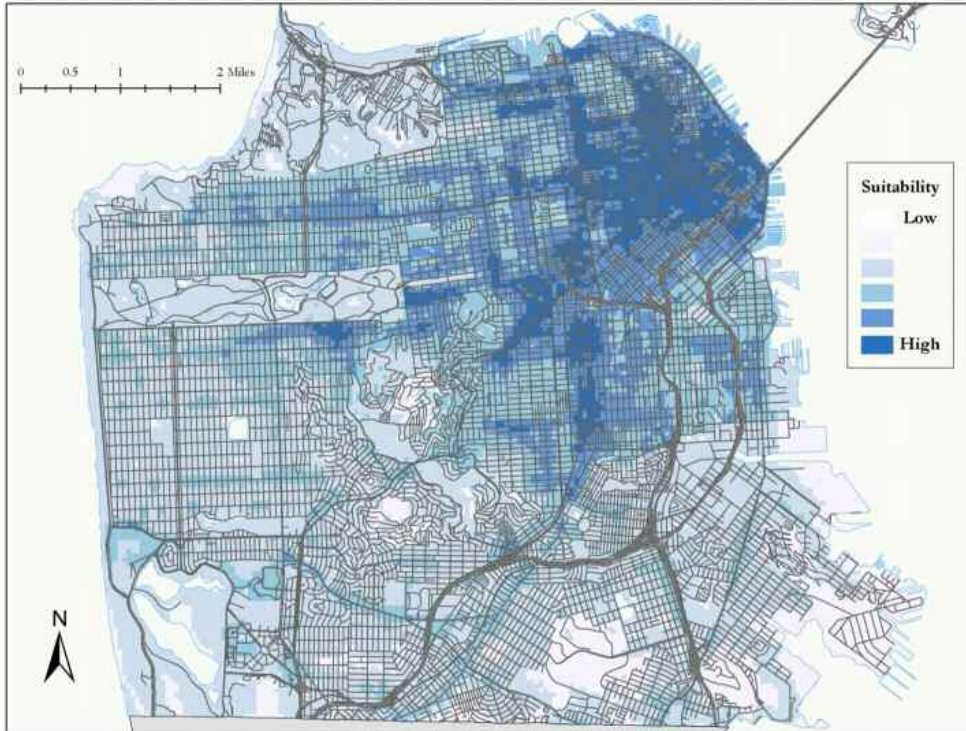


“Sponsorship and revenues will cover the entire equipment and operations cost of the system. NYC Bike Share is not receiving any taxpayer or federal-aid dollars to establish and run the bike share system.”



# Bike Share as Public Transit

## San Francisco Citywide Bicycle Sharing Suitability



by private providers have left some cities without their envisioned systems. Bike share systems without public support are, as blogger Sarah Goodyear put it, “subject to the vicissitudes of deals made behind closed doors by private interests.”

SmartBike DC was started on an advertising model with Clear Channel Outdoor, who provided the service free of charge in exchange for rights to advertising on Washington D.C.’s bus shelters. The District Department of Transportation (DDOT) was unable to expand the system beyond its original ten stations: without more space for advertising, Clear Channel Outdoor was unwilling to expand the system. Ultimately DDOT abandoned SmartBike DC in favor of the highly successful Capital Bikeshare.

Bike share systems relying on revenue from ads on the bike share kiosks themselves face a similar problem to that faced by ad-funded bus shelters: limited control over location. To equitably improve mobility and provide access to low-income users, the system must locate some stations in areas that aren’t “top locations” for advertising.

### New York’s bike share program set high expectations for profitability:

“Sponsorship and revenues will cover the entire equipment and operations cost of the system. NYC Bike Share is not receiving any

taxpayer or federal-aid dollars to establish and run the bike share system. In fact, the City expects that the system will make money. The City and NYC Bike Share will split all profits.” But the system’s \$95-a-year membership fees and \$9.95 day-use fees have not raised enough revenue to operate profitably. Mayor de Blasio is pursuing a deal to continue operation and expansion of the bike share system that “has become part of our public transportation system [with] a lot riding on its success” by raising annual memberships to \$155 in an attempt to close the gap. This hefty fee increase raises potential barriers to bike share use by lower-income New Yorkers. The MTA wouldn’t dream of building the Second Avenue Subway without public funds, raising subway fares to collect enough revenue to pay for it. Sadly, the bike share part of New York’s public transportation system does not receive the same level of public support. With “a lot riding on its success,” the City might consider pitching in some funding.

Finally, in April 2012 former Los Angeles Mayor Antonio Villaraigosa boldly announced a 400-station bike share system that “will not need any city money” due to private investment from bike share operator Bike Nation. However, a preexisting twenty-year City contract with JCDecaux and CBS Outdoor for ex-

clusive rights to advertising on “street furniture” stymied the deal. According to Bike Nation COO Derek Fretheim, “Without advertising, there’s no revenue stream to support it.”

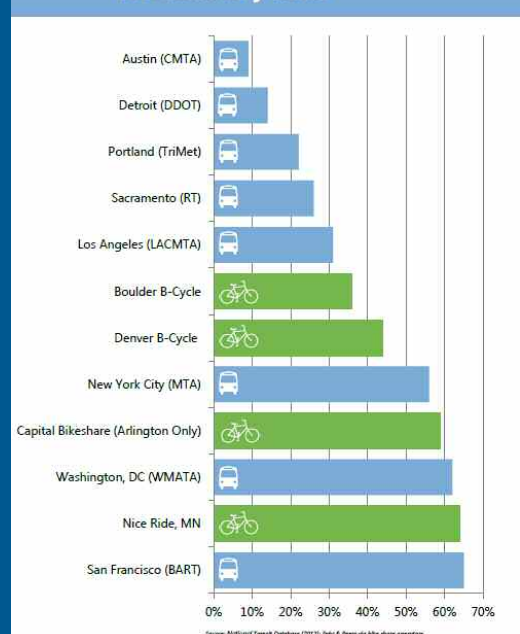
### A new model for bike share as public transit?

Fortunately for California regions like Los Angeles, Sacramento, and the Bay Area, the opportunity exists to plan bike share as an integrated part of the regional transit system. The Los Angeles County Metropolitan Transportation Authority (Metro) has undertaken a study for a regional bike share program in L.A. County and is currently soliciting vendor proposals. The Sacramento region has also completed a Bike Share Business Plan and has grant funding for a regional system that could connect with neighboring Bay Area Bike Share, which already operates as a partnership among ten local jurisdictions and transportation agencies in the San Francisco Bay Area. Bay Area Bike Share could further leverage the regional cooperation of transportation agencies to position bike share as public transit.

Results from other bike share systems contained in the graphic at the beginning of this article indicate that agencies could get a lot for the money. Better yet, the residents, workers, and visitors of communities that take this approach will have an increased set of travel choices with more accessible destinations using this new ‘bike share is transit’ model.

Ronald T. Milam, AICP, PTP is Director of Technical Development and Alex Rixey, AICP is Senior Transportation Planner, both at Fehr & Peers

### Fare Recovery Ratio



# Moving Beyond LOS in Pasadena

**This past November, Pasadena's City Council voted unanimously to shift from the car-centric measure of mobility called "level of service" (or LOS), to a new formula that combines LOS with other metrics including vehicle trips per capita and access to alternative forms of mobility.**

The policy change was developed and proposed by the staff at Pasadena DOT and is a critical element of Pasadena's efforts to become a more environmentally-friendly city by encouraging multi-modal transportation, and denser, mixed-use development downtown. Pasadena's local complete streets advocacy group, Pasadena Complete Streets Coalition (PasCSC), lobbied for this change as a necessary step in making the city's streets safer and more user-friendly for pedestrians, bicyclists, and transit users. *For full disclosure, I am a member of PasCSC.* The state of California is currently reassessing LOS and working on its own statewide multimodal metric, but to my knowledge Pasadena is the first city in Southern California (though certainly not the last) to break from the old LOS standard.

For the policy wonks, LOS was developed by traffic engineers decades ago as a means of measuring the increased automobile traffic that often comes with the growth of cities. It made sense in an era when cities were being re-designed around the automobile and it was assumed that everyone would - and should - drive. It makes far less sense when cities are trying to reduce their carbon footprint, automobile pollution, and encourage alternative modes of personal mobility. Providing for the convenience of automobile mobility as the only measure of transportation quality had the unintended consequence of creating what is



Pasadena City Hall

known as "induced demand" as wider roads encouraged more driving, more driving begat more auto-centric development, which, under LOS, mandated wider roads, ad infinitum.

One of the downsides of LOS for alternative transportation users has been that it measured the transportation impact of property development and road use solely by its impact on automobile wait times at intersections. Put another way, under an LOS rubric pedestrians, bicyclists, and transit users didn't really count, so their needs usually went

unmet. A short wait time for cars at an intersection would, for example, receive an 'A' grade, while a longer wait time for cars would receive lower grades. Pedestrians who had a long wait at a traffic light and then a dash across the street to beat the short crossing signal were not counted under LOS. A city bus with 25 passengers might count as much as a single occupancy automobile. A bike lane that might slightly reduce road capacity for automobiles would be D.O.A. under LOS, on the assumption that it might make drivers wait a few seconds longer at a stoplight, triggering a failing LOS grade. Never mind that more people would be willing to leave their cars at home if they had safe, convenient alternatives, LOS meant drivers, and only drivers, counted. The 'S' in LOS thus stood for service to motorists only, and reflected the domination of streets by cars in the late 20th century.

Moreover, the widening of roads to achieve a good LOS score has often resulted in unused road capacity during off-peak hours and has also been shown to induce higher au-

QUALITY OF TRAFFIC FLOW DECREASES→

Considered an acceptable LOS				Considered an unacceptable LOS	
LOS A	LOS B	LOS C	LOS D	LOS E	LOS F
<ul style="list-style-type: none"><li>• Light traffic</li><li>• Free flow speeds</li></ul>	<ul style="list-style-type: none"><li>• Slightly increased traffic levels</li><li>• Still free flow speeds</li></ul>	<ul style="list-style-type: none"><li>• Approaching moderate congestion levels</li><li>• Speeds near free flow</li></ul>	<ul style="list-style-type: none"><li>• Speeds reduced</li><li>• Lane changes restricted due to traffic</li></ul>	<ul style="list-style-type: none"><li>• Congestion</li><li>• Irregular traffic flow</li></ul>	<ul style="list-style-type: none"><li>• Road at capacity</li><li>• Gridlock with frequent stops</li></ul>

“As we’ve known at least since Jane Jacobs pointed it out in her classic *Life and Death of Great American Cities*, there is no fixed number of automobiles on the road at any given time and people often make decisions about how and when to travel based on the perceived safety and convenience of various modes of travel.”





Old Town Pasadena

P6

## Moving Beyond LOS in Pasadena

tomobile speeds and deadlier collisions. As we've known at least since Jane Jacobs pointed it out in her classic *Life and Death of Great American Cities*, there is no fixed number of automobiles on the road at any given time and people often make decisions about how and when to travel based on the perceived safety and convenience of various modes of travel. The LOS standard made sure that the speed and convenience of the automobile received the primary consideration in city planning and road design. The only "choice" that matters is the choice to use an automobile. As a bicycle

commuter and transit user, I've often felt the impact of those decisions on my own safety and convenience. The new standard reflects the idea that cities should measure the movement of people, not just cars, when judging the impact of development.

Pasadena's new standard will use a mix of Vehicle Trips (VT) generated, Vehicle Miles Trav-

eled (VMT) per capita, access to alternative modes (walking, biking, transit) of transportation, as well as LOS. The new measure also provides that mitigation of the traffic impact of development can include funding for alternative modes of transportation, whereas previously a developer would be required to provide more parking or road-widening. Pasadena DOT staff believe that the new measure provides a fuller picture of the multimodal reality of modern city mobility and give the city the flexibility to encourage multi modality, safety, and sustainability. As a multimodal commuter, I welcome the shift away from LOS and hope it leads to the flourishing of alternative modes of transportation as well as more mixed-use, infill, and transit-oriented development in our cities.

Pasadena still has a long way to go to achieve its complete streets vision, but it is gratifying to see the city take one more step toward that vision.

*John P. Lloyd is an Associate Professor of History at Cal Poly Pomona and the author for the "Boy on a Bike" Blog*

**Moreover, the widening of roads to achieve a good LOS score has often resulted in unused road capacity during off-peak hours and has also been shown to induce higher automobile speeds and deadlier collisions.**

PI

## Record 10.7 Billion Trips Taken On U.S. Public Transportation In 2013

When more people are employed, public transportation ridership increases since nearly 60 percent of the trips taken on public transportation are for work commutes."

"The federal investment in public transit is paying off and that is why Congress needs to act this year to pass a new transportation bill," said Melaniphy.

### 2013 Ridership Breakdown

**Heavy Rail** (subways and elevated trains) ridership increased by 2.8 percent across the country as 8 out of 15 transit systems reported increases. Heavy rail in Miami, FL, saw an increase of 10.6 percent that was mostly due to increased frequency during peak service. Other heavy rail systems with increases in ridership for 2013 were in the following cities: Los Angeles, CA (4.8%); New York, NY (4.2%); and Cleveland, OH (2.9%).

Nationally, **Commuter Rail** ridership increased by 2.1 percent in 2013 as 20 out of 28 transit systems reported increases. With a new rail line that opened in December 2012, commuter rail in Salt Lake City, UT, saw an increase of 103.3 percent. The following five

commuter rail systems saw double digit increases in 2013: Austin, TX (37.3%); Harrisburg-Philadelphia, PA (33.9%); Anchorage, AK (30.0%); Lewisville, TX (23.0%); Stockton, CA (19.9%); Minneapolis, MN (12.5%); and Portland, OR (10.3%).

**Light Rail** (modern streetcars, trolleys, and heritage trolleys) ridership increased 1.6 percent in 2013 with 17 out of 27 transit systems reporting increases. Systems that showed double digit increases in 2013 were located in the following cities: New Orleans, LA (28.9%); Denver, CO (14.9%); and San Diego, CA (10.4%). Ridership in the following cities also saw increases in 2013: Seattle, WA – Sound Transit (9.8%); Pittsburgh, PA (7.5%); Salt Lake City, UT (6.8%); Los Angeles, CA (6.0%); San Jose, CA (3.6%); and Philadelphia, PA (3.5%).

**Bus** ridership increased by 3.8 percent in cities with a population of below 100,000. Nationally, bus ridership in communities of all sizes remained stable, declining by 0.1 percent. Large bus systems with increases were located in the following areas: Washington,

DC (3.5%); Houston, TX (3.4%); Cincinnati, OH (3.4%); and Seattle, WA (3.1%).

**Demand Response** (para-transit) ridership increased in 2013 by 0.5 percent.

### 2014 Update:

In the 2014 third quarter ridership analysis, APTA is reporting ridership on public transit to have increased by 1.8% over the same period in 2013. This represents an increase of more than 48 million trips and the highest third quarter ridership since 1974 (the oldest third quarter APTA has available for comparison). It should be noted that ridership on U.S. public transportation has increased in 12 of the last 15 quarters. Such numbers would indicate that 2014 is on track to exceed the record ridership set in 2013. However gas prices around the country have fallen dramatically in the fourth quarter of 2014 which may point to a less than robust increase in public transit ridership.

To review the complete 2014 report and other updated public transit ridership data, visit <http://www.apta.com>

# Eras of Statewide Transportation Planning in California

Years	Policy/Planning Era	Driving Forces	Significant Products	Outcomes
<b>1895 - 1899</b>	<b><i>Creating the State Highway System</i></b>	<ul style="list-style-type: none"> <li>Poor condition of roads seen as threat to economic growth in the state</li> </ul>	<ul style="list-style-type: none"> <li>1986 Bureau of Highways Plan</li> <li>1909 State Highway Act</li> </ul>	<ul style="list-style-type: none"> <li>State highway system created to boost economic growth</li> <li>Escalating system costs soon cause fiscal crisis</li> </ul>
<b>1920 - 1933</b>	<b><i>A Golden Age for California's (Rural) Highway Program</i></b>	<ul style="list-style-type: none"> <li>Fiscal pressures on highway program prompt legislators to tighten route selection criteria and to find a new revenue source</li> </ul>	<ul style="list-style-type: none"> <li>1920s new route selection criteria adopted</li> <li>1923 per gallon gas tax adopted, following many other states</li> <li>1927 Breed Act</li> </ul>	<ul style="list-style-type: none"> <li>Fiscal stability in state road finance</li> <li>State highway engineers make steady construction progress</li> </ul>
<b>1933 - 1941</b>	<b><i>Depression-induced Transition from Long-Range Planning to Short-Term Fixes</i></b>	<ul style="list-style-type: none"> <li>Severe urban fiscal crisis leads urban interests to demand a share of state highway aid</li> </ul>	<ul style="list-style-type: none"> <li>State commits to urban road aid in 1933 &amp; 1935</li> <li>Plans make clear the growing imbalance between state highway revenues and needs</li> </ul>	<ul style="list-style-type: none"> <li>Expanded state commitments without additional resources lead to new fiscal crisis</li> </ul>
<b>1941 - 1955</b>	<b><i>Planning for Rural and Urban Post-War Highways</i></b>	<ul style="list-style-type: none"> <li>Accumulated highway needs and growing urban traffic congestion prompt state officials to conduct an extensive examination of all facets of the state highway program</li> </ul>	<ul style="list-style-type: none"> <li>1940s critical highway deficiencies reports</li> <li>1947 Collier Committee recommendations</li> <li>1947 Collier-Burns Highway Act</li> </ul>	<ul style="list-style-type: none"> <li>Expanded highway program with enhanced highway funding</li> <li>New state commitment to metropolitan freeway construction</li> </ul>
<b>1955 - 1975</b>	<b><i>Mass Production of Highways</i></b>	<ul style="list-style-type: none"> <li>Burgeoning highway revenues prompt state officials to think about long-term highway needs</li> </ul>	<ul style="list-style-type: none"> <li>1959 adoption of ambitious <i>California Freeway System Plan</i></li> <li>1971 enactment of the <i>Transportation Development Act</i>, established state funding of public transit for the first time</li> </ul>	<ul style="list-style-type: none"> <li>Dramatically expanded commitment to freeway construction</li> <li>Fiscal pressures and socio-economic and environmental concerns rise to challenge highways - only focus of California transportation</li> </ul>
<b>1975 - 1992</b>	<b><i>Rise of Multi-modal Transportation Planning in an Era of Declining Resources</i></b>	<ul style="list-style-type: none"> <li>Concerns about the impact of the state highway program on metropolitan areas leads to fundamental policy shift</li> </ul>	<ul style="list-style-type: none"> <li>AB 69 and creation of Multi-modal Caltrans</li> <li>1970s California Transportation Plan</li> <li>1980s state fiscal pressures lead to increased local transportation funding</li> <li>1989 Transportation Blueprint</li> </ul>	<ul style="list-style-type: none"> <li>New multi-modal focus for state transportation</li> <li>Fiscal pressures lead to retrenchment of state program and new found assertiveness of local officials</li> </ul>
<b>1992 - 2007</b>	<b><i>ISTEA and the Waning Role of Metropolitan Transportation Planning</i></b>	<ul style="list-style-type: none"> <li>Enhanced fiscal and planning independence of local agencies</li> <li>Increasingly uncertain state role</li> <li>Goods movement increases faster than personal travel</li> </ul>	<ul style="list-style-type: none"> <li>1993 California Transportation Plan</li> <li>Transportation sales tax measures approved by voters in most urban counties</li> <li>2006 California Transportation Plan</li> </ul>	<ul style="list-style-type: none"> <li>Shifting focus toward traffic operations and system maintenance</li> <li>Increasing public transit investment</li> <li>Experimentation with road pricing to manage traffic</li> </ul>
<b>2008 - Present</b>	<b><i>Realignment of State Planning and Finance Amidst a Declining Federal Role</i></b>	<ul style="list-style-type: none"> <li>Declining travel and resources amidst the Great Recession</li> <li>Increasing focus on bicycle and pedestrian travel</li> <li>Ubiquitous mobile information technology greatly increases traveler information</li> </ul>	<ul style="list-style-type: none"> <li>Renewal, expansion of county transportation sales tax measures in many of the largest counties</li> <li>2011 <i>Gas Tax Swap</i> changes system of assessing the annual rate of taxing gasoline</li> <li>AB 32 (2006) and SB 375 (2008) shift focus in state to reduce GHG.</li> </ul>	<ul style="list-style-type: none"> <li>Rise of real time travel choices and system management via mobile information technology</li> <li>Increasing maintenance backlogs on street, highway, and public transit systems</li> <li>Major capacity expansions mostly in public transit</li> <li>Mainstreaming of road user charging systems</li> </ul>

Table provided by Prof. Jeffrey Brown, Ph.D. from FSU's Department of Urban and Regional Planning with updates from Prof. Brian Taylor, FAICP of UCLA's Institute for Transportation Studies



FEATURE | STEVEN A. PRESTON, FAICP AND J. LAURENCE MINTIER, FAICP

## 2014 Planning Pioneer & Landmark Awards

### Early Regional Planning in Southern California

The Los Angeles County Regional Planning Department has turned over a vast collection of historical materials to the Huntington Library, including maps, records, and a wealth of reports and plans that document the emergence of regional planning in Southern California. This year the Huntington Library in turn has shared with us extra copies of some of the most interesting and provocative reports spanning five decades of Los Angeles County planning and development. They highlight the different themes, practices, and graphic design conventions prevalent in our profession in each era. For the APA California conference in Orange County in September, Co-Chapter Historian Steve Preston organized an impressive display of some of the valuable materials from the 1920s through the 1960s, including reports on freeways and traffic planning, business districts, and the San Gabriel Valley. The reports will be housed at the APA California Archives at California State University, Northridge.

### UPCOMING CONFERENCES

#### Planning History Conference Comes to Los Angeles

Los Angeles is the city of the future, but its historic contributions to the art and science

of planning will be only one of the fascinating topics explored when the Society for American City and Regional Planning History (SACRPH) brings its national conference to Los Angeles on November 5-8, 2015.

This 16th conference, set at the historic Millennium Biltmore Hotel in downtown Los Angeles, marks the event's first time in Los Angeles. More than 400 planning historians, academics and history buffs from around the world will participate in this year's meeting.

"Redevelopment: Through the Rear Window," a retrospective and prospective evaluation of redevelopment in Los Angeles, will launch the conference with walking tours and lectures focusing on the city's downtown transformation.

Other conference events will include both walking and bus tours around Los Angeles County; gala receptions at the Los Angeles Central Library rotunda and other downtown sites; a host of sessions, lectures, and informal gatherings featuring both historic and new planning projects; and a bookstore featuring the finest in historical and peer-reviewed books, journals and periodicals.

Sponsorships are now available at a variety of price points and benefit levels. To learn more, contact David Sloane at [dsloane@usc.edu](mailto:dsloane@usc.edu)



SACRPH conference

Local universities and student groups are welcome to submit for the conference's presentations, and student volunteer opportunities are also available. Individuals wishing to submit papers for presentation at the conference can learn more at the Society's website, <http://www.sacrph.org/>

For more information about the conference, contact local organizing committee co-chair Meredith Drake at [mereditd@usc.edu](mailto:mereditd@usc.edu)

#### Colloquium to Explore Role of Oil in Development of Los Angeles Region

The Los Angeles Region Planning History Group will be hosting Colloquium XI: "The Influence of Oil and Energy Extraction on L.A.'s Urban Form," April 22, 2015, at the Signal Hill Community Center. Seating is limited; for more information about the symposium or to reserve tickets, log onto LARPHG's website: [www.larphg.org](http://www.larphg.org)

S. BAKER | Student Representative

## New Student Rep Seeks Bridges Between Students & Professionals



I am excited to serve as your 2013-2014 Student Representative for the APA California Board of Directors.

Originally from Santa Maria, California, I am a graduate from the University of California, Santa Barbara. I am currently a second year dual degree Masters student of City and Regional Planning and Transportation Engineering at California Polytechnic State University, San Luis Obispo. I have particular interest in community outreach, social justice, and equity in planning.

My honors include the California Planning Foundation's (CPF) 2014 first prize Outstanding Student Scholarship and Cal Poly's 2014 Herbert E. Collins Scholarship. I also received the CPF's Central Coast Section award as an undergraduate in 2012.

I am honored to serve on the APA California Board this year as the Student Representative. I will conscientiously represent both students and the APA to enhance students' educational, professional, and social experiences in planning throughout California.

For my term, I will draw on and expand the framework of the previous representatives term and seek to improve upon it. I have outlined the following goals as a guide:

- Continue regular meetings with Local APA Section Student Liaisons.
- Increase student participation in the APA California Conference.

- Generate feedback from APA California student members about their APA experience.
- Gain a clear understanding of the challenges/issues planning students are facing and determine tangible ways APA can help.
- Communicate to students the value an APA membership carries and how they can be involved in the organization.
- To be an effective and communicative liaison between students and the State APA.
- Increase APA student membership and retention after graduation.

I would love APA members, professionals and students alike, to work with me to reach these goals for the year. I encourage students to be active in their local APA chapters by attending events and taking advantage of all the resources APA has to offer. I also challenge Local Section members to seek out students in their sections to provide mentorship and let them know ways they can be involved.

Also, I encourage students to attend the state conference taking place in Oakland, October 3-6, 2015. We are working hard to create a valuable and enriching student experience. We also want students to know that student day, October 3rd, is completely free!

Please feel free to contact me if you have any questions about how you can be involved with student leadership or about APA in general.

NEWS | Greg Konar, AICP, Section Director

# APA San Diego Supports Livable Streets

In addition to creating programs that educate planners on regional transportation issues and projects (see *Building Regional Connections* current issue *CalPlanner*), APA San Diego has become very active in supporting Complete Streets/livable streets implementation throughout the San Diego region. Our efforts to work toward the reduction of greenhouse gas (GHG) emissions and promote walkable neighborhoods have been high priorities since the adoption of SB 375. But what really got us moving was a challenge issued by Andy Hamilton, AICP at one of our luncheon programs.

Through the efforts of Brooke Peterson (then immediate past Section Director) and Dan Wery (then current Section Director) an ad hoc organization called the Complete Streets Task Force (CSTF) was formed under the joint sponsorship of APA San Diego and Circulate San Diego (then WalkSanDiego). The first order of business was the creation of a report called *From Policy to Pavement: Implementing Complete Streets in the San Diego Region*. Almost immediately other programs and activities to support CSTF's mission began to materialize. These included an APA Chapter Conference session on the *From Policy to Pavement Report*, the creation of a local Complete Streets Plan-

ning Award for the San Diego Section, and hosting a workshop titled *Complete Streets San Diego* which explored the relationship between complete streets and CEQA and aligning street performance metrics with community values.

The composition of the CSTF includes planners, transportation planners, traffic engineers, architects, public health experts and urban designers—just the mix of professionals that must come together to provide balanced right-of-way planning. CSTF is proud of the fact that as an advocacy group, we are mirroring the type of collaboration that we would like to see woven into the Complete Streets planning and implementation process.

A big part of APA San Diego's interest in Complete Streets is the tremendous potential it holds for neighborhood and community enhancement. Planners have historically been responsible for land use and what takes place adjacent to the right-of-way. But along the way we've also assumed the role of coordinators, especially when a plan is involved. After all, our national APA motto is *Making Great Communities Happen!* With the enactment of SB 375 the opportunity for planners to take a leadership role in promoting infill development and livable streets has arrived. We see planners as

being uniquely positioned to become the coordinators of what happens within the public right-of-way as well as adjacent to it.

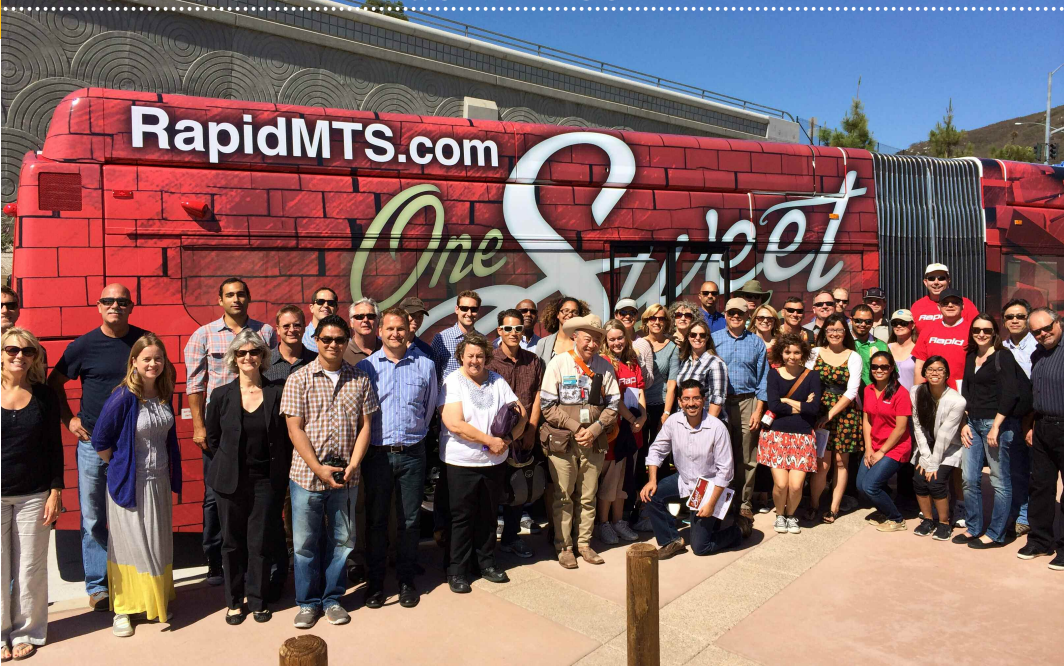
Additional CSTF accomplishments include three additional workshops: *The Power of Streets: Using Corridor Plans to Promote Infill Development*, *SB 743 Guidelines: Updating Transportation Metrics in CEQA*, and *Urban Greenways/Redesign of 14th Street*. We've also set our sights on the adoption of a Regional Complete Streets Policy by SANDAG, the COG for San Diego County.

As we've experienced success in the policy area, we've also been turning our attention to specific complete street/livable street planning opportunities that are likely to yield immediate and tangible benefits to the community and generate work for planners and other professionals. As we see it, the potential opportunities are almost limitless. Advocating for specific project opportunities will require a major push towards increasing regional funding for active transportation during the next Sustainable Community Strategy (SCS)/Regional Transportation Plan (RTP) update. Judging from the demand we have seen and the growing political support for complete streets in our region we feel the chance for success is very good.

At the end of Andy's presentation on *Rethinking Street Design* was a slide that read:

*A Proposal – One year from today, APA San Diego issue a guidance document on how the region's municipalities should revise their street design standards and practices to: Advance the promise of SB 375, Comply with the Complete Streets guidance, Increase walking and bicycling mode shares, and Reduce traffic fatalities throughout the region.*





Attendees stand in front of the new Rapid Bus at the Sabre Springs Transit Center. Source: Matthew Gelbman

**NEWS** | Matthew Gelbman, AICP

## Building Regional Connections in San Diego

On June 13, 2014, APA San Diego held a transit tour to highlight the relationship of transit service and transit-oriented development (TOD) in San Diego. Over 50 people participated, traveling nearly 100 miles in a loop around San Diego County, using three different modes of public transportation, stopping at 5 different stops, and featured presentations from 11 different speakers – what a day!

“You have to use the product,” exclaimed Johnny Dunning, Jr. (*Deputy Chief Operations Officer - Service Planning, North County Transit District*) at one point during the transit tour. The transit tour provided a chance to visit different station areas, learn about considerations for transit service planning and operations, and discuss different ways that cities are facilitating TOD. San Diego County has many diverse communities and the transit tour was an opportunity for APA San Diego members to learn how different places are evolving around transit.

Our group moved on and off of trains and buses that were running regular service. Thank you to all our speakers and participants – especially to Jill Gibson (*NCTD*) and Denis Desmond (*MTS*) for sponsoring the event and helping coordinate the logistics.

The transit tour began with a social hour on the COASTER (commuter rail), traveling from downtown San Diego up to the coast to Oceanside Transit Center. At the Oceanside Transit Center, Johnny Dunning, Jr. talked about transit operations, service planning, station design, and real estate. Russ Cunningham (*Senior Planner, City of Oceanside*) and John Helmer (*City*

*of Oceanside*) talked about how the city is using zoning to encourage TOD projects and provided examples of recent infill projects.

After presentations at the Oceanside Transit Center, the group rode the SPRINTER (light rail) to the end of the line at the Escondido Transit Center. Along the way we stopped at the Palomar College Station and Vista Village Transit Center on the SPRINTER. At the Palomar College Station, Karen Brindley (*Principal Planner, City of San Marcos*) talked about new multi-family development being developed near the station and plans to create a bicycle boulevard near the station. At the Vista Village Transit Center, Patsy Chow (*City Planner, City of Vista*) discussed plans for new affordable housing projects near the station and described the

City of Vista's streetscape plans and infrastructure improvements around the station.

After arriving at the end of the SPRINTER line at the Escondido Transit Center, the group was treated to a walking tour of downtown Escondido from Barbara Redlitz (*Director of Community Development, City of Escondido*). During lunch Susan Baldwin (*Senior Planner, San Diego Association of Governments*) talked about an effort underway to prepare a regional transit-oriented development implementation plan and Kathleen Ferrier (*Policy Manager, Circulate San Diego*) presented a position paper on transit-oriented development in San Diego.

This concluded the portion of the program focusing on TOD along the SPRINTER corridor. Next, the group turned their attention to two presentations about the regions Rapid Bus system. April De Jesus (*Transportation Planner, SANDAG*) presented on the transportation planning effort that was conducted before service began. Denis Desmond (*Manager of Planning, San Diego Metropolitan Transit System*) presented on the service planning and operational considerations of the newly launched Rapid Bus service. After the presentations, the group continued the journey and rode the new Rapid Bus along the recently completed managed lanes on Interstate 15. The bus headed south and stopped at the Sabre Sprints Transit Center. Ray Traynor (*Transportation Demand Management Program Manager, SANDAG*) gave the tour of the facility, which includes a Rapid Bus stops, managed parking, and a bike station. Denis Desmond (*MTS*) continued to answer questions about Rapid Bus as we concluded the final leg of the tour, ending back in downtown San Diego.

Matt Gelbman, AICP is the Professional Development Officer – Workshops for the APA San Diego Section.

Patsy Chow (City of Vista) presents at the Vista Village Transit Center. Source: Matthew Gelbman





ANNA M. VIDAL | Southern Membership Inclusion Director  
MIROO DESAI | Northern Membership Inclusion Director

## 2014 Diversity Summit – Inclusive Vacations: Making and Retaining Tourism as a Job Center in Diverse Communities



From left to right: Anjali Bakhru (San Diego), Dan Amsden (Sacramento), Jan Perry (Speaker), Emily Gabel-Luddy (Moderator), Anna M. Vidal (Southern Cal.), Glyn Milburn (Speaker), Miroo Desai (Northern Cal.), and Cindy May (Northern).

This year's Diversity Summit was tourism and economic opportunities created in and around tourist areas. Anna M. Vidal, Inclusionary Director (South), opened the Summit with introductions. The panel moderator was Emily Gabel-Luddy, Council member, City of Burbank, and speakers were Glyn Milburn, Mayor Eric Garcetti's Business Team, Office of Economic Development, and Jan Perry with Los Angeles' Economic and Workforce Development Department. Emily's opening comments included some interesting statistics on tourism in the Southern California area. She mentioned that the top five foreign visitors are Mexico, Canada, China, the United Kingdom, and Japan with nearly 1.8 million Chinese visitors coming to Southern California attractions. She talked about the Regional Connectors and how it will one day give transit users the opportunity to go to Staples Center and then go on to Pasadena and Long Beach without transferring trains.

Glyn Milburn presented on transportation and transit centers and how they are vital to tourism. He highlighted how they support jobs in the Los Angeles area by allowing both employees and tourists to move around the City. Glyn's presentation focused on all aspects of transit in and around major attractions in Los Angeles from infrastructure such as the various transit lines, the Regional Transit Connector's completion by 2020, the Los Angeles

Convention Center, NBC Universal and the LAX Modernization project. Each of those attractions are important both for tourism and as job generators for our local economy. The objective is to keep the Los Angeles and the Southern California area as a world class destination by constantly improving and upgrading transit infrastructure.

Jan Perry then focused on development and job growth and talked about the Economic and Workforce Development Department's program, which provides the workforce with Federal funding in strategic locations to be a resource for people searching for employment. Her goal is to keep Los Angeles working and put people in new jobs. In discussing this goal, Jan noted that an important group of people in need of jobs are returning veterans. Over her last twelve years there have been over 90,000 jobs in places that were previously low-revenue generating areas. Jan's presentation also covered mechanisms for attracting development. On that point she stated that the government should be a catalyst to private development and that travel and tourism is one of the fastest ways to augment City's coffers. Some examples identified by Ms. Perry include Central Avenue's role in drawing tourism into this historic area; the birthplace of Jazz in the West Coast and construction of LEED certified centers to attract tourists; downtown Los Angeles' emergence as a destination for

both tourist and residents with attractions such as Staples and Nokia Theater; and affordable housing options that attract employers to relocate to the area. In closing, she said more tourists in Southern California will help get the economy on its feet.

Ms. Gabel wrapped it up by bringing up some examples in Burbank and how they are catering to tourists in their area. The City has provided high end fiber optic cables for production companies to relocate to Burbank. They have a high proportion of Asian visitors and they are reducing the cultural barriers by providing familiar breakfast, and translation among other things. In conclusion, tourism will generate more jobs by 2030 through increased mobility to those that cannot drive. There was a brief question and answer period and Ms. Gabel asked the speakers what were their top three recommendations for cultivating diversity through travel and tourism. Ms. Perry said to look at one's City's assets such as history and natural resources, and build on those assets to help the business communities. Mr. Milburn said to ensure the integration of technology in the planning efforts especially when it involves the younger generation.

Miroo Desai, Inclusionary Director (North) made the closing remarks and identified similar topics at the conference and welcomed everyone to the next Diversity Summit in Oakland.

Ms. Vidal and Ms. Desai would like to take this opportunity to thank everyone that helped in the planning and preparation of this program throughout the year and in particular Ms. Veronica Hahni, Executive Director of Los Angeles Neighborhood Initiative (LANI). We look forward to seeing you all next year in Oakland.

From left to right: Glyn Milburn (Speaker), Emily Gabel-Luddy (Moderator), and Jan Perry (Speaker).





DAVID SNOW, AICP | VP Policy & Legislation  
 SANDE GEORGE | Lobbyist  
 LAUREN DEVALENCIA Y SANCHEZ | Lobbyist

# APA California Legislative Update

*December 2014*

## LEGISLATURE GEARS UP FOR 2015

The California Legislature begins its 2015-2016 two year session on Monday, December 1st. That day is reserved for swearing in the many brand new elected legislators and the beginning of the race to introduce bills. They will then adjourn until January 5th when the session begins in earnest. The deadline for the introduction of bills will be February 27th. After that, the Legislative Review Team will review all of the key planning bills introduced. A full list of those bills that APA will be lobbying in 2015 will be provided in CalPlanner and on the website in March.

## LEGISLATIVE UPDATE POWERPOINT FOR 2014 NOW UP ON THE WEBSITE

To view the final list of hot planning bills APA lobbied in 2014, the conference Legislative

Update session Powerpoint is now up on the APA California website under both the legislative page and the conference page. Please go to [www.apacalifornia.org](http://www.apacalifornia.org).

## INTERESTED IN JOINING THE APA CALIFORNIA LEGISLATIVE REVIEW TEAM?

If you would like to participate as a member of the APA California Legislative Review Team, please email Sande George at [sgeorge@stefangeorge.com](mailto:sgeorge@stefangeorge.com). The Review Teams are split into a Northern California team and a Southern California team. The teams usually meet three times per year, generally in a face-to-face meeting in March after the bills are introduced, through a conference call in July to review amended bills, and again during the conference through the Legislative Update session.



APA California relies on your expertise to advise the Chapter on positions that APA should take on legislation critical to planners and the planning process, including advice on amendments where feasible. If you are interested, please sign up!

## APA California Online

In case you haven't checked it lately, APA California has an interactive website at [APACalifornia.org](http://APACalifornia.org). The website provides APA members with important documents and information on various Chapter programs and activities, such as:

- Annual Report
- Board Meeting Agendas/Minutes
- CalPlanner and Archives
- Certification Maintenance (CM) Credits
- Conference Details & Registration
- Great Places in California NEW
- Legislative Updates
- Local Section Links
  - Central | Central Coast
  - Inland Empire | Los Angeles
  - Northern | Orange
  - Sacramento Valley | San Diego
- APA California Programs
  - Membership Inclusion
  - Young Planners Group (YPG)
  - University Liaison
  - Financial Hardship Dues & Conference



- Registration Assistance
  - California Chapter Awards
  - Landmark Awards and Archives
- Affiliate Organizations
  - California Planning Foundation (CPF)
  - California Planning Roundtable (CPR)
  - Planner Emeritus Network (PEN)

Please visit the website to register or update your membership profile (employer, contact information, etc.) to make sure you're getting the latest information. You need to be a registered member to be able to download documents and other member-only information to keep you current in the planning profession. **Start the New Year off right by making sure your information is up to date!**

## New Options for CM Requirements for Life Members



Are you an 'active' Life Member of APA in good standing (dues paid? CM credits earned?)? If so you may want to pursue an Exemption that allows you to meet only half of the CM credit required (16 CM credits, including 1.5 each of Law and Ethics). For details go to <https://www.planning.org/cm/exemptions.htm> for more information.

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Calling card advertisements support the publication of *CalPlanner*. For additional information on placing a calling card announcement and to receive format specifications, please contact Laura Murphy at [nhe2011@live.com](mailto:nhe2011@live.com).

## Keep Updated

Keep up to date with all the Chapter news, activities, programming and professional education as well as the State Conference by visiting the APA California website and LinkedIn discussion group.

## Seeking New Sponsorship Strategies

Now that the new editorial format for the *CalPlanner* has been established, we are seeking suggestions from APA California's partners and sponsors on ways to better reach the Chapter membership. This means rethinking the traditional calling card ads for example, as well as all ad placement and associated links. So we need to hear from you on innovative ideas that would complement the new design and format while offering a more effective way to generate awareness for your business or service. We hope you will continue to support the *CalPlanner* and encourage your comments and ideas by contacting Marc at [myplanning@live.com](mailto:myplanning@live.com)

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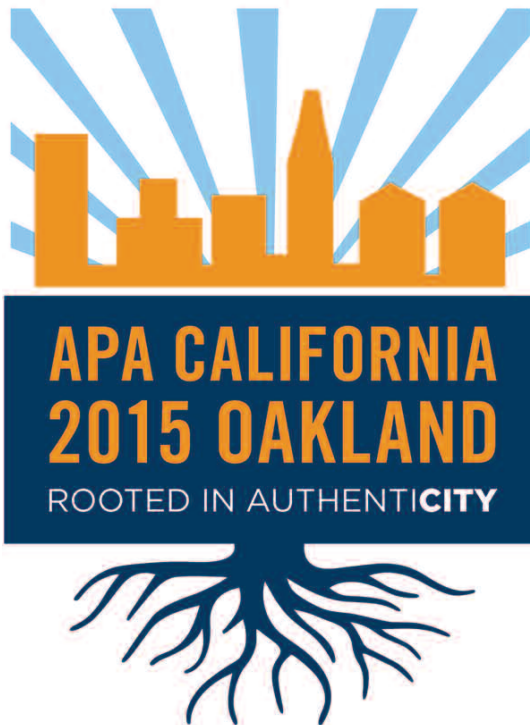
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