

# CALIFORNIA PLANNER



American Planning Association  
**California Chapter**

*Making Great Communities Happen*

Newsletter of the American Planning Association California Chapter



July/August 2010

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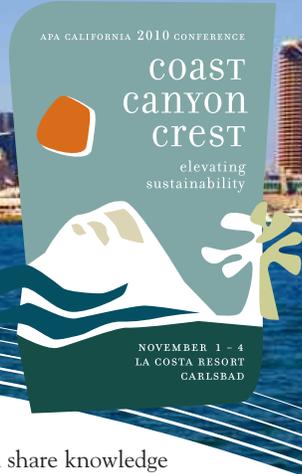
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[California Planner Information](#)



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



## Seasoned veterans and new planners of all disciplines, planning commissioners, professors, and students from around the State and beyond will come together to learn and share knowledge and expertise on a range of issues that cut across cities, counties and regions. Keynote addresses, an exciting plenary debate, CPF salons, roundtable forums and stimulating breakout sessions will build upon the forward thinking that is occurring in California and focus upon advanced concepts about sustainable implementation, dealing with conflicts among priority policies, the public dialogue, and development adaptation to new economics. Whether it's at the glamorous opening reception, real-time election central, consultants' reception, or in passing on the way to a session, there will be no shortage of opportunities to make connections.

All sessions and mobile workshops will be submitted for credit prior to the conference so that we can offer a more valuable, completely credit-approved program. Mobile workshops will even make travel time fulfill credit requirements to maximizing the benefits of your field time.

La Costa Resort is a spacious, family-friendly location! There are opportunities to visit not only nearby Legoland or beaches, but you will be just minutes away from San Diego County's other family-oriented attractions, including Balboa Park, Sea World, the San Diego Zoo, Birch Aquarium and local highlights such as the downtown Gaslamp Quarter or the Little Italy district, Cedros Design District, North County's award-winning craft breweries and an array of exceptional restaurants.

We invite you to come take advantage of the educational and networking opportunities, and come early or stay over to experience the area's vast array of natural resources, varied chain of developing and redeveloping urban areas, and the waterfronts along the coastal corridor! Please join us this November for the most extraordinary conference yet!

## Beyond Professional Development There will be Great Networking Opportunities You Won't Want to Miss!

San Diego welcomes you to the conference with the Opening Night at the Races, celebrating the legacy of North County's own center of glamour, the Del Mar Rack Track. Founded in 1937 by Bing Crosby, Jimmy Durante and others, it showcased a beautiful coastal setting, elegant patrons, and, of course, fast horses. You're invited to wear your race-day finery (especially those hats, ladies) while enjoying hors d'oeuvres inspired by Del Mar's well-known slogan, "Where the Surf Meets the Turf." Try your hand at "playing the horses" and cast a vote in our mock election for state-wide issues. Later, we'll turn down the lights and turn up the music and get the dancing started.

On Election Night, stop by the hotel's lobby lounge after the CPF auction to see what would happen if Planners Ruled the World. We'll have the results from our mock voting at the Opening Reception. We'll also have live TV coverage of election results coming in from around California. Check out what happens when we compare the two!

The best way to get to know a neighborhood is slowly, street by street, right? We've set up just such a tour for you - a Pub Crawl through Downtown San Diego's Gaslamp Quarter. We've chosen some of the best local spots for an evening you won't want to miss.

**For conference registration, hotel reservations, exhibitor/sponsor opportunities or for more information, check out [www.apacalifornia.com](http://www.apacalifornia.com)**

## Congratulations to NEW AICP Members!

Congratulations to the more than 1800 AICP members who achieved CM credit during the first reporting period. Take a moment to pat yourself on the back, and then dive right back in. We are already five months into the new two year reporting cycle.

Check out the new members at:  
<http://www.planning.org/cm/log/>

**Don't forget to keep logging those CM credits!**



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## Conference-at-a-Glance

The most current session and event information can be found on the APA California website at [www.apacalifornia.com](http://www.apacalifornia.com). The Conference-at-a-Glance is subject to change.

The conference sessions are established along three distinct tracks.

- 1. Coast - Preserving Resources; Sustainable Built Environment**  
Coast sessions showcase topics that address conflicts and competing policy priorities; subject matter with constituencies on both sides of the issues. Topic areas include the built environment and a wide variety of sustainability issues.
- 2. Canyon - Transportation; Economics of Land Use**  
Sessions address topics that physically represent linkages between places; canyons also figuratively represent struggles and changes in the planning landscape as embodied in the economic realities we must consider.

- 3. Crest - Planning Law & Policy; Community Engagement; Professional Development**

Sessions showcase topics that advance our profession, including the need to address issues on a regional and state basis to solve issues every jurisdiction is currently facing.

In addition to the three tracks, conference sessions that may appeal to the Young Planners Group (YPG) will also be denoted with "YPG". YPG sessions have been identified to assist the young planners up to 35 years old in building their planning "toolbox" with current planning topics, planning specialties, public vs. private, presentation and job interview skills, etc. These sessions will assist our young planners with their current and future positions within the planning field.

### MONDAY, NOVEMBER 1

8:30 - 10:30 am		Student Registration
10:00 am - 12:00 noon	CR	What's Next? (CPF)
12:00 noon - 1:15 pm		Student Awards Lunch
12:00 noon - 7:00 pm		Conference Registration and Exhibitor Set-up
1:15 - 2:45 pm	CR	Introduction to CEQA and Careers in Environmental Planning (ends at 4:30 pm)
	CR	Steps Students Can Take Before Graduating: Charting a Career in Sustainability
3:00 - 4:15 pm	CR	Resumes and Interviews for Students
4:30 - 6:00 pm		Diversity Summit
6:00 - 7:00 pm		Leadership Reception
7:00 - 10:00 pm		Opening Reception

### TUESDAY, NOVEMBER 2

7:30 - 9:00 am		Continental Breakfast
7:30 am - 6:30 pm		Conference Registration
7:30 am - 7:30 pm		Exhibits Open
8:45 - 10:15 am		Opening Keynote - Neal Peirce, Citistates Group
10:30 am - 12:00 noon		Session Block #1
	CR	Annual CEQA Update - Change is in the Air Again
	CR	Youth Make the Call
	CR	Is it Public Involvement or Public Relations?
	CR	From Beginning to End: Effective Public/Private Partnerships
	CA	Innovations in Transportation Planning
	CA	Tools for Revitalization - On a Shoestring Budget
	CA	W(h)ither Big Retail
	CO	Making the Most of Opportunities During Challenging Times
	CO	Climate Adaptation: Missed Opportunities of Climate Action Planning
	CO	Kill the Messenger: Understanding and Overcoming Major Project Coordination Interdisciplinary Challenges
	CO	Everything You Need to Know About Planning Trails for California Communities
CO	Incentive Zoning: You Can Always Get What You Want?	
10:30 am - 6:00 pm		Mobile Workshops (MW #1, MW #2, MW #3, MW #4)
12:15 - 1:45 pm		APA California Awards Lunch

#### TRACKS

**CREST (CR)**  
Planning Law & Policy; Community Engagement; Professional Development

**CANYON (CA)**  
Transportation; Economics of Land Use

**COAST (CO)**  
Preserving Resources; Sustainable Built Environment



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## Conference-at-a-Glance

The most current session and event information can be found on the APA California website at [www.apacalifornia.com](http://www.apacalifornia.com). The Conference-at-a-Glance is subject to change.

### TUESDAY, NOVEMBER 2

2:00 - 3:30 pm		Session Block # 2
	CR	Navigating the Ethical Dilemmas in Planning
	CR	How Can Planners Be Effective Leaders on Regional Issues: Bridging Local and Regional Concerns
	CR	Passing the AICP: Planning Jeopardy
	CR	Tribal Perspectives on Coast, Canyon, and Crest: Lessons from California
	CA	TDR Also Belongs In Your Climate Change Toolbox
	CA	Transforming the Transportation and Urban Landscape in the U.S.- High Speed Rail for a Developing Country
	CA	Getting Smart About Smart Mobility
	CO	Show Me the Rock: Creating an Aggregate Supply
	CO	Maximizing the Benefits of Urban Greening
	CO	Harnessing the Power of Sun, Wind, and Water
	CO	City Centered Growth: Mission or Myth?
	CO	Sustainable Subsistence: The Benefits of Urban Agriculture in Today's Cities
3:30 - 4:00pm		Afternoon Break, Silent Auction Opens (ends at 7:00 pm this evening at the CPF Reception)
4:00 - 5:30 pm		Session Block # 3
	CR	Legislative Update
	CR	Building Your Professional Career: Beyond Resume Skills and Interview Techniques
	CR	Open Source, Drupal, and Planning
	CR	Putting Smart Growth Into Practice: Lessons from SANDAG's Smart Growth Tool Box
	CA	The Cumulative Effect: How Public Policies Impact the Housing Market Revitalization
	CA	The Longest Mile: Improving Access to Transit in Los Angeles
	CA	Deck It, Dig It, Ditch It: Overcoming the Barrier of the Freeways
	CO	Developing GHG Thresholds: What Your Mother Never Told You!
	CO	A New Breed of Affordable Housing
	CO	Creating a Development Code that Defaults to Sustainable Urbanism
	CO	Are the Tides Turning on Equity and Environmental Justice in San Diego Planning?
	CO	Pressing the Throttle: Implementation of SB375 (Planners Emeritus Network)
5:30 - 8:30 pm		CPF Silent (ends at 7:00 pm) & Live Auction (begins at 7:00 pm) and Reception, Exhibit Area
8:30 - 10:00 pm+		ELECTION CENTRAL

### WEDNESDAY, NOVEMBER 3

7:30 - 9:30 am		Continental Breakfast
7:30 am - 6:30 pm		Conference Registration
7:30 am - 7:00 pm		Exhibits Open
8:00 - 9:15 am		Session Block # 4
	CR	Working With Lawyers
	CR	Why Pedagogy and Practice Matter
	CR	San Diego Planning Directors Association Roundtable Discussion
	CA	Preserving Continuity in a Transition: The Governance Component of the Ontario Plan
	CA	Fire and Chaparral: Why Aren't There Any Trees in this Forest?
	CA	Planning for Pot
	CA	Parking Credits for Walkable Neighborhoods: Three Cities' Experience
	CA	Planning Metrics for the 21st Century

TRACKS

CREST (CR)

CANYON (CA)

COAST (CO)



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### W E D N E S D A Y , N O V E M B E R 3

	CO	No More Ugly Buildings! Pasadena's New Context Sensitive Design Guidelines
	CO	City Centered Growth: The San Diego Example of How to Make it Happen
	CO	Low Impact Development: Restoring the Health of Rivers and Oceans
	CO	Getting to "Missing Middle" Footprint Densities: Responding to the Demand for Walkable Urban Living
	CO	The California Water Plan: What's In It for Planners?
8:00 am - 12:00 noon		Mobile Workshops (1/2 day) (MW #5, MW #6, MW #7)
9:30 - 10:45 am		Session Block # 5
	CR	On the Job Training: Where the Rubber Meets the Road
	CR	Translating Sustainability Into an Urban District: Early Lessons From Los Angeles
	CR	Changing the Planning World Through the Web
	CR	Citizen Engagement Toolbox
	CA	The Redevelopment of Treasure Island: From World Expo to City of the Future
	CA	Jordan Downs: A Case Study in Redevelopment
	CA	Balancing Competing Public Objectives: Airport Land Use Compatibility Planning in Growing Communities
	CA	JOBs and TODs: Employment and Transit Together
	CO	Rethinking Historic Highway 101 and San Diego's North Coastal Villages
	CO	How Planning Commissioners Can Overcome Tough Challenges to Promote Infill Development Along Commercial Corridors
	CO	Advancing Sustainability in Discretionary Review
	CO	Heartbreaking to Groundbreaking: The Story of New Roots Community Farm
	CO	Universities, Foundations, and Planners: Working Together for Sustainable Communities (CPF)
11:00 am - 12:15pm		Session Block # 6
	CR	Can Federal Agencies Really Work Together? The HUD/DOT/EPA Partnership for Sustainable Communities
	CR	Working With What You Have, Getting What You Want, and Living in the New Norm
	CR	What's Old is Green: A Sustainable Future for the Historic Presidio of San Francisco
	CR	Planners in the Hot Seat: Serving as an Elected or Appointed Official
	CR	Santa Monica's LUCE Plan to Reduce the Carbon Footprint is Tight!
	CR	The California Public Records Act: Plumbing the Depths of Privileges and Exclusions
	CR	Hot and Spicy SB 97: A Roundtable Debate About the Adopted CEQA Amendments
	CA	The Orange County Great Park: A 21st Century Laboratory
	CA	Not All TOD Are Alike: Tailoring Your TOD Strategy to the Situation
	CO	National City: An Emerging Model for Sustainability and Equity
	CO	Trail and Agricultural Lands Interface: Strategies for Success
	CO	Housing That Makes SB375 and Climate Change Policies Work
	CO	Planning a Sustainable New Community Through Innovative Urban Design
12:30 - 2:00 pm		Keynote Luncheon
2:00 - 6:00 pm		Mobile Workshop (1/2 day) (MW #8, MW #9, MW #10)
2:15 - 3:45 pm		Session Block # 7
	CR	Property Rights, Takings and Exactions: A Legal and Practical Update
	CR	NEPA Update 2010: What California Planners Need to Know
	CR	Housing Elements: A Secret Weapon to Increase Competitiveness for Funding
	CR	Breaking Down the Silos
	CA	Implementing a Bicycle Master Plan/ Bicycle Facility Planning 101
	CA	Orienting Development Around Transit: Planning a Regional TOD



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### W E D N E S D A Y , N O V E M B E R 3

	CO	Seawater Desalination in California
	CO	Wastewater: A New Renewable Resource for Urban Agriculture
	CO	Breakthroughs In Climate Action Plans
	CO	Where Will We Play? Strengthening the Future of Our Urban Parks and Cultural Districts
	CO	Sustainability Through the Ages
	CO	It Takes a Village: Coming Together to Reduce Greenhouse Gas Emissions - The Southern California Story
3:45 - 4:15 pm		Afternoon Break
4:00- 5:30 pm		APA California Legislative Update 2010
4:15 - 5:45 pm		Session Block # 8
	CR	Project Management: A Toolkit for Success
	CR	You Be the Ethics and Judge and Jury
	CR	Reinventing the General Plan: Learning from What is Working
	CR	CEQA Trouble: How "Little" and "Big" Things Get You There and How to Avoid It
	CR	The Nuts and Bolts of Preparing an RTP Under SB 375
	CA	What is a VMT Threshold and Why Do I Want It in My General Plan?
	CA	Sustainable Parking: Is It Possible? If So, How Should It Be Implemented?
	CO	A Greenway Runs Through It: Changing the Face of Urban Landscapes
	CO	Now What? Implementing Your Climate Action Plan
	CO	Addressing New Flood Risk Management Legislation - A Handbook for Locals
	CO	Street Eats: Why They're Good for the Community and the Economy, and How to Promote them in Your Streets
	CO	The Re-Birth of Retail and the Evolution of the Old Retail Center
5:30 - 7:00 pm		Consultants Wine and Cheese Reception
7:00 - 11:30 pm		Downtown San Diego Pub Crawl (additional fee)

### T H U R S D A Y , N O V E M B E R 4

7:30 - 8:30 am		Coffee Services in Exhibit Area, Exhibits Open
7:30 - 11:00 am		Conference Registration
8:15 - 10:45 am		Breakfast/Closing General Session: The Great California Water Debate
10:45 am - 12:00 noon		Closing Keynote Session, <i>Shelley Poticha, U.S. Department of Housing and Urban Development, Office of Sustainable Housing and Communities</i>

NOTE: All required Leadership meetings to be determined.

#### TRACKS

See page 2 for track descriptions

#### CREST (CR)

Planning Law & Policy; Community Engagement; Professional Development

#### CANYON (CA)

Transportation; Economics of Land Use

#### COAST (CO)

Preserving Resources; Sustainable Built Environment

## The Great California Water Debate

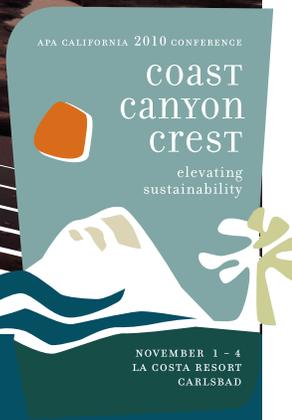
Will California resolve its water supply crisis, or have we reached the limits of growth? Will California remain a "Garden of Eden" (in Woody Guthrie's words) or are we destined to wind up living in a desert? Will the water bond on the November ballot make a difference, assuming it is approved? Can North and South come together around a common plan, or will we perpetuate Mark Twain's observation that "whiskey's for drinking, water's for fighting over"? Find out at the Great California Water Debate, to be held on Thursday, November 4.

Water is our lifeblood - physically, economically and environmentally, but we are facing a future of increasing demand and decreasing supply. Most of our population and development are located far from the principal water sources. Average rainfall and the Sierra snowpack are shrinking, and temperatures are increasing, all as a result of climate change. The amount of water available from

the Sacramento-San Joaquin River Delta has been slashed as a result of environmental litigation. Water deliveries from the Colorado River are being reduced under agreements with other states. What is California to do? Various experts and interest groups call for conservation, reuse, retention and more, but will all of that be enough? And can we reach agreement on what to do in the first place?

Representatives of water interests and public agencies from diverse areas, including the head of the largest water agency in the state, will hash out these issues in a two-and-a-half hour "debate," with the goal of reaching consensus that could be a basis for statewide policy. The discussion will be refereed by Cary Lowe, a land use lawyer and mediator who has written on water issues. This will be the climactic moment of the conference. Plan to be there.

# APA California 2010 Conference: Mobile Workshops Will Take You to Our Coast, Our Canyons and Our Crests



This year's conference is based in northern San Diego County. The 2002 Conference was in southern San Diego County. In the time since the last conference a lot has happened at the southern edge of the state. We have new transit lines; we have successful military base reuse; we have adopted significant habitat management plans and have protected parks and open space. Unfortunately, we have also experienced wildfire devastation. Check out the on line conference registration form ([apacalifornia.com](http://apacalifornia.com)) for more detailed information about the mobile workshops, including website links to familiarize you with the issues and locations before you embark. Do you want to see the happenings in San Diego for yourself?

## Sign up for One (or more) of the 10 Mobile Workshops!

We have four mobile workshops on Tuesday, November 2 after the Opening Keynote Address. They are more than half day, so you'll have lunch on the road. All tours will return in time to attend the CPF Auction and Reception, and check in on "Election Central". *Don't forget to submit your absentee ballot before you come down to the conference.*

### Mobile Workshop #1 - 3 Great San Diego Parks

Experience the beauty of Balboa Park, Mission Bay Park & Mission Trails Regional Park

### Mobile Workshop #2 - TODs & Transit on the San Diego Trolley Line

You will experience a fun and informative morning on central San Diego's trolley lines to view transit-oriented development.

### Mobile Workshop #3 - Borders, Barriers, and Beaches: International Interactions (South San Diego)

Travel down to San Diego County's (and the U.S.) border with Mexico where you will tour habitat areas, economic development projects, and hear about border security.

### Mobile Workshop #4 - Living and Learning in the Wildland Urban Interface

Tour east county to discuss and view damage done by several severe wildfires and see the recovery efforts within residential communities, state parks and the backcountry. You'll stop in the mountain town of Julian (that narrowly escaped fire damage) for classic 'Julian apple pie'.

The six mobile workshops on Wednesday will be split between morning and afternoon. All workshops will have you back at the hotel for the Keynote Luncheon.

### Mobile Workshop #5 - Transformation of the Naval Training Center into the Liberty Station Community

Travel to the former Naval Training Station which is now a successful, award-winning mixed use community.

### Mobile Workshop #6 - Carlsbad Habitat Preserve, Lagoons, and Desalination Project Tour

Stay in Carlsbad and visit preserved habitat areas, lagoons, and the site of the state's first desalination plant.

### Mobile Workshop #7 - Transit in the Suburbs

Travel on the *Sprinter* - a new north San Diego County transit line linking coastal and inland cities. View development along this newest transit line with various city officials.

### Mobile Workshop #8 - Sustainability Planning in San Diego's Coastal Towns

Tour north county coastal communities from Del Mar up to Oceanside and hear about environmental, economic and smart growth issues.

### Mobile Workshop #9 - San Dieguito River Regional Park Lagoon Tour

A 2-hour walking tour through the successful San Dieguito River Regional Park. Hear about habitat, storm water treatment, recreation opportunities, and the operation of a successful Joint Powers Authority.

### Mobile Workshop #10 - Downtown San Diego

Visit Downtown San Diego where you will be introduced to the tremendous amount of development - including the Ballpark District of East Village with Petco Park and preserved historical structures. (You may have the option to stay downtown and return to the conference site by bus later in the evening.)

All afternoon mobile workshops will return prior to the start of the Consultants' Reception. As with all our on-site sessions, we have submitted all the mobile workshops for full CM credit for our AICP members.

We know you will find these workshops informative and exciting. There is something for everyone!

*Come for the conference, stay over to enjoy the rich physical and cultural variety of the San Diego region!*



Opening Keynote Speaker

## Neal Peirce

Neal Peirce is a foremost writer, among American

journalists, on metropolitan regions - their political and economic dynamics, their emerging national and global roles. With Curtis Johnson, he has co-authored the Peirce Reports (now called Citistates Reports) on compelling issues of metropolitan futures for leading media in 25 regions across the nation.

Peirce is currently working on creation of Citiscope- a global news website focused on innovations and experiments underway in world cities, on topic areas ranging from climate change to slum upgrading, water and food security to advance steps to protect against natural disasters. The Citiscope project, developed in close cooperation with UN-Habitat and the World Urban Campaign, is designed to tap the skills of local journalists in telling the stories of their cities breakthrough efforts, both successes and roadblocks, combined with commentary by experts in the fields covered. The Citiscope web site was debuted at the concluding plenary session of the World Urban Forum in Rio de Janeiro in March 2010.

In 2004-2006, Peirce took the lead role in conceptualizing and launching the New England Futures Project, which focused on how that that historic six-state region deals with its 21st century energy, transportation, growth, higher education, broadband and health challenges. In 1975, Peirce began - and continues today - the United States' first national column focused on state and local government themes.

Known widely as a lecturer on regional, urban, federal system and community development issues, Peirce has been a familiar figure before civic, business, academic and professional groups nationally. He has appeared on Meet the Press, the Today Show, National Public Radio and local media across the country.

To register or for more information, check out [www.apacalifornia.com](http://www.apacalifornia.com)

# APA California 2010 Conference: Calling All California Planning Students!

Monday, is your special (and free!) day at the 2010 APA California Conference in San Diego. While attending the rest of the conference, students will have the opportunity to hear about technical topics as well as skills for professional development, including discussions that are helpful to students before graduation.

The day will start with a morning panel by the California Planning Foundation (CPF). CPF works to further the professional practice of planning in California and focuses on university students who have demonstrated academic excellence. All students are welcome to attend the CPF student-only session on the first day of the state conference. This session will introduce students to CPF's scholarship program through recent winners of CPF scholarships who are now working in the field. Panelists will provide students with tips about making the transition from student to planning professional. A variety of topics will be covered including planning job trends; differences between public and private sector employment and how to transition between them; and how to find a job in a tough economy. This session is always stimulating and relevant!

Following that session is the CPF Student Awards Luncheon where 2010-2011 CPF scholarship winners are honored. Scholarships are offered to students enrolled in undergraduate and graduate planning programs in California. Since its inception, CPF has awarded more than \$200,000 in scholarships and awards in support of planning students. Visit the CPF website at [www.californiaplanningfoundation.org](http://www.californiaplanningfoundation.org) for more information.

This year there will be 2 afternoon student session options. The first option is a 3-hour session that starts by discussing the California Environmental Quality Act (CEQA). CEQA is the state law that is used by the widest array of planners - whether you work in the public sector, private sector, for a non-profit organization, in policy planning or in development planning. A CEQA expert will discuss the intricacies and applications of the Act itself, and will also discuss careers in environmental planning and the skills that undergraduate and graduate students need to be marketable in the environmental field. The second option, running at the same time, will be a 1.5 hour session that introduces students to the field of sustainability-focused jobs in both public and private sectors. This session will help students understand what employers are looking for and how to find jobs in this emerging field. Following will be a panel that will discuss interview skills and resume-assembly. Panelists for this session are professionals who have both public and private sector experience, who have hired both recent graduates and experienced planners, and supervised them and evaluated their performance. Panelists will talk about their career paths, and students will be provided time to ask questions.

There will be sessions for students to attend throughout the conference - look for the "YPG" indicator for sessions oriented to Young Planners.

**Join us on FREE DAY MONDAY - Whether You Can Make it to the Rest of the Conference or Not!**

## The Conference Sustainability Plan

Given the emphasis placed on sustainable planning and the progress made in this area by California planners, there is no better way to highlight APA California's commitment to "walking the walk" than to interject sustainable planning into the 2010 APA California Annual Conference. As the cornerstone of this initiative, the 2010 APA California State Conference Sustainability Plan (Sustainability Plan) outlines our commitment to making this year's conference a dynamic demonstration of sustainable practices.

The Conference Planning Committee has taken a holistic approach to integrating sustainability as part of the planning, marketing, and implementation of the event. The Sustainability Plan is divided into nine areas encompassing specific sustainable elements and highlighting their relationship to overarching sustainability goals.

Action items range from material purchases and food selection to transportation options and waste-management decisions. The Conference Sustainability Subcommittee is estimating the conference's carbon footprint and evaluating ways to offset this impact as much as possible.

The Planning Committee encourages all attendees to join the sustainability effort to help make this year's Sustainability Plan a success. Check out the Sustainability Center located next to the Registration Desk for opportunities to make your individual conference experience more sustainable.

For more information regarding the 2010 APA California State Conference Sustainability Plan or San Diego Section's sustainability efforts, please contact Sarah Lozano at [slozano@dudek.com](mailto:slozano@dudek.com).

APA CALIFORNIA 2010 CONFERENCE

coast  
canyon  
crest

elevating  
sustainability



NOVEMBER 1 - 4  
LA COSTA RESORT  
CARLSBAD



**Closing Keynote Speaker**  
**Shelly R. Poticha**

Shelly R. Poticha is the  
Director for Office of  
Sustainable Housing and

Communities at the U.S. Department of Housing and Urban Development (HUD). A well respected expert in growth management and urban policy, Ms. Poticha is responsible for advancing housing and communities that promote affordable, livable and sustainable living environments. She also provides technical and policy support for energy, green building, and integrated housing and transportation programs at HUD and around the nation. Ms. Poticha also leads HUD's interagency effort with the Environmental Protection Agency and the Department of Transportation to help improve access to affordable housing, more transportation options, and lower transportation costs while protecting the environment in communities nationwide.

Ms. Poticha previously served as President and CEO of Reconnecting America, where she became a national leader for the reform of land use and transportation planning and policy with the goal of creating more sustainable and equitable development.

In the San Francisco Bay Area, she was responsible for the first regional Transit-Oriented Development (TOD) policy that conditions the allocation of new transit funds on good land use planning.

Prior to joining Reconnecting America, Ms. Poticha was the Executive Director of the Congress for the New Urbanism. Ms. Poticha has co-authored *The New Transit Town: Best Practices in Transit-Oriented Development*, *"Hidden in Plain Sight: Capturing the Demand for Housing Near Transit,"* the *Charter of New Urbanism*, and *The Next American Metropolis* with Peter Calthorpe.

She holds a Master of City Planning from the University of California at Berkeley and a B.A. from the University of California, Santa Cruz.

To register or for more information, check out [www.apacalifornia.com](http://www.apacalifornia.com)

## President's Message

By Kurt Christiansen, AICP, President



It is now time to start thinking about attending the annual State Chapter Conference. This year San Diego will be hosting the conference at La Costa Resort, in Carlsbad, California. The dates for the conference are November 1 - 4. Please remember that Tuesday, November 2, is Election Day. There are many important ballot measures on the ballot, including one sponsored by the League of California Cities regarding the State's ability to raid local funds. If you are planning on attending this year's conference, please remember to request an absentee ballot, so that you can vote early. The League's ballot measure is very important and can impact planning departments throughout the state.

I would like to welcome Janet Ruggiero, FAICP to the State Executive Board as our Vice President for Public Information. Janet is retired and hails from Woodland, California. Her last job was Community Development Director for the City of Citrus Heights in the Sacramento Valley region. Janet is no stranger to APA California, she served as State Chapter President from 1987 - 88.

In early June, I was asked to testify before the Assembly's Local Government Committee regarding The Governor's Office of Planning and Research (OPR) oversight hearing. OPR is California's comprehensive state planning agency. My testimony was related to how planners use OPR and the importance of having one agency in the state to serve as a clearinghouse for coordinating all state planning functions. With all of the state planning mandates, OPR plays a critical role in serving as the agency that sets the overall goals for integrated planning at a statewide level.

The most recognized functions of OPR are the preparation of the General Plan Guidelines and the role of State Clearinghouse for environmental documents. This however, is only a small part of OPR's responsibilities. With over eighty (80) legislative mandates in the California Government Code, OPR's responsibilities range from aviation planning to interfacing with the military. Duties also include serving on the State's Strategic Growth Council and publishing a variety of documents that play a role in assisting local government planning. OPR provides technical assistance to state and local agencies and helps ensure that information is delivered in a coordinated manner.

In the Fiscal Year 2010/2011 budget proposal, the budget subcommittee has recommended that OPR be significantly downsized. While this is better than the Governor's recommendation of elimination, it will be a strain to operate OPR. I urge all of you to use the valuable resources that OPR provides. Check out their site at: <http://www.opr.ca.gov>. We hope that the new Governor will understand the importance of a centralized state planning agency, and will reinstate the staff of OPR.

A "Shout Out" to the OPR staff, you do a great job! Thanks to all previous and current OPR staff, you are certainly responsible for "Making Great Communities Happen" in the great State of California.

**Remember, you can now register for the 2010, State Chapter Conference. Register early and save on your registration fee. We are planning an outstanding conference and I hope you will be able to join us in November, and explore "Coast, Canyon, Crest".**

I hope you all enjoy your summer months.

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# Six California Communities Pilot Village Model to Support Older Adults

By Karen Shakira Kali, AICP, NCB Capital Impact

When older adults have difficulty living in their homes and require higher levels of care services, they or their families have traditionally turned to informal services provided by family members or to expensive assisted living facilities and nursing homes.

Today's baby boomer generation overwhelmingly prefers to age in-place, remaining connected to the people and communities they love. With informal care services in decline and the current state of the economy, older adults are searching for creative, affordable options to secure care services to continue to age in-place with freedom and security. The nationally recognized Village model is a innovation that provides a community based option to support older adults with their aging needs.

There are now over 37 million people aged 65 and older in the U.S; and 5.6 million live in California. These numbers and elderly preferences indicate a sizable demand for greater community-based options like the Village model. Many older adults are having difficulty meeting their long term need for support and services due to rising health care costs, older adults' substantial dependence on relatively fixed income payments, economic situations that according to the Urban Institute produced an estimated \$2 trillion in retirement asset losses, and declines in older adults' property values. The Village model provides an option for older adults to access a comprehensive menu of services and supports that provide affordable options to meet long term services and supports in their home and community.

Begun in 2000 by the Beacon Hill Village in Massachusetts, today there are over 48 Village organizations operating nationwide. The Village Model consists of community-based, non-profit 501(c) 3 organizations that address the rapidly growing demand among the baby boomer generation and older adults to remain living in their own homes and communities among friends, family and neighbors while also fulfilling their health, wellness and living needs related to aging. Villages are consumer-driven and self-governed mutual support organizations that can provide members with the resources and support to remain independently active within their homes and neighborhoods through services like transportation, health and wellness programs, home repairs, social and educational activities through vetted, discounted providers.

Villages serve members who reside in a specified geographic boundary that can range from a few blocks to an entire city. As an incorporated nonprofit, a Village Board of Directors, typically derived from the membership, provide the governance for the organization.



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## Six California Communities Pilot Village Model to Support Older Adults

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Each Village is customized to meet local needs and preferences. Many Villages provide services and discounts on anything from groceries and health care to repairs and transportation assistance. Villages provide services by utilizing community members, volunteers and a network of vetted service providers that provide discounted services to Village members. Villages are consolidators of services and harness the economic power of their communities to meet member needs. Older adults residing within the boundaries of the Village may become members for an annual fee. The fee varies from Village to Village and is dependent upon the level of services. Membership fees across the nation range from \$150 up to \$1200 per year. Most Villages have paid staff that coordinates the services and member requests. Services are typically funded by a combination of annual member fees, donations, and grants. Many Villages also provide a subsidized membership fee for low income residents in the Villages' boundaries so that all members of the community have access to services. In addition to coordinating services aimed at supporting members in their own homes, Villages also organize a host of social activities to engage members and build community.

On the community development front, Villages are helping to improve their neighborhoods. The significant preference among older adults is to remain connected to their own communities as they age and reside within their own home. Communities are facing the issue of the impact this older population will have relative to neighborhood design, the housing stock and human services. As communities across the country age, planners and local governments must assess the livability of communities, including housing form and function, transportation accessibility and neighborhood design. Local governments are beginning to look at aging in communities as a quality of life issue for older adults as well as a cost-effective and socially desirable means of housing the older population, as opposed to conventional retirement communities and analogous housing options. Villages, as a budding grassroots movement, encourage local governments to focus on community aging plans, housing stock components and general livability concepts for older adults and other community members. Recent studies indicate there are four critical components that must work in tandem in order to support aging in the community.

Element	Features
Basic Needs - Safe, Accessible, and Affordable	<ul style="list-style-type: none"> <li>• Accessible and affordable housing and community areas</li> <li>• Provides information about services</li> <li>• Fosters safety</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>• Fosters meaningful connections</li> <li>• Promotes active community engagement</li> <li>• Opportunities for paid or volunteer work</li> </ul>
Health and Well Being	<ul style="list-style-type: none"> <li>• Facilities access to medical and social services</li> <li>• Promotes health behaviors</li> <li>• Supports community activities that enhance well being</li> </ul>
Independence and Autonomy	<ul style="list-style-type: none"> <li>• Mobilizes in-house supports and services</li> <li>• Coordinates or offers transportation</li> <li>• Supports family and other caregivers</li> </ul>

Source: "Key Factors to Aging in Place Successfully." A Report by the Coalition for Senior Housing of Massachusetts. Funded by The Boston Foundation, March 2007

Local governments and Villages are working together in various ways. Remaining in one's own home may require home modifications to ensure older adults' home are accessible and maintainable. Villages are working with local governments to help members access home modification programs to assist homeowners in Villages with these improvements. In some cases Villages are working with local housing authorities to subsidize low income residents with the same services as that of conventional membership types.

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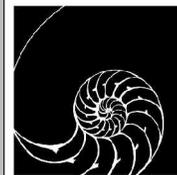
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## Six California Communities Pilot Village Model to Support Older Adults

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Transportation becomes a critical component for the older population. Health care visits, social and recreational activities generate trips that planners must consider.

Seeing great interest in the Village model, the Washington D.C. Office on Aging awarded \$300,000 in mini-grants to Villages in 2009 to fund the development of Aging in Place programs in each Ward of the District. Each Village recipient was charged with creating an operational plan of serving older residents in their neighborhoods.



Westchester Playa Village, Los Angeles

In California, six communities have the opportunity to experience the Village model. The SCAN Foundation awarded NCB Capital Impact \$100,000 to implement the California Villages Project. One of the objectives of this project is to pilot six Villages in the state:

- NEXT SF, San Francisco
- Marin Village, San Francisco
- Concierge Club/Elderhelp, San Diego
- Tierrasanta Village of San Diego, San Diego
- Westchester Village Network, Los Angeles
- Wise & Healthy Aging, Los Angeles

These six organizations were chosen based upon key objectives such as a commitment to the principles of the Village model, adherence to socioeconomic and ethnic diversity, a well-defined implementation strategy, and the ability to be fully operational and launched by July 2010.

As a part of the project, the six pilot villages receive technical assistance from NCB Capital Impact and its partners (Beacon Hill Village, University of California Berkeley, Center for the Advanced Study for the Aging and Gerontological Services, Inc.) to document the California Village movement, pilot the Village model in the selected Villages, identify critical evaluative metrics for rapid replications, and create new technical assistance tools to assist California communities to expand the model statewide.



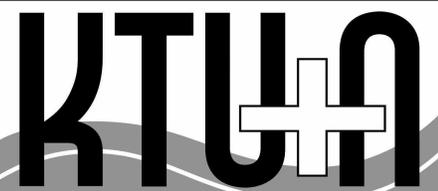
Beacon Hill Village, Boston

### NCB Capital Impact

NCB Capital Impact is a non-profit organization that provides financial services and technical assistance to communities to support affordable housing, and health care center and charter school innovations and facilities ([www.ncbcapitalimpact.org](http://www.ncbcapitalimpact.org)).

### The SCAN Foundation

The SCAN Foundation advances the development of a sustainable continuum of quality care for seniors that integrates medical treatment and human services, by stimulating public engagement, developing public policy and financing options, and disseminating care models and technologies ([www.thescanfoundation.org](http://www.thescanfoundation.org)).



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# APA California Budget Survey Results

Carol D. Barrett, FAICP, Vice President for Professional Development, Budget Committee

Last month Chapter members were given an opportunity to comment on options for APA California Chapter budget reductions. More than 800 planners responded – a bigger turnout than we’ve had for APA California elections! Almost 150 respondents took the time to write comments. The information was carefully considered by the budget committee when they deliberated on April 24. Your comments and criticism were thoughtful and formed a significant core of our deliberations. The Board voted on these changes in June. The draft agenda materials and proposed budget were posted on the Chapter’s website prior to the June 5, 2010 Board meeting [www.calapa.org/en/cms/?1535](http://www.calapa.org/en/cms/?1535).

## Why Did We Send Out the Survey?

During the past year the Chapter has made extensive budget reductions/changes in services to reflect declining dues revenue. We eliminated the public relations consultant and converted *Cal Planner* to a digital format, for example. Additional across-the-board cuts were also imposed. However, we are approaching a financial triple storm that will affect our most basic strategy for delivering services at the Section and the State level.

1. Loss of AICP members due to implementation of the national AICP certification maintenance program.
2. Implementation of a new service fee by National APA on every member reducing the Chapter’s dues rebate accordingly.
3. General loss of membership associated with the struggling economy in California.

Before we started working together as Sections and Chapter Board, we wanted to touch base with you to make sure that the cuts reflected your priorities.

## What You Told Us Directly

The vast majority of the respondents supported the current allocation of resources, with the highest support accorded for communication with the members. The Chapter’s support for legislative work was also highly valued. Programs that members would like to see increased funding for professional development events including web based offerings. Members expressed the least support for a public relations program and subsidizing social events.

In fact, there was strong support for the concept of the user paying for the service whether it is for professional development or section activities.

### Your top three recommendations for spending a lot less money were:

Social Events	.26%
Social Networking Through Technology (Facebook, Twitter, etc).	.25%
FAICP Application	.20%

### Your top three recommendations for spending a lot more money were:

Professional Development Events	.12%
Web-based Professional Development	.20%
Job Help	.8%

### You most agreed with the current allocation of resources for the following Chapter services:

Chapter Newsletter	.74%
E-blasts	.64%
Web site	.59%
AICP Exam Preparation	.59%



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## APA California Budget Survey Results

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### What Else You Told Us Through the Comments

The 14 pages of comments were organized into six categories:

1. *Ways to deliver services less expensively. For example . . .*
  - I would think that the state board meetings could be held as webinars to save money and travel time.
  - Perhaps consider conference registration with an optional reception for those on tighter budgets, and/or who are unable to attend the opening event.
2. *Service improvements or recommendations to spend more money. For example . . .*
  - Spend more resources on keeping existing members up to speed regarding what's going on in the art of planning, and more on assisting students and young professionals as they mature into positions of responsibility and influence.
  - More effort should be made to help Planners keep up with legislative changes, attend the annual state conference, maintain their certifications, and mentor students and younger planners in order to prepare them for the upcoming vacancies that will be left with the departure of many of us "baby boomers" as we retire.
3. *Comments on dues. For example . . .*
  - California Chapter fees are much too expensive and I may drop-out of the CA Chapter for this reason.
  - Reduce annual dues.
4. *Survey flaws. For example . . .*
  - Yes, I did just fill out this survey, but I have no real context for my responses — I don't know the actual costs of many programs and to what degree they are subsidized.
  - I don't know what the current expenditures are for these different activities. This survey should have asked respondents to *PRIORITIZE* the different activities. Focus on funding of activities where there is no one else (like individuals or employers) to pick up the tab (or more of the tab).
5. *Suggestions on ways to improve Chapter financial management. For example . . .*
  - Provide all members an annual accounting statement that summarizes total dollars spent and on which activities. Develop performance criteria that notes what the membership received for each \$ spent.
  - Provide analysis of member value per dollar spent. Focus on core AICP members and APA members that will be long term members and not so much on periphery membership.
6. *Recommendations for reducing/eliminating services. For example . . .*
  - Cut subsidies where possible. Many people would pay for the event at full price. Subsidies should be means tested, e.g., students and young people need more help than people in established careers. Use the electronic methods to reach us to free up paper costs. See if teleconference can reduce travel costs for board meetings etc.
  - The periodic emails and newsletters are not very useful, nor do they contain very useful information.



All of this information was used to assist the Board when it made budget decisions at the June 5, 2010 Board Meeting. If you'd like to see the more detailed tabulations or comments, please take a look at the Chapter's web site. If you'd like to chat about the survey and the Chapter's next steps, please feel free to contact Carol D. Barrett, FAICP, Vice President for Professional Development, at [caroldbarrett@gmail.com](mailto:caroldbarrett@gmail.com). Thank you for taking the time to give us the benefit of your wisdom.

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# Ethics: It's Not Just for CM Credits

Carol D. Barrett, FAICP, Vice President for Professional Development, Planning Manager, City of San Gabriel

With the newly instituted Certification Maintenance requirement for 1.5 hours of ethics training every two years, the emphasis at the section and state level programming has been to offer training that would meet that requirement. Sessions have focused on the Code and its application in a variety of settings.

As practicing planners, the conversations we have about ethics should be enlarged beyond the focus of attaining our CM credits. Our commitment to ethics has to be more firmly rooted than a class every two years. Unless the principles of the Code are rooted in the hearts, minds and actions of California planners, we create a breeding ground for violations.

Each planner, within their organization (whether public or private, large or small), can be a part of creating an ethical climate. An ethical climate is one that teaches employees whether it matters if you do the right thing or the wrong thing, helps make it clear that doing what is right is what is expected, and has its rewards and punishments attuned to promoting ethical conduct.

What can you do as an individual to promote that ethical culture?

1. **Walk the talk.** Conduct yourself in a way that your values are clear. Be someone who is willing to ask the tough questions and make the tough calls. That doesn't mean your manner has to be abrasive. But you can't promote an ethical climate if your predisposition is to sweep ethical challenges under the rug.
2. **Keep others in your ethical aura.** Are you having questions or struggles? Share your concerns and strategies.
3. **Encourage people who see things differently from you to speak out.** Thoughtful dissent and disagreement are important values to help produce an ethical outcome. Beware the team leader who preaches teamwork at the cost of listening to ideas other than his or her own. This kind of "group think" often leads to poor choices and a lack of thoughtful reflection. Often a simple, "Why?" can produce startling new ways of thinking about ethical choices.
4. **If you care, then show it.** Let people know that you think ethics are important. Talk about it. Ask questions that produce thoughtful responses.
5. **Celebrate it when you see it being done right.** When was the last time someone in your organization was celebrated for their ethical conduct? Maybe we don't award Oscars for ethical behavior, but maybe we should! Did you hear someone at the counter handle a questionable comment from an applicant with aplomb? How about a staff report that addresses issues of justice and equity? Take time to recognize these accomplishments.
6. **Be fair.** Make your work environment a place where people see you treating others fairly including your colleagues. Many organizations are undergoing changes in response to financial constraints. How those changes are agreed upon and implemented says a lot about the ethical culture of your agency.
7. **Get the right people.** Pay attention to the interview process and the questions that you ask. Lay out a scenario that puts forth an ethical challenge. Ask for both what someone would do and why they would do it. Pay more attention to the why answer than the what. If someone has the ability to carefully analyze the ethical content of a decision, even if you don't agree on the outcome, that person will make a strong addition to your office team. Reverse the role when you are the candidate. Post the ethics scenario when given the chance to ask a question if the interview includes someone with knowledge of the place you will be working.

If we leave ethics in the room where we take the CM class, we will have a Code that is window dressing – glitter, cardboard and mannequins. Your attitude, your choices, and your actions can bring life and action to the *Code of Ethical Conduct*.

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# APA California Legislative Update First Committee and Floor Deadline Passed

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



The Legislature recently passed two major deadlines: May 28 was the last day for fiscal committees to hear and report to the floor bills introduced in their first house and June 4 was the last day for bills to pass out of the house of origin. A number of bills with fiscal impacts were held on the appropriations committees' suspense files and a number of others failed on the floor.

Of course, there are a few important bills still of interest to APA members that are moving, which are outlined below. We will continue to keep you updated as bills continue to move but for an up-to-date list of

bills anytime, log on to the APA California website legislation icon on the home page at [www.calapa.org](http://www.calapa.org).

## Hot Bills to Note

### AB 602 – Evans – Unlimited Statutes of limitations for Housing Element Challenges

#### Position: Oppose

AB 602 was amended at the end of session last year to eliminate the statute of limitations for housing element challenges. Sponsored by the housing advocate organizations, it is designed to deal with the court's decision in *Urban Habitats v. City of Pleasanton* that existing law provides a 90-day statute of limitations on provisions in 65009 (d). The housing advocates believe that this decision inappropriately limits their ability to challenge housing elements and other housing policies and ordinances that do not otherwise comply with the law or will not comply under the new process in SB 375. Their solutions so far, however, have been to allow an indefinite statute of limitations, which amounts to no statute of limitations at all, or as much as four years to bring action following adoption. APA, however, cannot support provisions that open local government up to large judgments or leave cities and counties hanging for years wondering whether or not they will be sued, particularly since the *Pleasanton* case gave those who brought the case the right to proceed with their claim against the City.

*The author is now planning to move the bill to address the problems created by the Urban Habitats v. Pleasanton decision. Assembly Member Feuer and Senator Evans have added on as co-authors of this bill. We will be working closely with the authors and keep everyone posted as we move forward.*

### SB 959 – Ducheny – Mandated Expedited Permit Review and One Agency Permit Processing

#### Position: Neutral as expected to be amended

SB 959 would originally have required specific permit streamlining strategies at both the state and local levels that were beyond city and county staff and fiscal resources. APA California worked with the author's office however to develop amendments that will move our position to neutral if the bill is fine tuned a bit more. As amended, the bill now will require cities and counties with a population of 100,000 or more, only if an applicant requests it, to designate an administrative entity to serve as the applicant's single point of contact with the local agency with respect to commercial or industrial development projects (residential projects were removed). The administrative entity would also be required to provide the applicant information regarding the status of the applications and permits required by the local agency for the development project, and to coordinate with the Office of Permit Assistance regarding any applications or permits required by the state for the development project. Cities and counties would be specifically authorized to charge a fee to pay for the services requested by the applicant. We have specific concerns regarding the reporting, and are looking at new amendments just proposed, but we hope to reach agreement on this bill and move our position to neutral.

*The bill passed out of the Senate and is now in the Assembly Local Government Committee.*

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## Legislative Update

*Continued from page 14*

### **SB 1010 – Correa and AB 1805 – Calderon – CEQA Lawsuit Exemption for 125 Projects**

**Position: Oppose**

These bills are two of four, originally suggested by the Governor, that would enact the CEQA Litigation Protection Pilot Program of 2010. Each of the bills would have required the Business, Transportation and Housing Agency to select 125 projects from throughout California by region between 2010 and 2014. These 125 projects and any CEQA mitigation promised as part of the environmental document for these projects would have been completely exempted from CEQA litigation.

*All of the bills failed to pass.*

### **SB 1174 – Wolk – Mandate to Mitigate Disadvantaged Unincorporated Communities in the General Plan**

**Position: Oppose**

SB 1174 would require a city or county to amend its General Plan to address the presence of island, fringe, or legacy unincorporated communities inside or near its boundaries. Most jurisdictions would like to assist these communities to upgrade critical road, sewer and water infrastructure as the bill requires. However, cities and counties at this time do not have the staff or resources to either plan for, or actually replace, this infrastructure or the other infrastructure deficiencies included in the bill, including paved roads, storm drainage, sidewalks and street lighting. Without a source of funding to assist communities with the planning and infrastructure funding, this bill is not feasible. APA is continuing to work with the author to find funding sources and to narrow the scope of the requirements in the bill. A similar bill, AB 853 (Arambula), has been narrowed, but discussions continue to ensure that the bill is fully funded and that the provisions are scaled back even more to workable strategies.

### **SB 1207– Kehoe – Safety Element Fire Planning Strategies**

**Position: Support**

This bill is very similar to SB 505, which was supported by APA California and vetoed by the Governor last year. SB 1207 would expand the required contents of safety elements that cover state responsibility area land and very high fire hazard severity zones. APA assisted in drafting the bill's provisions and supports the required elements in the Safety Element as strategies that every jurisdiction in high fire areas should be doing.

*The bill passed out of the Senate and is now in the Assembly Local Government Committee*

### **SB 1445– Desaulnier – Planning Technical Assistance and Funding for Implementation of AB 32 and SB 375**

**Position: Support if amended**

This bill would update the duties and membership of the Planning Advisory Assistance Council and provide funding through a \$1 vehicle license fee assessment to assist local and regional governments in implementing AB 32 and SB 375, including assistance in the development of the subregional sustainable communities strategies, local greenhouse gas emission inventories and local climate action plans, GHG emission reduction strategies in general plans, CEQA guidelines and review of greenhouse gas emissions in CEQA analyses, and project-specific consultation work to reduce greenhouse gas emissions from local transportation and land use decisions. APA has asked that the bill specify the portion of the fee that would be allocated to local agencies vs. regional agencies, and to provide a percentage of the administrative fees to OPR to administer the grants and provide technical assistance.

*The bill passed out of the Senate and is now in the Assembly.*

*Continued on page 17*

## Chapter History Offerings Expand with Video Project, Oral Histories

Following last year's successful 60th Anniversary celebration, APA California has expanded its chapter history offerings, under the direction of Betty Croly, Chapter Historian and Janet M. Ruggiero, FAICP, Vice President for Public Information.

Two new products will result from this landmark effort – a 10-minute video documenting the history of the Chapter, and an expanded array of oral history interviews documenting the role of communities of color in shaping California planning. These are now in development, with projected release of the video at the APA California Conference in November. The material generated will be used to enhance the research products generated for the 60th Anniversary in 2008, and to expand the dialogue about the influence of planning and planners in our communities.

To learn more about the video project, the Chapter's research efforts, or to contribute information, please contact 60th Anniversary Subcommittee chair Steve Preston at (626) 308-2810, or



[spreston@sgch.org](mailto:spreston@sgch.org)

## “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.

## Legislative Update

Continued from page 16

### AB 2105 – Hagman – Certificate of Compliance Required for Parcels Separated by Major Facilities

#### Position: Oppose

AB 2105 would have expressly exempted property separated by specific types of facilities from being considered as contiguous units. Property would have been considered separate parcels upon request of the property owner where the parcel is separated by major roads, highways, freeways, freight and passenger railroad rights-of-way, as well as canals, irrigation ditches, or flood-control channels. The separate parcels would have been required to be granted a Certificate of Compliance. The purpose of the bill is to provide uniform treatment by cities and counties of parcels separated by significant infrastructure (even through the circumstances of each parcel may be entirely different), and allow property owners to sell off one side of the parcel.

After the committee staff, APA, CSAC and the League raised numerous concerns regarding this bill, AB 2105 was dropped and will not be moving forward this year.

## IMPORTANT LEGISLATIVE DATES

- July 2 ..... Last day for policy committees to hear and report bills (summer recess begins at the end of session)
- August 13 ..... Last day for fiscal committees to hear and report bills to the Floor
- August 31 ..... Last day for any bill to be passed
- September 30 ..... Last day for Governor to sign or veto bills passed by the legislature on or before September 1 and in the Governors possession after September 1



## Planners on the Move

**AI Zelinka, FAICP**, planning manager for the City of Fullerton, has been named director of **Fullerton's Community Development Department** by City Manager **Chris Meyer**. Zelinka replaces John Godlewski, who has retired after three years as department director.

**Michael Brandman Associates (MBA)** is pleased to announce the addition of two new staff members.

**Randy Chafin, AICP**, has joined the firm's Sacramento office as Director of Environmental Planning Services. Randy may be reached at 916.447.1100 or by e-mail at [RChafin@Brandman.com](mailto:RChafin@Brandman.com).

Also joining MBA is **Margaret Partridge, MURP, AICP**, who will serve as an Assistant Project Manager in our Irvine office. Margaret may be reached at 714.508.4100 or by e-mail at [MPartridge@Brandman.com](mailto:MPartridge@Brandman.com).

MBA is currently seeking additional staff at each of our six California locations. You can learn more about the firm and available career opportunities by visiting our website at [www.brandman.com](http://www.brandman.com).



AI Zelinka, FAICP

## 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 introduced in 2010. 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 me at



[sgeorge@stefangeorge.com](mailto:sgeorge@stefangeorge.com).

## How to Login for the First Time

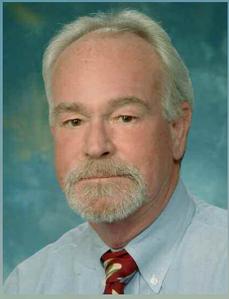


**APA California Chapter** members are now able to login to gain access to Members-Only capabilities. Have you forgotten your password? To reset it, or to login for the first time, click on the link "Forgot your Password?" in the lower left area of the homepage; type in the email address APA California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

## APA California Chapter Broadcasts Information



**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 916.736.2434 if you need assistance or further information.



## Commissioner's Corner

By Mike Notestine

Back in March of 2009, in my first article of for the *Commissioners Corner*, I asked what areas of planning you would like discussed in upcoming editions. The last edition of *Cal Planner* included insights from Barry Wasserman, FAIA on *Ethical Dilemmas Facing a Planning Commissioner*. Recently, Dennis Martinek of the Oceanside Planning Commission contacted me and asked if he could participate in the discussion by explaining what his community is doing to “help decision makers resolve future conflicts in values and promote fairness and honesty.” The following is the second contribution from a fellow commissioner, past and present, on the subject of ethics. Please keep them coming - we can all learn from each others experiences.



Oceanside

# A Statement of Ethical Principles for Planning Commissioners

By Dennis Martinek, Planning Commissioner, City of Oceanside

There are significant benefits to any planning organization from having a statement of ethical principles:

1. It educates members and the public as to what is considered acceptable and unacceptable behavior;
2. It identifies ethical considerations when uncertainties arise;
3. It acts as a guide to its members in making ethical decisions; and
4. It enforces the idea that “there is no right way to do a wrong thing”.

Although usually found as part of a code of ethics, the adoption of a statement of ethical principles can result in significant advantages even when the statement is not part of a formal code.

The stated purpose of the *Ethical Principles in Planning* (adopted by the American Planning Association in 1992) is “to guide the conduct of all participants in the planning process who act as advisors, advocates, and decision makers”. *The Principles* provide a useful tool for planning commissioners for reviewing their assumptions about the planning process as they relate to its purpose and the role for citizens. Working through the process of selecting relevant principles for formal adoption based on APA’s 1992 *Ethical Principles* is a worthwhile exercise that will help decision makers resolve future conflicts in values and promote fairness and honesty.

Continued on page 19

## 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.

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

## APA California Creates Facebook Group for Members

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

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

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



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

## Commissioner's Corner

*Continued from page 18*

In August of 2006, planning commissioners in Oceanside, California attended an "Ethics for Planning Commissioners" workshop to consider a proposed ethics policy. The workshop covered topics on value-based vs. rule-based ethics policies, quasi judicial vs. legislative proceedings, and due process as it applies in the quasi judicial proceedings in which planning commissioners are frequently involved. The general conclusions reached in the workshop included:

- The planning process should serve the entire community;
- The applicant and public are entitled to an unbiased and independent decision maker;
- The applicant and public are entitled to know all evidence used by the decision maker;
- The applicant and public have the right to know why and how decisions are being made; and
- Citizens have the right to give input before a decision is made.

Although the general objectives of our proposed ethics policy were clear, we were without a specific statement of ethical principles.

Over the following six months, we reviewed many ethics codes and statements of ethical principles from various organizations and jurisdictions. After close review, we concluded that by making minor modifications, the APA's *Ethical Principles in Planning* met our criteria for simplicity, relevance, and usefulness. The Oceanside Planning Commission unanimously adopted a *Code of Ethics* in September of 2007 based on APA's Principles. It is posted to the Planning Commission's website at [www.ci.oceanside.ca.us](http://www.ci.oceanside.ca.us) under advisory groups.

In the two plus years since adoption, the statements of ethical principles seem to have fostered an atmosphere of cooperation. There is recognition that specific actions of individuals are based on values that are in conflict. But applicants, members of the public, and neighbors of pending projects have come to accept that the role of the planning commission is to serve the public interest by balancing these divergent interests based on an accepted set of ethical principles.

## APA California Appoints Co-Membership Inclusion Directors

The APA California diversity leadership has taken on a new, expanded focus. The APA California Board recently appointed David Salazar, AICP and Hing Wong, AICP as Co-Membership Inclusion Directors to serve our membership in a more comprehensive way.

David Salazar is a Cal State University administrator and campus planner in Southern California. Hing Wong is a Regional Planner with ABAG and Cal State University instructor in Northern California. Their north/south geographic location, plus their extensive experience in Chapter leadership and conference/workshop organizing, will serve future inclusion initiatives well.

In 2005, the APA California Board adopted the Membership Inclusion Plan which has served as the touchstone document for APA California inclusion activities over the years. This plan will continue to provide direction for the Chapter and the eight Sections as we move forward. In addition to this plan, the annual APA California Conference Diversity Summit serves as a forum to present and discuss pertinent diversity issues for our membership and profession.

There is still more work that needs to be accomplished, so please contact David at [salazar@csulb.edu](mailto:salazar@csulb.edu) or Hing at [hingw@abag.ca.gov](mailto:hingw@abag.ca.gov) if you would like to participate or have with any ideas for future diversity related activities or programs.

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[Dorina@GranDesigns.us](mailto:Dorina@GranDesigns.us)

OR

Janet M. Ruggiero, FAICP  
APA California Chapter Vice President,  
Public Information  
164 North Street  
Woodland, CA 95695  
Telephone: 530.666.3294



[jmruggiero@sbcglobal.net](mailto:jmruggiero@sbcglobal.net)

## Cal Planner Production Schedule

Issue	Submit Articles	Issue Emailed
September/October	Sept. 3	Sept. 31
November/December	Oct. 1	Oct. 30

*Dates subject to change.*



For article and photo specifications, display and call card information, please check out the website at [apacalifornia.org](http://apacalifornia.org).

# Don't Forget to VOTE...and BID!!

Please Join Us at the 2010 California Planning Foundation Auction Event at the La Costa Resort in Carlsbad on Tuesday, November 2!

It's that time of the year again, when planning professionals start making plans to attend the annual American Planning Association California Chapter (APA California) conference, which includes **the California Planning Foundation's (CPF) Auction and Raffle Event!** Proceeds from the event benefit the CPF Scholarship Fund, which awarded \$48,000 in scholarships and APA memberships last year to students enrolled in professional planning degree programs in California.

**This year's event will take place on Election Day 2010 - Tuesday, November 2, with the Silent Auction beginning at 2:30 pm, followed by the CPF Reception/Live Auction and Raffle at 6:00 pm.**

Each year, the auction provides conference attendees with the chance to bid on a variety of special items ranging from a weekend getaway to original artwork to planning books, and this year's conference in Carlsbad promises to be another great venue! The raffle during the auction is another fun way to win prizes that can range from a tasty bottle of wine to a crisp new \$100 bill and many things in between! While participating in the intense bidding wars at the auction, you are also helping to raise funds for the serious work CPF undertakes every year on behalf of the planning profession.

**Please make a donation to this year's auction.** In addition to donating items like historic maps and books, crowd-pleasers include gift baskets, original photography, tickets to events or shows, travel and leisure-related activities, 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 always 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!

**Another way to participate and support the CPF Scholarship Fund is to 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 at the auction and on auction promotional materials, and acknowledgement during presentation of the CPF Scholarship Awards.

To submit a donation and/or to become a Friend of CPF, complete a donation form and forward to **Virginia Viado or Larry Mintier, Auction Coordinators**, by mail, fax, or e-mail as provided on the form below. We will see you at the auction in Carlsbad, and don't forget to bring your checkbook, credit cards, and cash - and be prepared to have lots of fun!

## 2010 CALIFORNIA PLANNING FOUNDATION ANNUAL AUCTION AND SCHOLARSHIP FUND

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

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**PLEASE NOTE:**

Auction/raffle item descriptions must be submitted by Wednesday, October 20 and delivery of all items must be made to Virginia Viado or Larry Mintier by 5:00 pm Thursday, October 28 (or 10:00 am on Tuesday, November 2, if delivery is made at the Conference Site).

Thank you

**Please return form to:**

Virginia M. Viado, URS Corporation  
3500 Porsche Way, Suite 300, Ontario, CA 91764  
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e-mail: Virginia\_Viado@URSCorp.com

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