



# CALIFORNIA PLANNER



American Planning Association  
**California Chapter**

*Making Great Communities Happen*

Newsletter of the American Planning Association California Chapter



## Planning Under The Sun



**2013 Conference  
Visalia October 6-9**

American Planning Association California Chapter

**Visalia Marriott and  
Visalia Convention Center**



[www.APACalifornia.com](http://www.APACalifornia.com)

**APA  
California  
Election  
Info Inside**

*See page 32*

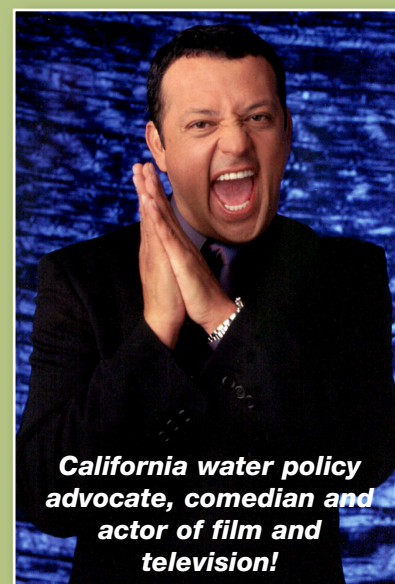
Summer 2013

## In this issue

Visalia - Gateway to the Sequoias	
2013 APA California Conference	2
Keynote Speakers	3
Hotel Information	5
Conference-at-a-Glance	6
Golf Tournament	12
Mobile Workshops	13
CPF Auction	18
Sustain CPF's Energy	19
Exhibitor/Sponsor Opportunities	20
President's Message	21
APA California Leadership	22
Planners Walk Through the Port of San Francisco to Raise Funds for CPF	23
Legislative Update - June 2013	26
Application Period for the November 2013 AICP Exam is Open Until July 30	30
Congratulations New AICP Members	30
From the Dais	31
Join the APA California Board	32

**go!** [www.APACalifornia.com](http://www.APACalifornia.com)

**Conference Keynote Speaker  
Paul Rodriguez**



**California water policy  
advocate, comedian and  
actor of film and  
television!**

*Visalia  
Gateway to the  
Sequoias*

**REGISTER AND JOIN US**



# *Planning in One of California's Final Frontiers*

The APA California Chapter Conference in Visalia is only three months away and by the way things look now, it will prove to be a memorable event. We've brought in some great minds and talent to help showcase planning in California this year, including: Paul Rodriguez, famous actor, comedian and local water guru; Ken Alex, the Director of the Governor's Office of Planning and Research; and Michael Madrid, Principal, Grassroots Lab.

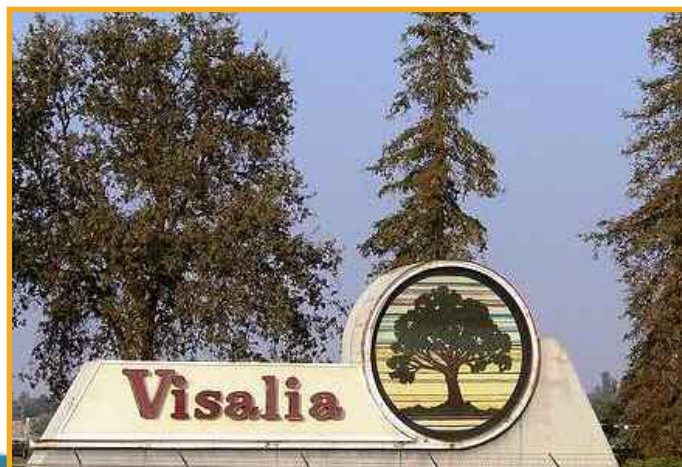
The Conference will kick into high gear on Sunday, October 6, with Student Day where students will have an opportunity to be recognized for their achievements, attend sessions, network, and showcase their work. Additional opportunities to showcase their work will be provided during conference breaks in the lounge area where a stage will be provided for students to discuss their projects and research to the gathered crowds. The APA California Golf Tournament will also be held this day at the new Ridge Creek Golf Course which offers a Scottish Heathland terrain, championship tees and one of the longest par 5s in California at 653 yards. A hole-in-one will earn you a trip to Scotland to play on British Open courses. The day will conclude with a pleasant opening reception in the hotel courtyard facing downtown Visalia which will include local food, drinks and entertainment.

There are more than 70 sessions scheduled for the conference representing this year's theme "Planning Under the Sun." There are multiple mobile workshops scheduled throughout the four days that will provide a unique perspective on planning in the High Sierra, Foothill Region and on the Valley Floor. Some are in the National Parks, some are downtown, and one is done inside of a canoe!

This year's California Planning Foundation (CPF) silent and live auction will be conducted Monday evening



*Dusy Basin and the Palisades, Kings Canyon National Park, California*



**For additional information go to: [www.APACalifornia.com](http://www.APACalifornia.com)**

## Planning in One of California's Final Frontiers

Continued from page 2

and is always a fun and lively event. We are still looking for donations, so please contribute if you can. All auction proceeds go to supporting student scholarships for California's planning students.

There will be a Wine and Cheese Reception on Tuesday night in the courtyard facing downtown. The downtown setting and an excellent selection of dining and entertainment options will contribute to a great experience after sessions and activities end.

We hope that you are able to join us this year for what will certainly be an amazing, exciting and unforgettable conference! Early registration is now available on the APA California website at [www.APACalifornia.com](http://www.APACalifornia.com).



### Have Fun, Meet New People and Get Involved - Volunteer!

There is an opportunity for you to share professional fellowship and have a good time. Do you have charming personality? Do you have audio/visual skills? Do you possess computer savvy? Do you like to give directions and tell people where to go? If you possess any of these fine attributes or others we did not mention then, we want you. There are opportunities on the mobile workshops, the golfing event and inside the conference center. Please don't hesitate to contact us. We want to hear from you.

**Please contact David P. Bryant at:**  
**[Dpbryant@co.tulare.ca.us](mailto:Dpbryant@co.tulare.ca.us) or call**  
**(559) 624-7130.**



### Opening Keynote Speaker Monday, October 7, 8:30 am - 9:45 am

CM | 1.0 | PENDING

#### *Ken Alex, Senior Advisor, Office of Governor Jerry Brown, and Director, Office of Planning and Research, California*

Ken Alex is a Senior Policy Advisor to Governor Jerry Brown and the Director of the Office of Planning and Research. Before joining the Governor's Office, Mr. Alex was the Senior Assistant Attorney General heading the environment section of the California Attorney General's Office and the co-head of the Office's global warming unit. From 2000 to 2006, Mr. Alex led the California Attorney General's energy task force, investigating price and supply issues related to California's energy crisis. During his tenure at the Attorney General's Office, Mr. Alex handled cases under most federal and California environmental statutes. Mr. Alex negotiated dozens of significant settlements, including agreements with San Bernardino County and ConocoPhillips for the first required reductions of greenhouse gas emissions in the country. California Lawyer named Mr. Alex an "Attorney of the Year" in 2004 for his work in energy law and he received the ABA award for Distinguished Achievement in Environmental Law and Policy in 2007 for global warming work. He has taught courses on environmental law and policy at Stanford, Hastings, and Golden Gate University. Mr. Alex is a graduate of Harvard Law School and holds a B.A. in political theory from the University of California at Santa Cruz.



**For additional information go to: [www.APACalifornia.com](http://www.APACalifornia.com)**

Continued on page 4



## *Planning in One of California's Final Frontiers*

*Continued from page 3*

### About The California Latino Water Coalition

Since it was conceived in the spring of 2007, the California Latino Water Coalition (CLWC) has grown quickly into one of the Golden State's most active and best known advocacy groups as it seeks present and future solutions to water supply and infrastructure issues and problems.

The CLWC was created and continues to operate out of a concern that Latinos, and particularly those in farm-related employment and their families, have been underrepresented and largely unheard from, even though they are the first to lose jobs when water supplies are reduced.

However, the Coalition also tries to represent the interests of all Californians. For instance, the CLWC focuses on resolving the state's water crisis and gaining permanent water supply improvements to ensure continued economic growth and prosperity in California. As a statewide organization, they understand the huge impact water has on all communities. They advocate legislation promoting improved water infrastructure, governance, and conservation. Their work includes organizing community events to educating the public and rallying support as well as working with elected officials to encourage the passage of sensible and beneficial legislation.

Chaired by actor-comedian Paul Rodriguez, the CLWC knows that improving the Golden State's water supply today will ensure economic prosperity tomorrow.



### Keynote Luncheon

**Tuesday, October 8, 11:30 am - 1:00 pm**

CM | 1.0 | PENDING

*Paul Rodriguez, Chairman,  
California Latino Water Coalition*

Paul Rodriguez is a standup comedian and accomplished actor of film and television. He is also an accomplished advocate in seeking solutions for the issues confronting California's water future. He has been voted one of the most influential Hispanics in America and has received numerous awards for his accomplishments. Paul learned first hand the importance of water and its relationship to the land while living and working at an early age in California's Central Valley farm land. His passion for water issues eventually resulted in his position as chairman of the California Latino Water Coalition.



### FREE Activities for Students on Sunday

The student portion of the conference on Sunday, October 6 is **FREE** to students and will include several workshops. It includes -

- (1) Battle of the Sectors: Public vs. Non-Profit Sector Employment;
- (2) Charting a Course in Sustainability: Steps Students Can Take Before Graduating; and
- (3) Are We in Jeopardy? A Field Guide to Climate Action Planning.

Students also have an option of attending a regular conference session in the afternoon. Additional events include a Student Award Lunch, "Diversity Summit, Food Justice: Issues Impacting Urban and Rural Communities of Color". Students can also display their Planning work/research. *Interested persons may contact the Conference Student Program Chair, Jason Garcia-LoBue: (559) 624-7123 [JGarcia-LoBue@co.tulare.ca.us](mailto:JGarcia-LoBue@co.tulare.ca.us) by August 21, 2013.*

***We encourage planning students to bring their student colleagues and visit the community of Visalia. It's only a one-hour drive to Sequoia National Park, why not make a weekend out it?***

**For additional information go to: [www.APACalifornia.com](http://www.APACalifornia.com)**

*Continued on page 5*

## Planning in One of California's Final Frontiers

Continued from page 4

**Keynote Closing Session**  
**Wednesday, October 9, 9:45 am - 11:15 am**

CM | 1.5 | PENDING

### *Michael Madrid, Principal, Grassroots Lab*

Michael Madrid, a graduate of Georgetown University, is a nationally recognized expert on Latino voting trends. Mr. Madrid developed an expertise in local governments in California. He served as the public affairs director to the League of California Cities and was a strategic adviser to the California Redevelopment Association. Mr. Madrid also helped develop the Leadership California Institute, an organization dedicated to educating and training future legislators before they get in office. He founded the California Ballot Measure Training Academy and is the editor and publisher of California City News. Mr. Madrid will be joined by his associate, Robb Kornike, who leads campaign activities in Southern California and serves as Executive Director of the Los Angeles League of Cities. Mr. Kornike is the Publishing Editor of *California City News* and a veteran of candidate and ballot measure campaigns across California.



### *Session Block 9*

Preceding the Keynote Closing Session by Michael Madrid are sessions germane to the issues of demographic changes in California and the dynamics of shifting political sands. Our diverse population, multi-cultural outreach imperatives, new social paradigms and doing the right thing thru ethical practices will enlighten you on important matters facing contemporary California. Please choose a session that is of particular interest to you. It will complement and prepare you for the final closing keynote topic and give you insight on trends that will be shaping California's land use future.

*Special  
Sessions  
Selected*

### **Is Your Company's Product or Service Important to the Central Valley?**

**Prove it by becoming an exhibitor or sponsor of the 2013 APA California State Conference in Visalia, CA, (Oct. 6-9), and showcase what your company offers!**

The California State APA Conference will attract over 900 attendees from various government agencies and private firms from all over the state. Exhibitor and Sponsorship opportunities will promote your company statewide.

For more information on sponsorship opportunities, contact Mary Beatie at Provost & Pritchard at (559) 636-1166 or email [mbeatie@ppeng.com](mailto:mbeatie@ppeng.com) no later than -

**August 15, 2013**



**Marriott®**  
**HOTELS & RESORTS**

### **Visalia Marriott at the Convention Center** **300 South Court, Visalia, CA 93291**

Single or Double \$145.00 per night - This rate includes up to 2 full breakfast buffets per room daily, complimentary wireless internet and complimentary parking. Please reserve your room early as space is limited. Cut-off date for reservations is 9/1/13.

Go to [www.APACalifornia.com](http://www.APACalifornia.com) where you will find the reservation link to make your online reservation. If you prefer to call, please call (800) 798-6506 and request a reservation. Be sure to tell the reservation agent that you are with a group and that the group code is ACD.

**"Make Your Reservations Now -  
Rooms Book Quickly!"**

**Planning  
Under The Sun**



**2013 Conference  
Visalia October 6-9**  
American Planning Association California Chapter

**For additional information go to: [www.APACalifornia.com](http://www.APACalifornia.com)**

NOTE: The Conference-at-a-Glance is subject to change.

v.10 6-27-13

The most current information can be found on the website at [www.APACalifornia.com](http://www.APACalifornia.com) prior to the conference, and on the mobile app and in the registration area when the conference begins.

CONFERENCE-AT-A-GLANCE		
 		
SUNDAY, OCTOBER 6		
7:30 - 12:00 noon	Mobile Workshop, Student and Pre-Conference Workshop Registration	-
8:00 am - 5:00 pm	<b>MW#1</b> - Planning in the Park <i>Additional fee - \$60</i>	CM   5.0   PENDING -
9:15 am - 4:15 pm	<b>Pre-Conference Workshop #1</b> - Management from the Ground Up <i>Additional fee - \$75 conference attendees, \$125 non-attendees, includes lunch</i>	CM   6.0   PENDING -
9:15 am - 4:15 pm	<b>Pre-Conference Workshop #2</b> - Urban Design for Planners by Planners <i>Additional fee - \$75 conference attendees, \$125 non-attendees, includes lunch</i>	CM   6.0   PENDING -
10:00 am - 11:30 am	Battle of the Sectors: Public vs. Non-Profit Sector Employment (CPF Session)	-
11:45 am - 1:00 pm	<b>Student Awards Lunch</b> (Students Only)	-
12:00 pm - 5:30 pm	<b>APA California Golf Tournament</b> - \$87 additional fee	-
12:00 noon - 6:00 pm	Attendee Conference Registration	-
12:00 noon - 6:00 pm	Exhibitor Set-up	Exhibit Area
1:15 pm - 2:30 pm	Charting a Course in Sustainability: Steps Student Can Take Before Graduating	-
	Are We in Jeopardy? A Field Guide to Climate Action Planning	-
<b>Session Block #1</b> 2:45 pm - 4:15 pm	Wetland Mitigation Banking: Why, When and How?	CM   1.5   PENDING -
	Form Based Zoning Grows Up	CM   1.5   PENDING -
	Got a Digital Tool Box? Achieving Scenario Planning and Impact Assessments	CM   1.5   PENDING -
	Lost and Found: Creating Public Places in Overlooked Spaces	CM   1.5   PENDING -
	Walking Audits: A Tool for a Successful Public Participation Process	CM   1.5   PENDING -
	Planning for Stormwater: Now and What About the Future?	CM   1.5   PENDING -
	Being a Better Project Manager: From Both Sides of the Counter	CM   1.5   PENDING -
	California High-Speed Rail: Moving from Paper to Concrete	CM   1.5   PENDING -
3:00 pm - 5:00 pm	PEN Annual Committee Meeting	-
4:30 pm - 6:00 pm	<b>Food Justice: Issues Impacting Urban and Rural Communities of Color: Diversity Summit 2013</b>	CM   1.5   ETHICS   PENDING -
6:30 pm - 9:30 pm	<b>Opening Reception - APA California Oktoberfest</b>	-

 Mobile Workshops
  Student Sessions/Events
  Special Events
  Session Block
  Leadership Meetings

For additional information go to: [www.APACalifornia.com](http://www.APACalifornia.com)

Continued on page 7





Continued from page 6

## CONFERENCE-AT-A-GLANCE



### MONDAY, OCTOBER 7

7:30 am - 9:00 am	Continental Breakfast	-
7:30 am - 7:30 pm	Conference Registration	-
7:30 am - 7:30 pm	Exhibits Open	Exhibit Area
7:30 am - 8:30 am	CA Planning Roundtable Committee Meeting	-
8:00 am - 12:00 noon	<b>MW#9</b> - Edison Ag Tac - Energy Education Center \$30 additional fee	CM   3.5   PENDING -
8:00 am - 12:00 noon	<b>MW#12</b> - Valley Habitats: Places & Preservation \$30 additional fee	CM   3.5   PENDING -
8:00 am - 5:00 pm	<b>MW#7</b> - A River Runs Through Us - In a Canoe \$52 additional fee	CM   5.0   PENDING -
8:30 am - 9:45 am	<b>Opening Keynote Speaker - Ken Alex, Senior Policy Advisor</b> to Governor Jerry Brown & Director of the Office of Planning and Research	CM   1.0   PENDING -
9:00 am - 5:00 pm	Commission & Board Lounge	-
<b>Session Block #2</b> 10:00 am - 11:30 am	Historic Corridor Project Comes of Age	CM   1.5   PENDING -
	Activating Your General Plan to Reduce GHG Emissions and Address Climate Change	CM   1.5   PENDING -
	Moving to Sustainability: Pulse of the Valley	CM   1.5   PENDING -
	Reconciling Emergency Access with Healthy Streets	CM   1.5   PENDING -
	Give Your Plan a Face Lift: Practical Approaches to Data Visualization	CM   1.5   PENDING -
	Everything You Wanted to Know About APA California	CM   1.5   PENDING -
	Resolving Conflicts Over Renewable Energy Projects	CM   1.5   LAW and MCLE   1.5 PENDING -
	Solar Farms Cropping Up in California	CM   1.5   PENDING -
10:00 am - 12:00 noon	<b>MW#5</b> - Downtown Visalia Trolley & Walking Tour \$25 additional fee	CM   2.0   PENDING -
11:45 am - 1:30 pm	<b>APA California Chapter Awards Luncheon</b>	CM   1.0   PENDING
1:00 pm - 5:00 pm	<b>MW#6</b> - Small Cities Success Stories \$30 additional fee	CM   3.0   PENDING -
1:00 pm - 5:00 pm	<b>MW#13</b> - The Self Help Housing Model \$30 additional fee	CM   3.25   PENDING -

■ Mobile Workshops ■ Student Sessions/Events ■ Special Events ■ Session Block ■ Leadership Meetings

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Continued on page 8



Continued from page 7

## CONFERENCE-AT-A-GLANCE



### MONDAY, OCTOBER 7

#### Session Block #3

1:45 pm - 3:15 pm

SB 226: **CM | 1.5 | LAW** and **MCLE | 1.5 | PENDING**  
New Opportunities for Infill Project CEQA Streamlining -

Collaborating to Achieve Active Transportation **CM | 1.5 | PENDING** -

Accommodating Future Growth Within Your Existing Footprint **CM | 1.5 | PENDING** -

The Citizen Leader:  
Broadening the Ranks of Planning Leaders (*CPR Session*) **CM | 1.5 | PENDING** -

The Future of Funding **CM | 1.5 | PENDING** -

Planning for California's - and Your Community's:  
Distributed Renewable Energy Future **CM | 1.5 | PENDING** -

Passing the AICP Exam:  
Who Wants to be a Certified Planner? -

Connecting the Dots:  
Strategies and Tips for Making a Finding **CM | 1.5 | PENDING** -

2:00 pm - 4:00 pm

**MW#5** - Downtown Visalia Trolley & Walking Tour **CM | 2.0 | PENDING**  
\$25 additional fee -

3:15 pm - 3:45 pm

**Break and CPF Silent Auction** -

#### Session Block #4

3:45 pm - 5:15 pm

Roundabouts: **CM | 1.5 | PENDING**  
Put Environment and Safety First -

Program EIRs: **CM | 1.5 | LAW** and **MCLE | 1.5 | PENDING**  
Moving Beyond General Plan Analyses -

Fiscal Implication of Land Use Development **CM | 1.5 | PENDING** -

Meeting Your RHNA:  
Getting High Quality Density with Form-Based Codes **CM | 1.5 | PENDING** -

Climbing the Planning Ladder **CM | 1.5 | PENDING** -

Balancing Competing Interests in a Regional Plan:  
The SFO Land Use Compatibility Plan **CM | 1.5 | PENDING** -

More Precious Than Gold: California's Water Story -  
Looming Crisis, Potential Solutions (*PEN Session*) **CM | 1.5 | PENDING** -

APA California 2013 Legislative Update **CM | 1.5 | LAW** and **MCLE | 1.5 | PENDING** -

5:30 - 8:30 pm

**California Planning Foundation (CPF) Reception and Live Auction** -  
CPF Reception - Silent Auction closes at 7:00 pm -  
Live Auction Begins at 7:00 pm -



Mobile Workshops Student Sessions/Events Special Events Session Block Leadership Meetings

For additional information go to: [www.APACalifornia.com](http://www.APACalifornia.com)

Continued on page 9



Continued from page 8

## CONFERENCE-AT-A-GLANCE



### TUESDAY, OCTOBER 8

7:30 am - 8:30 am	Professional Development Officers Committee Meeting	-
7:30 am - 9:00 am	Continental Breakfast	-
7:30 am - 6:00 pm	Conference Registration	-
7:30 am - 6:30 pm	Exhibits Open	Exhibit Area
8:00 am - 12:00 noon	<b>MW#3</b> - Planning Down on the Farm \$30 additional fee	CM   3.0   PENDING -
8:00 am - 12:00 noon	<b>MW#10</b> - Where There's a Will, There's a Way: Downtown Fresno \$30 additional fee	CM   2.0   PENDING -
8:00 am - 12:00 noon	<b>MW#11</b> - Water Management in the Central Valley \$30 additional fee	CM   3.5   PENDING -
<b>Session Block #5</b> 8:00 am - 9:30 am	A New Paradigm for Keeping Tahoe Blue	CM   1.5   PENDING -
	Urban Transformation: Linking Past, Present and Future Plans for the City of Riverside	CM   1.5   PENDING -
	The New California Dream: Responding to the Demand for Smaller Walkable Urban Living Environments	CM   1.5   PENDING -
	Property Rights, Takings, and Exactions: A Legal and Practical Update for Planners	CM   1.5   LAW and MCLE   1.5 PENDING -
	Ethics Jeopardy: Testing What we Know About Ethics	CM   1.5   ETHICS   PENDING -
	Grand Boulevard Initiative: Lessons Learned in Corridor-Wide Planning	CM   1.5   PENDING -
	General Plans in the San Joaquin Valley: A New Era of Sustainability	CM   1.5   PENDING -
	Using Carbon Offsets to Mitigate Your Project's GHGs Under CEQA	CM   1.5   LAW and MCLE   1.5 PENDING -
9:00 am - 5:00 pm	Commission & Board Lounge	-
<b>Session Block #6</b> 9:45 am - 11:15 am	Achieving Smart Growth through Context: Sensitive Parking Strategies in Sacramento	CM   1.5   PENDING -
	From Compulsory to Creative: Changing the Complete Streets Paradigm for General Plans	CM   1.5   PENDING -
	The General Plan Guidelines: Into the 21st Century	CM   1.5   LAW and MCLE   1.5 PENDING -
	Implementing SB 375's CEQA Streamlining Provisions in a Project-level EIR	CM   1.5   PENDING -
	What Can Fresno Learn from the Pedestrian Mall Experiment in the U.S.?	CM   1.5   PENDING -
	Planning in an Adversarial Environment	CM   1.5   PENDING -
	"Just the Facts, Ma'am": Navigating the Politics of Planning	CM   1.5   PENDING -
	Leveraging Value: Planning and Funding Strategies to Catalyze Great Places	CM   1.5   LAW and MCLE   1.5 PENDING -
10:00 am - 12:00 noon	<b>MW#5</b> - Downtown Visalia Trolley & Walking Tour \$25 additional fee	CM   2.0   PENDING

Mobile Workshops 
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 Session Block 
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Continued on page 10



Continued from page 9

## CONFERENCE-AT-A-GLANCE



### TUESDAY, OCTOBER 8

11:30 am - 1:00 pm	<b>Keynote Luncheon - Paul Rodriguez, Chairman</b> California Latino Water Coalition	CM   1.0   PENDING -
1:00 pm - 5:00 pm	<b>MW#2</b> - Foothill Growth Management Plan \$30 additional fee	CM   3.5   PENDING -
1:00 pm - 5:00 pm	<b>MW#4</b> - From Farm to Plate \$35 additional fee	CM   3.0   PENDING -
1:00 pm - 5:00 pm	<b>MW#8</b> - Planning on the San Joaquin River \$30 additional fee	CM   2.0   PENDING -
<b>Session Block #7</b> 1:15 pm - 2:45 pm	Working Together: A Creative Solution for Updating Community Plans and Preparing EIR's	CM   1.5   PENDING -
	So You Wanna Be a Rock'n Roll Star...er...City Councilperson: The Pros, Cons and Ethical Considerations of Becoming and Elected or Appointed Official	CM   1.5   ETHICS   PENDING -
	Current Trends in Historic Resource Surveys for Preservation Planning	CM   1.5   PENDING -
	Infill Development: A Fanciful Vision for the Future, or Reality? (CPR Session)	CM   1.5   PENDING -
	Planning It Forward: Mentoring the Next Generation of Planners	CM   1.5   PENDING -
	Plowing New Ground: Agriculture for a Modernizing California	CM   1.5   PENDING -
	Beer, Basketball & Boats: CPF's Tour of The Port of San Francisco (CPF Session)	CM   1.5   PENDING -
	Annual CEQA Update: What's New Under the CEQA Sun	CM   1.5   LAW and MCLE   1.5 PENDING -
2:00 pm - 4:00 pm	<b>MW#5</b> - Downtown Visalia Trolley and Walking Tour \$25 additional fee	CM   2.0   PENDING
2:45 pm - 3:15 pm	Break	-
<b>Session Block #8</b> 3:15 pm - 4:45 pm	So You Want to Be a Community Development Director?	CM   1.5   PENDING -
	Why Wait for CEQA Reform? Do it Yourself Right Now!	CM   1.5   LAW and MCLE   1.5 PENDING -
	Gladiators, Litigators, or Collaborators? Implementing SB 375 in the Arena of Shifting Solutions	CM   1.5   PENDING -
	Beyond the Buzz Word: The Practical Realities of the Smart Growth Movement	CM   1.5   PENDING -
	Reconciling Regional Land Use Visions and Models	CM   1.5   PENDING -
	Behind the Dais - 2: Taking the Mystery Out of Commission and Board Meetings	CM   1.5   PENDING -
	So You Think You Want to Start Your Own Business? The Pros and Cons of Being an Entrepreneur	CM   1.5   PENDING -
	Section Directors Roundtable: The Whole is Greater than the Sum of its Parts	CM   1.5   PENDING -
5:00 pm - 6:30 pm	<b>Wine and Cheese Reception</b>	-

Mobile Workshops
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For additional information go to: [www.APACalifornia.com](http://www.APACalifornia.com)

Continued on page 11





Continued from page 10

## CONFERENCE-AT-A-GLANCE



### WEDNESDAY, OCTOBER 9

7:30 am - 8:30 am	Exhibits Open	Exhibit Area
7:30 am - 9:00 am	Continental Breakfast	-
7:30 am - 10:30 am	Conference Registration	-
8:00 am - 5:00 pm	<b>MW#1</b> - Planning in the Park \$60 additional fee	CM   5.0   PENDING -
<b>Session Block #9</b> 8:00 am - 9:30 am	Reaching the Unreachables	CM   1.5   PENDING -
	Intergenerational Neighborhoods: A New Paradigm for Diversity	CM   1.5   PENDING -
	Facts Behind Demographic Change in California: How Planners Can Respond (CPR Session)	CM   1.5   PENDING -
	Diverse Communities, Diverse Strategies: Lessons in Multicultural Outreach	CM   1.5   PENDING -
	Turn Community Vision into Community Action	CM   1.5   PENDING -
	Doing the Right Thing: Ethical Practices for a Diverse Population	CM   1.5   ETHICS   PENDING -
9:45 am - 11:15 am	<b>Closing Session - Michael Madrid, Principal</b> Grassroots Lab	CM   1.5   PENDING -



Mobile Workshops
  Student Sessions/Events
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*NOTE: The Conference-at-a-Glance is subject to change.*

*The most current information can be found on the website at [www.APACalifornia.com](http://www.APACalifornia.com) prior to the conference, and on the mobile app and in the registration area when the conference begins.*



Members can earn certification credits for many activities at the conference. See notation in each session block for the number of certification credits that are pending for specific sessions.



**For additional information go to: [www.APACalifornia.com](http://www.APACalifornia.com)**

## Playing Under The Sun

# RIDGE & CREEK

DINUBA GOLF CLUB

A John Fought Design

*Sunday, October 6, 2013*

*3018 Ridge Creek Dr.  
Dinuba, CA*

Planning  
Under The Sun

2013 Conference  
Visalia October 6-9  
American Planning Association California Chapter

REGISTRATION DEADLINE: SEPTEMBER 6



There will be the option to take a bus shuttle from Downtown Visalia to the course- details to follow.

12:00 noon shotgun start, with 10:30 am registration and check-in.

4-Person Scramble Format.

\$87.00 per golfer or \$348 for a foursome. This price includes lunch, sleeve of Titleist Pro V's, cart, and range balls for each player. Limited amount of players, register early.

Prizes for 1st, 2nd, and 3rd place for lowest net scores, and prize for 1st place lowest gross score. Longest Drive, closest to pin, and hole-in-one prize will be a trip to Scotland and golf British Open courses!

Get to play one of the longest par 5 holes in California, measuring at 653 yards. This hole we will be playing from the back tee box, to say you played it!

## Sponsorship Opportunities

All sponsorships to be acknowledged on tournament brochure. Please complete page two.

### Foursome Package - \$1,000

- 1 foursome
- 1 Large sponsorship sign for advertising
- 4 Golf shirts from Dinuba Ridge Creek Golf Course

### Closest to Pin Sponsor - \$500

- Large sign advertising and acknowledgements on the closest to pin holes

### Hole in one - \$500

- Large sign advertising and acknowledgements on the specific hole(s)

### Longest Drive hole - \$500

- Large sign advertising and acknowledgements on the longest drive hole

### Tee Sign Sponsor (Small) - \$100, (Large) - \$300

- Sign advertising at golf tee boxes
- Provide a fun fact about your jurisdiction and/or company to be placed on sign

### Bus Sponsor - \$500

- 1 Large sponsorship sign for advertising

"Goodie" bag gift donations and monetary donations for prizes also encouraged.

Portion of all entry fee and sponsorship proceeds will go to the CA Planning Foundation.

For registration or sponsorship questions, please call  
David M. Duda, at 559.733.0440, ext. 3098 or DavidDuda@quadknopf.com or,  
Lynne C. Bynder, CMP at lbynder@meetingsxceptional.com



## Planning in One of California's Final Frontiers Mobile Workshops

**Sunday, October 6, 8:00 am - 5:00 pm**  
**Wednesday, October 9, 8:00 am - 5:00 pm**

CM | 5.0 | PENDING

### MW#1 - Planning in the Park

Tulare County is fortunate to be home to the nation's second national park – Sequoia National Park – along with its neighbor Kings Canyon National Park and together they preserve over 1,350 square miles of wilderness and natural wonders found nowhere else on earth. The park's original purpose was to preserve the magnificent Giant Forest area and its groves of giant sequoias. As time went by, park managers realized the sequoias were being loved to death – disturbances to the great trees root systems were imperiling them. This day-long tour will examine how the park has managed the challenge of accommodating the needs of throngs of visitors while maintaining the Park's environmental integrity and natural beauty.

**Tuesday, October 8, 1:00 pm - 5:00 pm**

CM | 3.5 | PENDING

### MW#2 - Foothill Growth Management Plan

Located below the mountain snow and above the valley fog, the oak-covered Sierra foothills have become an attractive place to live. The natural beauty of the area attracts visitors and residents every year. There is a great interest to move future development away from the prime farmlands of the valley floor into the foothills, yet the area faces many challenges to planning and developing. Among these challenges are scarcity of water, difficult topography, and abundant natural and cultural resources.

Tulare County adopted its Foothill Growth Management Plan to direct growth into the foothills while protecting resources. The City of

Porterville has likewise directed growth into the foothills while protecting valuable resources in its award winning General Plan.

This workshop will tour some of the key areas of the foothills where growth is being managed and directed, including a stop in Porterville for a discussion with their Planners.



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Continued on page 14

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**Click on a sponsor call card and be linked to their website.**

### How to Login for the First Time

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

## Planning in One of California's Final Frontiers *Mobile Workshops*

Continued from page 13

**Tuesday, October 8, 8:00 am - 12:00 pm**

CM | 3.0 | PENDING

### MW#3 - Planning Down on the Farm

Tulare County is one of the nation's leading agricultural counties with over 240 commodities produced – primarily on the valley floor. This tour will give attendees a quick taste of agricultural operations including a state-of-the-art dairy (with over 3,000 cows) that uses solar power, an operating packing house, and a trip to the County's most unique growing operation – the Monrovia Nursery facility, where thousands of ornamental plants are grown on over 1,000 acres of fertile land of the Kaweah River delta.

**Tuesday, October 8, 1:00 pm - 5:00 pm**

CM | 3.0 | PENDING

### MW#4 - From Farm to Plate

Central California is the world's fruit basket and Tulare County is one of the leading agricultural areas in the nation – including having the status of the nation's number one dairy county. Producing basic commodities constitutes the bulk of agricultural activities but making finished food products is an increasingly important activity. This fun and informative workshop will stop at a farmstead cheese factory and a winery to observe the process of making both. Tasting will be offered of various products.

**Monday, October 7, 10:00 am - 12:00 pm & 2:00 pm - 4:00 pm**

**Tuesday, October 8, 10:00 am - 12:00 pm & 2:00 pm - 4:00 pm**

CM | 2.0 | PENDING

### MW#5 - Downtown Visalia Trolley and Walking Tour

While many cities have undertaken strategies to invigorate their core areas, Visalia is renowned for its attractive and historic Downtown. This workshop will focus on comprehensive strategies used by the city, including historic preservation ordinance, and key projects that have contributed to making Downtown Visalia the "jewel of the valley". Stops will include the fabulous Fox Theatre, new transit center, Visalia Rawhide baseball stadium, and Kaweah Delta Hospital campus, among others.

Attendees will also learn about the Downtown Business Owners Association and its vital Business Improvement District.



**For additional information go to:**  
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Continued on page 15

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[www.Planning.org](http://www.Planning.org)



## Planning in One of California's Final Frontiers

# Mobile Workshops

Continued from page 14

**Monday, October 7, 1:00 pm - 5:00 pm**

CM | 3.0 | PENDING

### MW#6 - Small Cities Success Stories

The Central Valley is a land of small communities with strong ties to agriculture. See how three communities have responded to the challenge of maintaining their vitality through the ups and downs of an agriculturally-based economy. The City of Lindsay nearly fell off the map when several major employers closed up shop and a major citrus freeze hit the region in the early 1990s. In response, this town undertook a series of development projects, including a major city-owned recreational facility that, among other things, offers surfing! Exeter revitalized its downtown based on a chance comment at a city meeting. Finally, residents of Woodlake have established a fascinating botanical garden that aims to grow at least one of every type of crop grown in the Valley.

**Monday, October 7, 8:00 am - 5:00 pm**

CM | 5.0 | PENDING

### MW#7 - A River Runs Through Us - in a Canoe

In an arid area like the Central Valley a splash of water goes a long way toward making life more pleasant. This workshop will travel to the San Joaquin River on the north edge of Fresno to see the community efforts in play helping to restore and preserve the unique environment of the San Joaquin River for all to enjoy. Thanks to a group of far-sighted citizens, Fresno and Madera have taken actions to preserve their river and its riparian corridor as a major open space and recreational feature. A land trust and a State Conservancy were formed to establish recreational facilities and opportunities, along with habitat preservation. Attendees will learn and experience ongoing efforts to preserve, enhance, and make accessible this special resource. Attendees will be able to explore various river facilities, enjoy river trails, and canoe down the river!

**Tuesday, October 8, 1:00 pm - 5:00 pm**

CM | 2.0 | PENDING

### MW#8 - Planning on the San Joaquin River

The San Joaquin River is a rich and valued resource with a colorful, complex history. There is no shortage of agencies, organizations, groups, citizens, and farmers involved and compassionate about planning the future of this river. From river restoration to preserving a local fishing spot – it is all happening on the San Joaquin. Travel to the north end of Fresno at Spano Park to enjoy a spectacular view overlooking the San Joaquin River and hear from Melinda Marks of the SJR Conservancy and others discuss the various planning efforts occurring concurrently on and along the San Joaquin. Then explore the Fresno River West project proposed below the park along the river and the restoration efforts being done along the banks of the "H-Pond".

**Planning Under The Sun**



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**Join the APA California Legislative Review Teams**  
The APA California Legislative Review Teams are once again gearing up to review the new planning-related legislation to be introduced in 2014. To get more information on the teams, please visit the APA California website, [www.apacalifornia.com](http://www.apacalifornia.com). If you would like to become a member of the Review Teams, please e-mail Sande George at [sgeorge@stefangeorge.com](mailto:sgeorge@stefangeorge.com).

## Planning in One of California's Final Frontiers Mobile Workshops

Continued from page 15

**Monday, October 7, 8:00 am - 12:00 pm**

CM | 3.5 | PENDING

### MW#9 - Edison Ag Tac - Energy Education Center

The City of Tulare is fortunate to host the Edison Ag Tac – Energy Education facility. This unique and fascinating installation is a one-stop demonstration shop of energy efficiency. Normally open to homeowners, architects, designers, electricians and anyone else interested in energy efficiency, the latest energy-saving technologies are on display, including fascinating solar equipment. This tour of cutting-edge technology is not to be missed.

**Tuesday, October 8, 8:00 am - 12:00 pm**

CM | 2.0 | PENDING

### MW#10 - Where There's a Will, There's a Way: Downtown Fresno

The Fulton Mall in Downtown Fresno was the second pedestrian mall built in the United States in the early 1960's. Did the ensuing decades of decline of the Central Business District happen because of the Mall, or despite it — or both? While evidence of the Mall's economic failure has been clear, the role of various causes has been debated ever since. The City is currently preparing the EIR for their Fulton Corridor Specific Plan that includes alternatives to bring the automobile back to Fulton and plan for a future High Speed Train Station. Attendees will see the new housing and public art being built downtown and go on a walking tour of Downtown Fresno's pedestrian malls, including City Hall, historic buildings, a baseball stadium, and the planned location of Fresno's high speed train station at the historic Santa Fe Depot. City Staff involved in these downtown planning efforts will lead this tour.

**Tuesday, October 8, 8:00 am - 12:00 pm**

CM | 3.5 | PENDING

### MW#11 - Water Management in the Central Valley

Throughout California, water is a precious resource that must be managed wisely. Tulare County has the dual challenge of managing potentially devastating floods and conserving water supplies in an arid climate. This workshop will meet with representatives of the Kaweah Delta Water Conservation District who will explain the mission and activities of this agency, including flood control and groundwater recharge. Attendees will visit Lake Kaweah and Terminus Dam and examine giant "fusegates" that were recently installed to expand the storage capacity of the lake.



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Continued on page 17

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### "Quick Leg Info" Feature Now on Website Homepage

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

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



## Planning in One of California's Final Frontiers Mobile Workshops

Continued from page 16

**Monday, October 7, 8:00 am - 12:00 pm**

CM | 3.5 | PENDING

### MW#12 - Valley Habitats: Places and Preservation

Perhaps more than any other region in California, intensive agricultural activities have eliminated almost all native land and habitat in the Central Valley. In recent decades land trusts have formed to preserve what is left of this resource for future generations. Tulare County is fortunate to have unique valley habitats created primarily by the Kaweah River delta, including the Kaweah Oaks Preserve – the last major remnant of a vast oak forest that once stretched across major portions of the County. Staff with the Sequoia Riverlands Trust will detail major activities of the trust and showcase key habitat preserves including Kaweah Oaks Preserve, Dry Creek Preserve (habitat mitigation bank) and the Herbert Preserve.

**Monday, October 7, 1:00 pm - 5:00 pm**

CM | 3.25 | PENDING

### MW#13 - The Self-Help Housing Model

Self-Help Enterprises (SHE) pioneered the mutual self-help housing program in the early 1960s, and since that time has helped 6,000 farmworker and other low income families achieve home ownership. Headquartered in Visalia, SHE broadened its housing programs to include affordable rental housing development, rehabilitating existing housing, and homebuyer financing and counseling assistance. The agency also works to build infrastructure systems for low income communities including water, sewer and storm drain facilities. Attendees will tour several recent projects and learn more about the mutual self-help model and the role of nonprofit organizations in the development of housing.



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APA California Chapter will be broadcasting important information to your e-mail address. So that you don't miss out on these important messages, please check your e-mail address with National APA. You can review and update your membership information online at [www.planning.org](http://www.planning.org). On the home page, go to the Member Services drop-down list and choose the Membership Database link. You will need your membership number which is located on your Planning Magazine label or your dues renewal invoice. Please call 916.773.0288 if you need assistance or further information.



American Planning Association  
California Planning Foundation

## California Planning Foundation 2013 Frank Wein Scholarship Auction

### PLEASE NOTE:

Auction/raffle item descriptions must be submitted and delivery of all items must be made to Darcy Kremin by 5:00 pm Wednesday, October 2 (or 10:00 am on Monday, October 7, if delivery is made at the Conference Site).

### CPF 2013 FRANK WEIN SCHOLARSHIP AUCTION DONATIONS

*Yes! I'd like to participate as follows: (check appropriate box)*

Estimated Value: \$ \_\_\_\_\_

Please provide complete item description below:

- ☐ Please contact me for pick-up/drop-off options ☐ I will bring item to Visalia
- ☐ Monetary Donation of \$ \_\_\_\_\_ (payable to California Planning Foundation)
- ☐ Friend of CPF (\$300 - please include business card or website link information)

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone No. \_\_\_\_\_ Contact Person: \_\_\_\_\_ Website: \_\_\_\_\_

#### Please return form to:

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The California Planning Foundation (CPF) is a nonprofit, charitable corporation established to further the professional practice of planning in California. CPF achieves this goal by giving annual scholarships and awards to university students in financial need, who have demonstrated academic excellence at planning programs throughout California. Another vitally important CPF activity is the sponsorship of workshops, publications and other continuing educational and professional development programs. All members of APA California are automatically members of the CPF. Although APA California members pay annual dues to belong to APA California and the national American Planning Association, there are no separate dues to belong to CPF.

*Yes! I'd like to become a Sponsor of the California Planning Foundation: (check appropriate box)*

This year, we are looking for individual donors and corporate sponsors to help us continue this important tradition of supporting student planners and CPF activities. For individual donations, please consider becoming an annual "Friend of CPF" by joining or renewing at the level below (please check one):

- ☐ Friend of CPF - \$300 or more ☐ Other Amount - \$ \_\_\_\_\_ (all CPF donations are greatly appreciated)

For companies and organizations, please consider becoming an annual Sponsor of CPF by joining or renewing at one of the levels below, or please consider joining at the Sustaining Level to sponsor a reoccurring CPF scholarship over the next five years (please check one).

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

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American Planning Association  
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## Planning Under The Sun: Sustain CPF's Energy

Planners are people who value communities and expect to make a difference. This profession depends on diverse and energetic new graduates to continue the work of innovation and excitement that characterizes planning in California. With the rising costs of education, we need your help to ensure that young people who are drawn to planning will be able to fund their education.

The California Planning Foundation (CPF) is a nonprofit, charitable corporation established to further the professional planning practice. CPF achieves this goal by giving annual scholarships and awards to university students in financial need, who have demonstrated academic excellence in planning programs throughout California. Another vitally important CPF activity is the sponsorship of workshops, publications and other continuing educational and professional development programs.

Every year, planners attending the annual APA California conference look forward to CPF's auction and raffle. This year's conference in Visalia will continue to innovate the auction and raffle. Auction items are affordable opportunities for you to support a great cause and purchase some amazing deals (vacation getaways for a few hundred dollars, entertainment events for under market price, services and resources that you would be paying for anyway), all for a greater purpose. Shop for the holidays, support the next generation of our profession, and enjoy a fun evening with friends. This year's conference promises to be another great venue for the opportunity to bid on a variety of items. While having a fun time participating at the auction, you're helping to raise funds for the serious work CPF undertakes every year to provide scholarships to planning students.

### There are several ways to donate items for the auction:

- Individual donations from APA California members, groups, and those who support planning.
- **Become a Friend of CPF.** A donation of \$300 acknowledges you, your group or firm as a CPF supporter and entitles you to your name or firm logo on the CPF website for one year; acknowledgement on the **Friend of CPF** board at the auction and on the auction flier, and acknowledgement during presentation of the CPF Scholarship awards.
- The **Section Challenge.** Each year the eight APA California sections compete to donate up to three items that will go for the highest bid at the auction. This honor is memorialized by having the winning Section inscribed on a plaque maintained by CPF.

To make a donation, please contact Darcy Kremin at [darcy.kremin@urs.com](mailto:darcy.kremin@urs.com) or (510) 874-3110.

Relying on your donations and fundraising activities like the auction, CPF annually awards dozens of student scholarships and memberships in APA. In 2012, due in large part to the success of the record setting auction proceeds at the conference, CPF awarded a \$55,000 in scholarships! Additionally, CPF provides professional planning workshops throughout the state so that practicing planners have the opportunity for continuing education and professional development. However, we can't have these programs without your support.

Please make a donation to this year's auction. In addition to donating items like historic maps and books, crowd-pleasers include original photography, tickets to events or shows, bed and breakfast accommodations, and gift certificates to a variety of retail establishments, restaurants, and nature adventures. Original art and craft works are always popular! Our silent auction is a fun addition to the live auction. So round up those donations and get them to us as soon as possible as we plan for another successful auction.

See you at the auction and don't forget to bring your cash, checks, or credit card and be ready to have fun while contributing to a great cause!



Each year CPF sponsors walking tours fundraisers for our scholarship program. This year, we visited the Port of San Francisco.



## Exhibitor/Sponsor Opportunities

Submission Deadline: August 15, 2013

Please make check payable to APA California and mail to:  
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Fax exhibitor and sponsorship submission to: 760.674.2479

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### Exhibit and Sponsor Opportunities

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

Booth # Choice 1 \_\_\_\_\_ Booth # Choice 2 \_\_\_\_\_ Booth # Choice 3 \_\_\_\_\_  
Tabletop # Choice 1 \_\_\_\_\_ Tabletop # Choice 2 \_\_\_\_\_ Tabletop # Choice 3 \_\_\_\_\_

### Exhibit and Sponsorship Package Opportunities

Conference Bags	<input type="checkbox"/> 1 Available - \$5,000
Conference Lanyards/Conference Badges	<input type="checkbox"/> 1 Available - \$2,750
Exhibit Booth & Mobile App	<input type="checkbox"/> 3 Available - \$2,750
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Exhibit Booth & Awards Luncheon	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Tabletop & Afternoon Breaks	<input type="checkbox"/> 3 Available - \$1,750
Exhibit Tabletop & Mobile Workshops	<input type="checkbox"/> 7 Available - \$1,750

### Sponsorship Only Opportunities

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

### Golf Tournament Sponsorship Opportunities

Foursome Package	<input type="checkbox"/> \$1,000
Beverage Cart Sponsor	<input type="checkbox"/> \$500
Closest to the Pin Sponsor	<input type="checkbox"/> \$250
Longest Drive Sponsor	<input type="checkbox"/> \$250
Tee Sign Sponsor	<input type="checkbox"/> \$100

### Exhibitor Registration

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## President's Message

By Brooke E Peterson, AICP, President, [brooke.e.peterson@gmail.com](mailto:brooke.e.peterson@gmail.com)



Greetings to all of you,

Summer has finally come, and with it, I hope you have an opportunity to leave the planning counter, Council Chambers, the field, or your desk . . . that many of you get the chance to experience the beauty and sunshine that our incredible state has to offer!

Amidst the vacations, meetings, and deadlines, please be sure to get out the calendar and put a big red circle around October 6-9 for APA California's upcoming annual conference. This year's state conference will be held in the bread basket of our state, the San Joaquin Valley, at the Visalia Marriott and Convention Center. Many of you might wonder why we are heading to the Valley. Sometimes known as "the nation's salad bowl," the Valley is one of the most productive agricultural regions in the country as well as the state's primary oil and gas production region, and plays an incredibly vital role in our economy and environment. The Valley is also home to numerous cities, towns, and rural communities that are full of their own distinctive character. We want to recognize the uniqueness of each of the APA California Sections and the complexity of planning issues they experience, just as we strive to recognize the uniqueness in the communities we serve across the State. It is always our primary goal to make the annual conference a valuable educational and networking event and we are confident that this year's conference will prove nothing less. APA California and the Local Host Committee are working tirelessly to bring you a premiere event!

This year's conference theme is "Planning Under the Sun" and conference-goers will have the opportunity to experience an amazing variety of professional development sessions, workshops, and speakers as well as networking opportunities. Registration is now open at our website, [www.APACalifornia.com](http://www.APACalifornia.com). Be sure to register by August 2nd to get the early bird rate. Hats off to the APA California Central Section for their efforts to host an incredibly fun and incredible event in the fall!

In addition to conference planning, there are a lot of other things happening. I'd like to highlight just a few. It has been a busy year for our Board of Directors and our staff. We have adopted an ambitious Marketing Plan and are working hard to roll out a number of marketing efforts and implement new membership programs. We are also just around the corner from launching an entirely new website that will offer more useful and **current** information, greatly enhanced features, a members-only section to provide members greater access to pertinent information, and overall, serve as a far more valuable tool and

resource for members and others that visit our site.

Lastly, we continue to focus on the initiatives set forth by the Board of Directors in January and hope you will join us in the coming year in our efforts to achieve these goals:

**PROMOTE PLANNING'S VALUE:** Promote a message that focuses on the value of planning.

**COMMUNICATION:** Embed better communication to our members and to the public in everything we do.

**LEADERSHIP FOR CHANGE:** Equip our members to be leaders in change management. Be innovators and risk takers.

So let me wish a very happy summer to everyone, and I hope you enjoy all that APA California has to offer! Thank you for allowing me to serve as your President. I look forward to seeing you in Visalia!



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# Planners Walk Through the Port of San Francisco to Raise Funds for CPF

*By Erik S. Balsley, AICP, Senior Planner, Michael Baker Jr., Inc.*

San Francisco's Port has played a significant role in the city's development since the earliest days of the Gold Rush. Due to shifts in global shipping practices and the growth of the city's finance and technology industries, the Port of San Francisco has undertaken to adapt its waterfront to meet current demands. To allow planners to observe the Port's past, present, and future, the California Planning Foundation (CPF) organized a walking tour on May 3rd. The tour was also a fundraiser for student scholarships. Last year, CPF awarded \$55,000 in scholarships to planning students throughout California.



*Kayak rentals along Mission Bay, making use of space under the freeway overpass*

The 24 planners on the tour began the day at Pier 70 on the port's southern waterfront, roughly 2.5 miles south of the Ferry Building. The 69-acre waterfront site has many challenges including a cluster of historic buildings from the site's shipbuilding era (1850–1970) that have fallen into disrepair; the West Coast's largest and still active dry dock facility; and contamination from former Port industrial uses.

David Beaupre, Senior Waterfront Planner with the Port of San Francisco, explained how the Port, through partnerships with Forest City and Orton Development, is planning to renovate the historic structures and develop new residential and commercial uses that will co-exist with the remaining active maritime industrial users. The proposed plan also addresses future sea-level rise, ties into existing transportation systems, and provides recreational opportunities that emphasize the site's industrial history.

Due to these activities, the Port completed a detailed environmental investigation on the site's past use. Carol Bach, the Port's Environmental and Regulatory Affairs Manager, outlined the multi-year work effort and some of the mitigation measures that will be implemented at Pier 70 to remediate decades of industrial pollution. These measures include installing a durable cover over contaminated soil and shoreline stabilization to eliminate contact with known pollutants and prevent them from spreading into the Bay. This environmentally-friendly and low-cost plan will allow for full redevelopment of the site's historic buildings as no large scale remediation will be required.

Walking with the group through the site, Jasper Rubin, Ph.D., Assistant Professor of Urban Studies and Planning at San Francisco State University, provided an overview of how Pier 70's development related to the industrial nature of the larger Dogpatch neighborhood. The group saw two unused cranes that will serve as focal points within the proposed Crane Cove Park to remind visitors of its maritime past.

Three blocks from Pier 70 is the Mission Bay portion of the waterfront. A major landowner here is the University of California, San Francisco (UCSF). The group walked through UCSF's new research campus before meeting up with Lila Hussain and Catherine Reilly of the City and County of San Francisco's Office of Community Investment and Infrastructure (OCII). They provided an overview of the 313-acre former Mission Bay Redevelopment Area, the remaining development sites, and open space property management issues.



*Pier 27, future James R. Herman International Cruise Terminal, a large-scale public-private partnership*

## Planners Walk Through the Port of San Francisco to Raise Funds for CPF

*Continued from page 23*



*Pier 70, historic ship repair facilities. Currently undergoing master planning efforts to develop public park, preserve central core area, encourage creative businesses to occupy space, and remediate contaminated portion of the site.*

OCII, the successor to the San Francisco Redevelopment Agency, has already constructed many housing units along the banks of Mission Creek between the UCSF campus and AT&T Park. The group walked along Mission Creek to view these developments and several recreational spaces. They also saw the existing houseboat community and learned how it was accommodated during the planning for the area.

The group learned about the Mission Rock project being developed under a long-term lease with the San Francisco Giants on the Port's Seawall Lot 337 and Pier 48, which will also contain an Anchor Steam brewery.

During a working lunch at the Port of San Francisco's offices in the Ferry Building, Dan Hodapp, the Port's Senior Waterfront Planner, described the Port's efforts to provide public open space and a continuous waterfront walkway through its developments. Each waterfront space is unique and designed to provide variety, with each located no further than a four- to seven-minute walk from other spaces.

Peter Albert, Urban Planning Initiatives Manager for the San Francisco Municipal Transportation Agency, explained how the City is working with developers and special events coordinators to increase transit use along the waterfront. Successful initiatives used last October dramatically increased transit ridership and reduced vehicle traffic on a weekend that included America's Cup races, Fleet Week, the Hardly Strictly Bluegrass Festival in Golden Gate Park, a Giants playoff game, a 49ers home game, and the Columbus Day Parade.

Such integrated transportation initiatives are part of a larger effort between SFMTA and the Mayor's Office of Economic and Workforce Development to coordinate public transportation investments with private development. As more development occurs along the waterfront, these agencies will further improve rail and bus transit, sidewalks, pedestrian and bike paths, and ferries. All will help reduce traffic congestion and improve the safety and reliability of alternative modes of transportation, making it easier to access waterfront events and amenities.

*Continued on page 25*

## APA California Creates Facebook Group for Members

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

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

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



Check out our [Links, Events and](#)

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

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## Planners Walk Through the Port of San Francisco to Raise Funds for CPF

*Continued from page 24*



*Piers 15 and 17, home of the new Exploratorium, which recently moved from its previous home at the Palace of Fine Arts and re-opened in April 2013. The new facility received a LEED Gold rating, and is on-track to become the largest net-zero energy museum in the U.S.*

The group then walked along the Embarcadero to Piers 15-17, the newly renovated home of the Exploratorium. Peter Williamson, Development Project Manager for the Port, explained how the existing site was adapted for use by the Exploratorium, then provided a behind-the-scenes tour of the new facility, including its seismic and sustainability features.

A highlight of the visit was a stop in the observatory building that overlooks the Bay and contains displays of the Port's history, the Bay Area landscape, and current weather conditions. The exhibits further emphasized how interconnected these natural systems are to San Francisco's waterfront especially as most of the Port has been built on reclaimed land. In some places, such as the developments of Mission Bay, it can be difficult to imagine that many portions of the Port were once water.

Another venue that ties into the Port's water-based functions but also recognizes the increased role of recreation in the modern port is Pier 27 further up the Embarcadero. The site consists of a new building that will become the Port's new Cruise Ship Terminal after hosting the America's Cup racing event. John Doll, Development Project Manager for the Port, discussed the challenges facing cruise ship operations in San Francisco and how the Port worked with the America's Cup to hasten redevelopment of Piers 27 and 29 with a combined Environmental Impact Report. Representatives of the America's Cup explained how they would be using the site during the races. Once the America's Cup is over, the Cruise Ship Terminal will be completed with interior finishes.

Thanks are extended to Darcy Kremin, past director of APA California – Northern, and Kanya Dorland of the Port of San Francisco who organized and arranged an informative and successful tour, made more memorable by an unseasonably warm day. Many on the tour would agree with Cheryl Karpowicz, AICP, who said, "This was the best AICP continuing education program I have ever attended." Not only for the knowledge and preparedness of the speakers, she noted, but also for the effective way the presentations and walks were combined. By starting at Pier 70, the two-dozen planners saw the past of the Port, the present while walking through Mission Bay and along the Embarcadero, and the future at Pier 27.

### AICP Information(CM)



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

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### Membership Financial Support Program Continues in 2013

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

The Board of Directors recently approved to continue the Chapter Membership Financial Support Program for 2013, and has committed funds from its reserve account towards a membership/conference support program. Funding has been established in a separate account to provide direct financial support towards membership fees, and another account has been provided for assistance to attend the annual state conference.

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

Eligibility requirements and additional program details can be found at <http://www.calapa.org/attachments/contentmanagers/19/APACalifornia%20Membe%20Financia%20Support%20Program2013.pdf>

## APA California Legislative Update - June 2013

By David M. Snow, AICP, Vice President Policy & Legislation, APA California,  
Sande George, Legislative Advocate, APA California, Lauren De Valencia y Sanchez, APA California Lobbyist



APA California continues to lobby the legislature on hundreds of bills as they make their way through their first round of policy and fiscal committees. Friday, May 31 was the last day for bills to pass out of their house of origin. Many bills have been significantly amended or made two-year bills, however there are still a number of hot bills that remain in motion.

Governor Jerry Brown released his May Revise for the 2013-2014 budget calling for continued fiscal restraint, even though California saw an unexpected increase in potentially one-time revenues over the past year. For the most part, the Legislature heeded that message and sent the budget to the Governor before their June 15 deadline for passing the budget.

The official budget bill was signed by the Governor on June 27. A number of budget trailer bills have also been sent to the Governor for signature, including AB 93, which would phase out the enterprise zone program and redirect \$750 million in new business tax breaks.

Below are updates on hot bills that are a top priority for APA California. For an up-to-date list of all bills and summaries anytime, log on to the APA California website at [www.apacalifornia.org](http://www.apacalifornia.org).

### AB 37 (Perea) CEQA Record of Proceedings

This bill would require the lead agency, at the request and expense of a project applicant, to prepare a record of proceedings concurrently with the preparation of negative declarations, mitigated negative declarations, EIRs, or other environmental documents for specified projects. Assembly Member Perea accepted clarifying amendments proposed by APA and ECAT (the APA/AEP joint effort to update CEQA, the Enhanced CEQA Action Team).

*Position: Support as Amended*

*Location: Senate Environmental Quality Committee*

### AB 52 (Gatto) Project Approval by Native Americans

This bill would provide a statutory process for Native American tribes to engage in the California Environmental Quality Act review process to avoid significant effects on tribal resources. Specifically the bill would specify that a project having a potential to cause a substantial adverse change in the significance of a tribal resource, as defined, to be a project that may have a significant effect on the environment. The bill would require a lead agency to make best efforts to avoid, preserve, and protect specified Native American resources.

*Position: Work with tribes on definitions and process*

*Location: Re-referred to Assembly Natural Resources Committee – Two-Year Bill*

### AB 116 (Bocanegra) Two-year Extension on Subdivision Maps

This bill would have once again automatically extended the expiration date of any tentative map or vesting tentative map by an additional 24 months. The APA California Review Team decided not to support the automatic extension again this year unless the bill was amended to allow cities and counties discretion over these automatic extensions applied to very old maps. Due to the many years of automatic extensions since the early 90's, some of these maps are now over twenty years old and likely do not meet current general plan and zoning requirements. APA worked with the author and members to amend the bill to deal with that issue for the first time. AB 116 now would provide for an automatic 24-month extension for subdivision maps that were approved **on or after January 1, 2000** and have not yet expired. **But for maps approved before January 1, 2000 (maps over 13 years old), the subdivider would follow the following local process for approval of the extension:**

- The subdivider will be required to file an application with the local agency at least 90 days prior to the expiration of the map.
- If the local agency determines that the map is consistent with applicable zoning and general plan requirements in effect when the application is filed, the time at which the map expires will be extended by 24 months.
- If the local agency determines that the map is not consistent with applicable zoning and general plan requirements in effect when the application is filed, the agency may deny or conditionally approve a 24-month extension.
- Upon application, the map will automatically be extended for 60 days or until the application for the extension is approved, conditionally approved, or denied, whichever occurs last.
- If the advisory agency denies a subdivider's application for an extension, the subdivider would be allowed to appeal to the legislative body within 15 days after the advisory agency has denied the extension.

*Position: Support as Amended*

*Location: Senate Governance and Finance*



## APA California Legislative Update

*Continued from page 26*

### **AB 162 (Holden) Wireless Telecommunications Facilities**

This bill would have tied the hands of local agencies when approving wireless tower modifications. It would have prohibited a local agency from denying a request for a modification of an existing wireless facility or structure that “doesn’t substantially change” the physical dimensions of the tower. Major problems with this bill included an unworkable time frame and deemed-approved provision, major structure changes included in the definition of what constitutes “doesn’t substantially change” and camouflage requirements would have been eliminated. Although Assembly Member Holden and staff agreed to meet with APA California, the League, CSAC and RCRC to work on these issues, it became clear that the bill would have at the very least needed substantial amendments to make it workable. After lobbying Assembly Local Government Committee members, where the bill was to be heard on May 1, our concerns were well received and the author decided to make it a two-year bill.

*Position: Oppose*

*Location: Assembly Local Government Committee - Two-Year Bill*

### **AB 325 (Alejo) Extended Statute of Limitations (SOL) on Housing Element Adoption & Ordinances**

This bill, similar to six similar versions introduced in past years which failed to pass or were vetoed, would extend the statute of limitations to challenge lawfully-adopted housing elements from the current one year and 150 days to over 4 years. Originally, the bill would have applied the 4-year plus statute of limitation to cities and counties that had an HCD-certified housing element. APA, the League, CSAC and RCRC argued successfully that those jurisdictions that receive HCD-certified housing elements should not be subject to a longer statute of limitations. As a result, the bill was amended to keep the total one year and 150 day statute of limitations, but increased the time to provide notice of deficiency to the city or county from 90 days to 9 months, keeping the 60 days for local agencies to respond, and reducing the period to sue from one year to six months. The housing advocates and the sponsor however continue to suggest that they need the longer 4-year SOL for the 15 cities and counties that in this last round self-certified their housing elements, and for future jurisdictions that self-certify. In the interest of compromise, we agreed to a modest expansion of the SOL for self-certifying agencies to a total of 2-years, with a 1 ½ year notice provision, 60 days for the local agency to respond and 4 months to sue. The author and sponsors would not take that amendment. In addition, the bill continues to include S. 65589.3(b), which we asked be removed because it introduces a new standard of review that is impossible to meet, and also still applies the SOL for adoption of a density bonus ordinance, “no net loss” provisions, and “least cost zoning” requirements – items not related to this statute targeted at adoption of housing elements. As a result, APA and the other organizations continue to oppose this measure.

*Position: Oppose*

*Location: Senate Transportation and Housing Committee*

### **AB 380 (Dickinson) CEQA Notice Requirements**

This bill would make notices available on the internet through OPR’s CEQAnet website, creating a single site for the public to view important CEQA notices regardless of the lead agency. APA California supports increased access to CEQA information by all interested parties, including posting the information to publicly available websites, but suggested amendments now in the bill that clarify the process. APA however has two outstanding amendments that we are continuing to discuss with the author and PCL, the sponsors of the bill:

1. Allowing those lead agencies that have internet services available in the entire jurisdiction to post notices on their own website and on the OPR website, as an alternative to delivering notices to the county clerk for posting. The lead agency would have to also post on its website that mailed or internet notice is available and that such notice will be provided to anyone who requests it.
2. Clarifying that the expanded notice and posting requirements would not be construed in a manner that results in the invalidation of an agency action because of the alleged inadequacy of any on-line notice required if there has been substantial compliance with the requires of this section or if the party challenging the agency action received timely actual or constructive notice of the information required to be posted on-line.

*Position: Support if Amended*

*Location: Senate Environmental Quality Committee*

### **AB 543 (Campos) CEQA Translation**

This bill would require a lead agency, under CEQA, to translate specific CEQA notices and summaries of any negative declaration, mitigated negative declaration or environmental impact report when the impacted community has a substantial number of non-English-speaking people. The author recently amended the bill to limit the documents that need translation (as reflected in the list above), and took APA’s amendment to increase the threshold for translation to apply only if non-English-speaking people as a group comprise **25%** or more of the people who may be affected by the project. The bill originally had a threshold of 5%, which was far too low and to expensive to implement.

*Position: Reviewing Amendments*

*Location: Senate Environmental Quality Committee*

### **AB 551 (Ting) Urban Agriculture Incentives Zones Act**

This bill would enact the Urban Agriculture Incentive Zones Act and would authorize a county and a landowner to enter into a contract to enforceably restrict the use of vacant, unimproved, or otherwise blighted lands for small-scale commercial production of agricultural crops.

*Position: Reviewing Amendments*

*Location: Senate Governance and Finance Committee*

## APA California Legislative Update

*Continued from page 27*

### **AB 574 (Lowenthal) Greenhouse Gas Reduction Funds for Sustainable Community Strategies**

This bill would have implemented the Transportation Coalition for Livable Communities (TCLC) program for the expenditure of fuels-related cap and trade auction revenues for GHG-emissions-reducing transportation projects and sustainable community infrastructure. Unfortunately the bill was held in the Assembly Appropriations Committee. APA will continue to work with the Air Resources Board on its plan for cap and trade fee-eligible sustainable community projects and planning.

*Position: Support*

*Location: Held in Assembly Appropriations – Two-Year Bill*

### **AB 667 (Hernández) Economic Impact Reports for Superstores in an Economic Assistance Area**

This bill would require a local agency to do an economic impact report prior to permitting the construction or alteration of a superstore in an economic assistance area, and would require the local agency to make a finding that the superstore will not adversely affect the economic welfare of the impact area, based on that report. The report would need to include a number of different assessments relating to the impact of the superstore on the community.

*Position: Watch*

*Location: Senate Governance and Finance*

### **AB 823 (Eggman) Feasible Mitigation Measures for Loss of Agriculture Land**

This bill would have enacted the California Farmland Protection Act that would have established minimum mitigation requirements for environmental impacts associated with the conversion of agricultural lands through the permanent protection and conservation of land suitable for agricultural uses. This bill was made a two-year bill due to substantial opposition. Even as last amended, APA supports the concept, but also remains concerned that the language could be interpreted as a mandate to require permanent ag land protection, instead of a requirement to “consider” where “feasible”. APA California plans to continue to work with the author and sponsors to address our concerns when the bill moves next year.

*Position: Support if Amended*

*Location: Assembly Agriculture Committee - Two -Year Bill*

### **AB 953 (Ammiano) Effects on Projects Near Hazards or Adverse Environmental Conditions Under CEQA**

This bill would address the questions resulting from the *Ballona Wetlands Trust et al vs. The City of Los Angeles* court decision. That decision found that the effect of the environment on a project was not a significant effect under CEQA, which, if interpreted broadly, could eliminate exposure of people to environmental hazards from CEQA’s purview. APA supports this clarification. There are many provisions of CEQA that do indeed indicate that review of exposure to hazards is required under CEQA, such as Section 21000 (which calls for a healthful

environment for people), Section 21001 (which directs the provision of clean air and water for people of the state), Section 21083 (which requires the Guidelines to address effects on human beings, either directly or indirectly), and other sections of the statute. In addition, just last year, the Legislature and Governor enacted SB 1241, which directed that questions regarding wildfire hazard be added to the Guidelines Appendix G checklist. The court case attempted to reverse decades of assessing **all** of these hazard impacts. But such assessments must continue today due to the other provisions of law listed above and other court cases. *Ballona* just confused the issue since it did not eliminate the other statutes or reverse the other court cases.

*Position: Support*

*Location: Assembly Floor Inactive File – Two-Year Bill*

### **AB 1092 (Levine) Electric Vehicle Charging Infrastructure**

This bill would have required new construction with four or more offstreet parking spaces to include 1 electric vehicle charging station per each 4 parking spaces. APA California raised concerns that such a requirement would be too onerous. Similar to amendments suggested by APA, the bill was amended to require the California Building Standards Commission to adopt, approve, codify, and publish mandatory building standards for the installation of future electric vehicle charging infrastructure for parking spaces in multifamily dwellings and nonresidential development.

*Position: Support as Amended*

*Location: Senate Transportation and Housing Committee*

### **AB 1229 (Atkins) Inclusionary Zoning for Rental Housing**

This bill would re-authorize cities and counties to adopt ordinances with inclusionary rental housing requirements for lower income households. The recent appellate court decision in *Palmer/ Sixth Street Properties v. the City of Los Angeles* created uncertainty for local agencies regarding the use of inclusionary housing programs for rental properties. This bill would clarify and restore control to local agencies to adopt and continue to fully implement previously adopted inclusionary housing policies for both for-sale and rental housing.

*Position: Support*

*Location: Senate Transportation and Housing Committee*

### **SB 123 (Corbett) CEQA Environmental and Land Use Court**

This bill would have instructed the Judicial Council to create a Land Use Division within two or more superior courts within each Appellate District. This bill would have required that CEQA and land use cases are transferred to the nearest Land Use Division with judges experienced in CEQA and land use law. Unfortunately the bill was held in the Senate Appropriations Committee.

*Position: Support*

*Location: Held in Senate Appropriations Committee - Two-Year Bill*

*Continued on page 29*



## APA California Legislative Update

*Continued from page 28*

### **SB 391 (DeSaulnier) The California Homes and Jobs Act of 2013**

This bill would enact the California Homes and Jobs Act of 2013 and creates the California Homes and Jobs Trust Fund in the State Treasury. APA California supports the goal of this measure to provide a permanent source of funding for affordable housing.

*Position: Support*

*Location: Assembly Transpiration and Housing Committee*

### **SB 454 (Corbett) Electric Vehicle Charging Stations Open Access Act**

This bill would set up a public access process for owners of electric vehicles using private electric charging stations located on public parking property, similar to the system used by bank ATM's. It would provide that persons desiring to use the electric vehicle charging stations would not be required to pay a subscription fee or obtain a membership as a condition of using the station, but would allow the owners of the electric vehicle charging station to require additional out-of-network charges to non-members as long as the charges are disclosed. APA California believes this bill sets up a fair process to ensure all electric vehicle owners can depend on existing charging stations when needed, while allowing the station owners to charge a "foreign fee" to pay for that service.

*Position: Support*

*Location: Assembly Transportation and Housing Committee*

### **SB 617 (Evans) CEQA Changes**

This bill would make a number of changes to CEQA many of which are similar to recommendations made by ECAT. The author took a number of amendments suggested by ECAT, but we continue to ask for additional amendments to the electronic notice posting section consistent with those we've requested in AB 380. The bill would:

- Expand the definition of the "environment" and "significant effect on the environment" and would require that projects are evaluated for how it might be affected by the environment, such as sea level rise and natural hazards to deal with the *Ballona* court decision.
- Require specific CEQA notices to be sent to the Office of Planning and Research (OPR) and posted on their online database.
- Require that scoping meetings under CEQA are public.

*Position: Support if Amended*

*Location: Senate Floor Inactive File – Two-Year Bill*

### **SB 673 (DeSaulnier) Cost-Benefit Analysis for Retail Facilities**

This bill would require a city or county to have a cost-benefit analysis prepared for any retail or commercial facility that receives \$1 million or more in subsidies — the project applicant would be required to pay a fee to cover the expense of preparing the cost-benefit analysis.

*Position: Watch*

*Location: Moved to the Inactive File on the Senate Floor – Two-Year Bill*

### **SB 731 (Steinberg) CEQA Changes**

This bill would make a number of changes to CEQA and is likely the vehicle for major CEQA reform this year. APA California plans to work with the author on the provisions in the bill as well as other, more substantive changes to CEQA as the bill moves forward this year. As currently drafted, the bill would:

- Specify that aesthetic impacts of transit priority infill projects are not subject to CEQA. (APA supports.)
- Require a 15-day notice period for draft findings related to a statement of overriding considerations or finding that an EIR mitigation is feasible. (APA has asked for a more balanced approach to this issue to deal with late information.)
- Require concurrent preparation of the administrative record at applicant request and expense. (APA supports.)
- Authorize tolling agreement. (APA supports.)
- Require the lead agency to prepare an annual report on project compliance with mitigation measures. (APA opposes given current mitigation monitoring requirements and expense.)
- Require the Attorney General to report annually to the Legislature with information on actions or proceedings brought under CEQA. (APA supports.)
- Require court to issue preemptory writ with specified time for lead agency to return, when it finds a CEQA violation. (APA supports but asked for broader court discretion.)
- Allow a \$30 million appropriation in the annual Budget Act to the Strategic Growth Council to provide competitive grants to local agencies for planning activities. (APA supports.)

*Position: Support if Amended*

*Location: Assembly Environmental Quality Committee*

### **SB 754 (Evans) CEQA Changes**

This bill would have made a number of changes to CEQA that APA California believes would have unfortunately made the CEQA process both less effective in achieving its original policy purposes and less efficient.

Specifically, it would have:

- Prohibited a project applicant from overseeing or directing preparation of its environmental review documents. (APA opposes because as written it has the potential to create challenges to anything an applicant's consultant submits that the lead agency ends up using in the environmental document, even if the agency undertakes a third party review of the submitted document.)
- Prohibited a later project or infill project from tiering off a previous EIR if that EIR is more than seven years old. (APA opposes artificially limiting the usefulness of an EIR to any specific age particularly given the current requirements for augmenting the review based on site-specific/project-specific issues or changed circumstances.)
- Created a new private right of action or proceeding to enforce the implementation of mitigation measures should the project applicant fail to implement those measures.

*Position: Oppose*

*Location: Held in the Senate Appropriations Committee - Two-Year Bill*

## Application Period for the November 2013 AICP Exam is Open Until July 30

### FINANCIAL ASSISTANCE IS AVAILABLE – APPLICATIONS DUE JULY 5

*By Betsy McCullough, AICP, APA California, Vice President, Professional Development*

Have you noted the initials “AICP” following your fellow planners’ names? If you’ve thought about becoming AICP yourself, now is the time for investigation and action! The application period for the November 2013 AICP exam period is open from June 4 to July 30.

AICP is the American Planning Association's professional institute, providing recognized leadership nationwide in the certification of professional planners, ethics, professional development, planning education, and the standards of planning practice. Certified planners use their skills to find solutions to community problems and carry the community toward its desired long-term goals. Taking the AICP exam is the first step to becoming a certified planner. To qualify, one must be a current APA member, submit an online application meeting certain education and experience criteria, and pass an examination. Individuals applying to take the AICP Certification exam must demonstrate that they have engaged in professional planning experience that qualifies them for AICP certification.

A complete description of the AICP process and requirements is found on the APA National website at [www.planning.org/certification/2013/nov/](http://www.planning.org/certification/2013/nov/)

#### Note the following upcoming important dates:

- June 4 - Application period for November 2013 AICP exam opens
- June 18 - Deadline for early bird application
- July 5 - Financial assistance applications due
- July 30 - Final deadline for applications to be submitted to APA National

**FINANCIAL ASSISTANCE:** National APA recognizes that a \$495 application fee may be an obstacle to some members who wish to apply to take the exam. On behalf of National, the California Chapter administers a scholarship program which evaluates members’ financial assistance needs through a confidential process. Please go to AICP information on the Chapter’s website in the Professional Development - AICP Section for further information.

#### Applications are due Friday July 5 at 5:00 pm!

We urge you to explore the opportunity to become a member of the American Institute of Certified Planners in 2013!

And, come to the AICP Prep Session at the conference in Visalia and hear from with those who have run exam prep sessions and who have recently taken the exam!

## Congratulations to California’s Newest Candidate AICP Members!

*By Betsy McCullough, AICP,  
Vice President of Professional Development*

On behalf of the entire APA California Board of Directors, please join me in extending a very BIG CONGRATULATIONS to each of California’s 38 newest candidate AICP members:

#### Central Coast Section

Dave Ward

#### Central Section

Ginger White

#### Inland Empire Section

Gustavo Gonzalez

Shawnika Johnson

#### Los Angeles Section

Tyler Bonstead

Paul Casey

Jeremy Cogan

Kevin Finkel

Susanne Huerta

Ha Ly

Amanda Merlo

Makana Nova

Shaun Temple

Simon Vuong

Adugnash Yegazu

#### Northern Section

Allison Albericci

Sheldon Ah Sing

David Barry

Heather Bradley

Tina Garg

Piu Ghosh

Jennifer Gogan

Rosalind Litzky

Bradley Musinski

Michael Nelson

Keith Orlesky

Alicia Parker

Ryan Wells

Jin Zhao

#### Sacramento Valley Section

Erik de Kok

Darryl DePencier

Lautaro Echiburu

Matt Hertel

Chelsey Norton

Heather Phillips

#### San Diego Section

Andrew Hamilton

Everett Hauser

Alex Ibarra



## From the Dais

# Why the APA California Conference Matters to Commission and Board Members

*By Marc Yeber, Commission and Board Representative, APA California Board of Directors*



By now, you may have noticed or surmised that this is the Conference issue of the Cal Planner. This edition is intended to communicate, inform and perhaps pitch (*for those not yet committed*) the benefits of joining us at the upcoming APA California Conference in Visalia. So I want to use this opportunity to address my Commission and

Board colleagues on the value of attending. My argument for participating can be traced to the 2012 APA National Conference in Los Angeles and the subsequent suggestion by a colleague to consider filling this [vacant] position. Of course I was honored, but also a bit bewildered at the same time. The privilege afforded me the opportunity to further engage and interact with a broad cross-section of planning professionals from around the state about challenges we all face to some extent in our respective communities. The perplexity was in realizing the position had been vacant for a period of time and that there was a noticeable disconnect between those that craft planning policy and those that decide on it. Whether you come from a small town or big city, an agricultural environment or urban community, your full participation and engagement in the planning practice is of the utmost paramount.

I realize further engagement is rarely simple and often viewed as a luxury most cannot afford. But if there was ever a case to be made for a "one-stop" training for a wide variety of planning topics, this year's statewide forum is it. The conference will consist of 75 educational sessions, 17 mobile workshops, over a dozen social interaction activities and much more. Especially notable will be a series of sessions, resources and other programming specifically designed for Commission and Board members as well as elected officials. The sessions identified will cover issues from CEQA updates and General Plan guidelines to public engagement and commission & board operations. Plus there will be topical sessions to suit a wide variety of planning interests. So whether you are curious about the progress of California's High Speed Rail or want to better understand climate related policy, there will be no shortage of interesting topics.

Three of the sessions in particular that I want to bring to your attention are ones being developed with commission & board members in mind. ***Behind The Dias – 2*** will be a refresher and follow-up to the popular session offered at the last conference. Here you will engage in a lively presentation and discussion on some of the factors that go into the decision-making process in order to take some of the mystery out of your public hearings. Another session is ***Connecting the Dots*** where expert panelists will offer strategies and tips to help you effectively evaluate the relevant documents related to your review process in order to make a finding. ***Just the Facts Ma'am*** will cover the challenges of politics in the planning process. A panel consisting of planning staff as well as elected and appointed

officials will discuss the role and influence of politics and offer tips on how to navigate competing interests to yield a result that is consistent with your agency policy goals.

So why should you consider attending this year's conference? The better question is, why shouldn't you? This is an opportunity that is unparalleled in its scope in terms of informational gathering, educational training and social interaction with planning professionals and decision-makers from all over California. Without a doubt, you will walk away from the conference armed with a stronger planning foundation, fresh knowledge and perhaps a few new planning contacts. Ultimately the entire planning profession, from staff and consultants to commission and board members, benefits from your participation and continued interests in making our California communities better. For these reasons, your attendance and participation matters significantly, to the profession as well as your community. I look forward to seeing you in Visalia.

## MEET SOME OF THE LOCAL APA SECTION PLANNING COMMISSION REPS



### MATT BURRIS, AICP

SECTION: Inland Empire  
POSITION: Jurupa Valley Planning Commission  
PROFESSION: City Planning

Matt became involved in his community in the wake of its incorporation with a sense of pride and interest to help shape the future for this new California city. His primary objective is to reach out to other area commissioners and to create an exchange of information on new planning trends and best practices.



### ANANYA CHOUDHURI

SECTION: Sacramento Valley  
POSITION: City of Davis Planning Commission  
PROFESSION: Environmental Planning/ Land Dev.

Ananya joined the commission to be more engaged in her community and to better understand her position as a planner from the perspective of a local agency decision maker. As a local section PC Representative, she is interested in assisting other decision makers with education and training, especially with regards to the policy and requirements of CEQA.



### PATRICK HORTON

SECTION: Los Angeles  
POSITION: Temple City Planning Commission  
PROFESSION: Urban/ Transportation Planning

Patrick saw an opportunity to apply his skills and training to improve the quality of life in his community by applying for a seat on the Planning Commission. In his position as local section PC Representative, he is focused on establishing a better dialog and stronger engagement by commissioners with the planning profession.

## Join the APA California Board

Nominations Due by August 16, 2013

APA California is seeking qualified candidates from our membership to run for positions on the Chapter Board of Directors. The following positions are open during the upcoming election cycle:

President  
Vice President of Administration  
Vice President of Public Information  
Vice President of Marketing and Membership

A list of duties for each of the positions as well as APA California's Election Policies and Procedures can be found on the APA California website, <http://www.calapa.org/elections/>. Please consider serving your profession and colleagues as part of APA's leadership

The following materials (available at <http://www.calapa.org/elections/>) must be returned to Kevin Keller, AICP, APA California Past President, by August 16, 2013 to be considered by the Nominating Committee. Please e-mail your packet to [kevin.keller@lacity.org](mailto:kevin.keller@lacity.org).

### Required Materials

- *Position Statement*: A position statement, no greater than 600 words, prepared in accordance with the "Guidelines for Writing Background/Experience and Position Statement (Appendix 1 to the Policies and Procedures)." You are encouraged to focus your statement on issues and ideas affecting the future of the organization. To assist you in preparing your statement, please refer to the APA California Chapter Strategic Plan, available [here](#). Please note that should you be nominated, this statement will be published on APA California's website.
- *Eligibility Form (Appendix 2 to Policies and Procedures)*: The form asks you to identify the office for which you wish to be considered, and to make a personal commitment to serve, if elected.
- *Agreement to Abide Form (Appendix 3 to Policies and Procedures)*
- *Commitment to Serve Statement (Appendix 4 to Policies and Procedures)*

### Optional Materials

- *Photographs*: Candidates for office may also submit, by September 5, 2012, a recent photograph to be published with the position statement. Please refer to the "Campaign Policies" Section 4.2 for details.
- *Supplemental Materials*: If the nominating committee determines that it requires information or materials not mentioned above, you will be contacted. Unsolicited additional materials and phone calls to nominating committee members are strictly prohibited.

**If you have any questions on the APA nomination process, please contact Kevin Keller, AICP, APA California Past President at [kevin.keller@lacity.org](mailto:kevin.keller@lacity.org) or (213) 978-1211. Thanks for your interest**

### Join the California Planning Foundation Board!

The California Planning Foundation (CPF) is seeking candidates for two positions on the Board of Directors. The Foundation is a nonprofit, charitable corporation established to further the professional practice of planning in California. Its primary activity is raising funds and awarding scholarships to planning students.

The Board meets quarterly alternating between Northern and Southern California. Every Board member serves on committees and assists with fundraising and other activities.

If you are interested in serving on the CPF Board, please contact Carol Barrett, FAICP, CPF President, at [carolbarrett@gmail.com](mailto:carolbarrett@gmail.com) for more information.

