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American Planning Association
California Chapter

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Newsletter of the American Planning Association California Chapter



March/April 2010



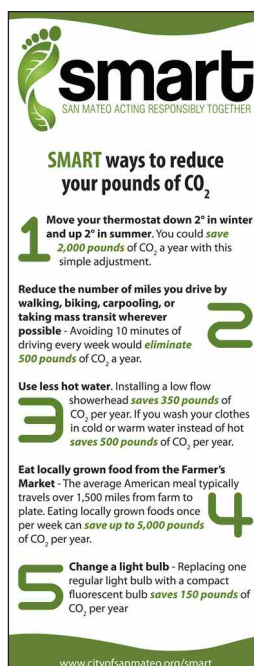
The SMART campaign, or San Mateo Acting Responsibly Together, was developed in response to legislative measures Assembly Bill (AB) 32 and Senate Bill (SB) 375, which require local governments to reduce greenhouse gas emissions. In order to achieve these objectives, the City identified community education and involvement as a critical component of reducing local greenhouse gas emissions. The campaign was designed to be flexible to meet specific City goals but comprehensive in addressing legislative mandates.

Campaign Overview

In November of 2008, PMC and the City of San Mateo launched an innovative and interactive public outreach campaign in order to educate residents, businesses and government about the importance of reducing greenhouse gas emissions. It was anticipated that behavioral changes in individual energy consumption would occur from this campaign that would help the City achieve its short and long-term greenhouse gas emission reduction targets.

SMART was designed to be a phased, grassroots and comprehensive effort inclusive of all sectors of the community. The long-term campaign strategy recognized the interdependence of community and environment and the collaboration that it would take to realize the City's sustainability goals.

Recently, the SMART campaign was honored for Out-standing Public Involvement and Education Program by the Association of



SMART Launch Banner: One of two banners used at the city council meeting to launch the campaign as well as any events. This banner is currently up at City Hall.

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2009-2010 Elections to be Held in Late March 2010

CAST YOUR VOTE! As a member of the APA California Chapter, you have the opportunity to vote in the 2009-2010 Election. The following positions are under consideration on the upcoming ballot:

APA California Chapter Board of Directors
Vice President, Administration
California Planning Foundation

President-Elect
Vice-President, Public Information
Two Board Member Positions

You will be receiving an email the week of March 22, 2010 providing you with information on how to access your official ballot and biographical information of the candidates seeking election.

APA California Chapter is your Association and voting for the officers of the Chapter is a privilege of your membership. Please take the time to review the election materials and cast your vote. On-line voting will open on Monday, March 29, 2010 and will close at 11:59 PM Pacific Time, Friday, April 9, 2010.

The election results will be presented in the next issue of CalPlanner and on the Chapter's website.

NOTICE

Check out the updated link to the County Planning Directors Association Website:
www.calapa.org/en/cms/?134

SMART

Continued from page 1

Environmental Professionals. It was also recognized for Outstanding Education Program from both the American Planning Association Northern California Chapter and the American Planning Association California Chapter.

PMC and City staff worked together to outline the following objectives in order to meet their goals:

- Develop branding and collateral pieces that would be used to convey San Mateo's efforts to support sustainable activities;
- Develop and implement a public outreach and education campaign in order to educate the public at large about the City's goals for greenhouse gas emissions reduction;
- Promote overall green practices through education, awareness and community-based social marketing;
- Partner with numerous civic and community-based organizations to expand the reach and participation of the campaign, which also included media outreach;
- Create messaging that conveyed the need and simplicity of changing specific behaviors to reduce greenhouse gas emissions in the City of San Mateo;
- Perform grassroots outreach through use of community engagement tools, attendance at local events, formation of a speakers bureau and collaboration with community organizations.

In addition to these activities, the following specific measures that enhanced and supplemented the award-winning campaign were implemented.

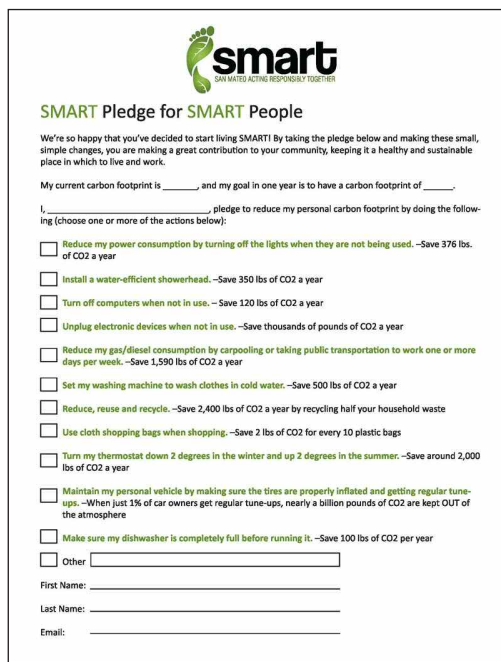
The Carbon Counter Survey and Pledge Form

The carbon counter was a key component of measuring the community participation aspect of the SMART campaign. The carbon counter was designed to prompt a participant to report water, energy, recycling, eating and travel habits, which provided participants with their estimated carbon footprint at the end of the survey. Participants are then prompted to make a pledge to reduce their carbon footprints.

Participants are encouraged to return to the carbon counter to compare their reduction progress after modifying their behaviors. Based on the input, the carbon counter provides tips on changing specific behaviors in order to reduce the user's environmental impact.

Green Team and Speakers Bureau

The City supplemented the campaign by forming an internal "green team." Composed of City staff, green team members worked to educate their co-workers on the importance of



SMART
SAN MATEO ACTING RESPONSIBLY TOGETHER

SMART Pledge for SMART People

We're so happy that you've decided to start living SMART! By taking the pledge below and making these small, simple changes, you are making a great contribution to your community, keeping it a healthy and sustainable place in which to live and work.

My current carbon footprint is _____ and my goal in one year is to have a carbon footprint of _____.

I, _____, pledge to reduce my personal carbon footprint by doing the following (choose one or more of the actions below):

- ☐ Reduce my power consumption by turning off the lights when they are not being used. -Save 376 lbs. of CO2 a year
- ☐ Install a water-efficient showerhead. -Save 350 lbs of CO2 a year
- ☐ Turn off computers when not in use. -Save 120 lbs of CO2 a year
- ☐ Unplug electronic devices when not in use. -Save thousands of pounds of CO2 a year
- ☐ Reduce my gas/diesel consumption by carpooling or taking public transportation to work one or more days per week. -Save 1,590 lbs of CO2 a year
- ☐ Set my washing machine to wash clothes in cold water. -Save 500 lbs of CO2 a year
- ☐ Reduce, reuse and recycle. -Save 2,400 lbs of CO2 a year by recycling half your household waste
- ☐ Use cloth shopping bags when shopping. -Save 2 lbs of CO2 for every 10 plastic bags
- ☐ Turn my thermostat down 2 degrees in the winter and up 2 degrees in the summer. -Save around 2,000 lbs of CO2 a year
- ☐ Maintain my personal vehicle by making sure the tires are properly inflated and getting regular tune-ups. -When just 1% of car owners get regular tune-ups, nearly a billion pounds of CO2 are kept OUT of the atmosphere
- ☐ Make sure my dishwasher is completely full before running it. -Save 100 lbs of CO2 per year
- ☐ Other _____

First Name: _____
Last Name: _____
Email: _____

SMART Pledge: This form is linked on the Web site and on the carbon counter as an interactive tool as well as a way for the City to measure community participation.



smart kids
SAN MATEO ACTING RESPONSIBLY TOGETHER

WHO IS SMART?
People are SMART when they are taking action to reduce their carbon footprint in the environment.

WHAT IS SMART?
SMART stands for San Mateo Acting Responsibly Together.

WHERE IS SMART?
The City of San Mateo is a SMART city. SMART can be anywhere that people are acting responsibly about the environment.

WHEN DO WE GET SMART?
Right now! By taking action to change behaviors that are harmful to the environment, you are on your way to getting SMART.

WHY WOULD I WANT TO BE SMART?
Because the Earth has warmed about 1.8 degrees over the last 100 years. And why? And how? Well, scientists are not exactly sure. The Earth could be getting warmer on its own, but many of the world's leading climate scientists think that things people do are helping to make the Earth warmer. Scientists are sure about the greenhouse effect. They know that greenhouse gases make the Earth warmer by trapping energy in the atmosphere. The greenhouse effect is important. Without the greenhouse effect, the Earth would not be warm enough for humans to live. But if the greenhouse effect becomes stronger, it could make the Earth warmer than usual. Even a little extra warming may cause problems for humans, animals and plants.

climate change and you
The good news is you can help to heal the Earth! By changing some of the things that you do on a daily basis, like turning off lights and recycling, you can reduce your carbon footprint significantly.

Hey kids...let's think SMART!

- 1. What does SMART stand for?
- 2. Why would I want to be SMART?
- 3. Name 3 things that you can do to reduce carbon emissions in the environment.
- 4. How do greenhouse gases make the Earth warmer?
- 5. What is climate change?

Learn the Links

Carbon footprint:
A measure of the impact our actions have on the environment.

Greenhouse gases:
The gases present in the Earth's atmosphere which reduce the loss of heat into space, contributing to a rise in global temperature.

SMART:
San Mateo Acting Responsibly Together

Climate change:
Any long-term significant change in weather.

SMART Kids: Handout designed as a fun, interactive piece for kids to get involved in the campaign.



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SMART

Continued from page 2

greenhouse gas emissions reduction and encouraged continuation of recycling, green building and purchasing programs. A speakers bureau (SMART speakers) was developed along with a training guide and tools for the green team to educate schools, homeowners associations, civic organizations, community-based organizations and businesses about the campaign.

Home Stock Survey

Adding to the overall campaign effort and City sustainability goals, a home energy survey was distributed. City staff within the Community Development Department and the Neighborhood Improvement and Housing division planned, coordinated and actively sought out student volunteers and partnerships to assist with the surveys.

The survey presented valuable information regarding residents' home energy usage and gave residents a better sense of the type of energy-saving measures that could be implemented. Subsequently, San Mateo will be working to extend funding, incentives and rebates to its residents to provide a cost-effective transition to more energy-efficient homes. As a result of media outreach, the home stock survey garnered media coverage for the City, highlighting community involvement in actively seeking to reduce greenhouse gas emissions.

Evaluation Tools

The campaign has been measured by media coverage, participation of community organizations and participation of community members in the carbon counter survey and pledge form. To date, over 300 people have taken a pledge to reduce their carbon footprints and almost 100 people are actively involved in monitoring their footprints using the carbon counter survey. The campaign has received media coverage in the local newspapers including the *San Mateo Daily Journal*, the *San Mateo Daily News*, the *San Mateo County Times*, the *Bay Area Green* and the *Mercury News*. Public service announcements were played on Radio Disney to reach out to the children's audience. The City also used events to encourage people to take the pledge and participate in the carbon counter survey.

Through media involvement, community event participation and active involvement in the campaign, we estimate that SMART has reached upwards of 150,000 people.

Methods of Evaluation

The success of the campaign was measured using different tactics. The number of hits was tracked on the SMART Web site before and after promotional items were distributed to keep track of the traffic coming to the site. Promotional items, such as reusable water bottles and tip cards, were passed out at speaker events and other community events. Participation was also measured through participation in the online carbon counter survey and pledge form.

Smart Outcome

Through campaign implementation, the City of San Mateo reached its Phase 1 objectives: creating a unique brand, raising awareness of the brand and educating the community at large about the SMART program.

5 Smart Ideas

- Use energy efficient light bulbs.
- Reduce, Reuse and Recycle.
- Ride a bike instead of driving once a week.
- Unplug home-electronics when not in use.
- Heat and Cool your home smartly.

Discover More Smart Ideas!

cityofsanmateo.org/smart

SMART Card: Used as a giveaway for a quick tips reference guide. The SMART card will also be used in phase two of campaign for reaching out to local businesses.

SMART Launch Banner 2: One of two banners used at the city council meeting to launch the campaign as well as any events. This banner is currently up at City Hall.

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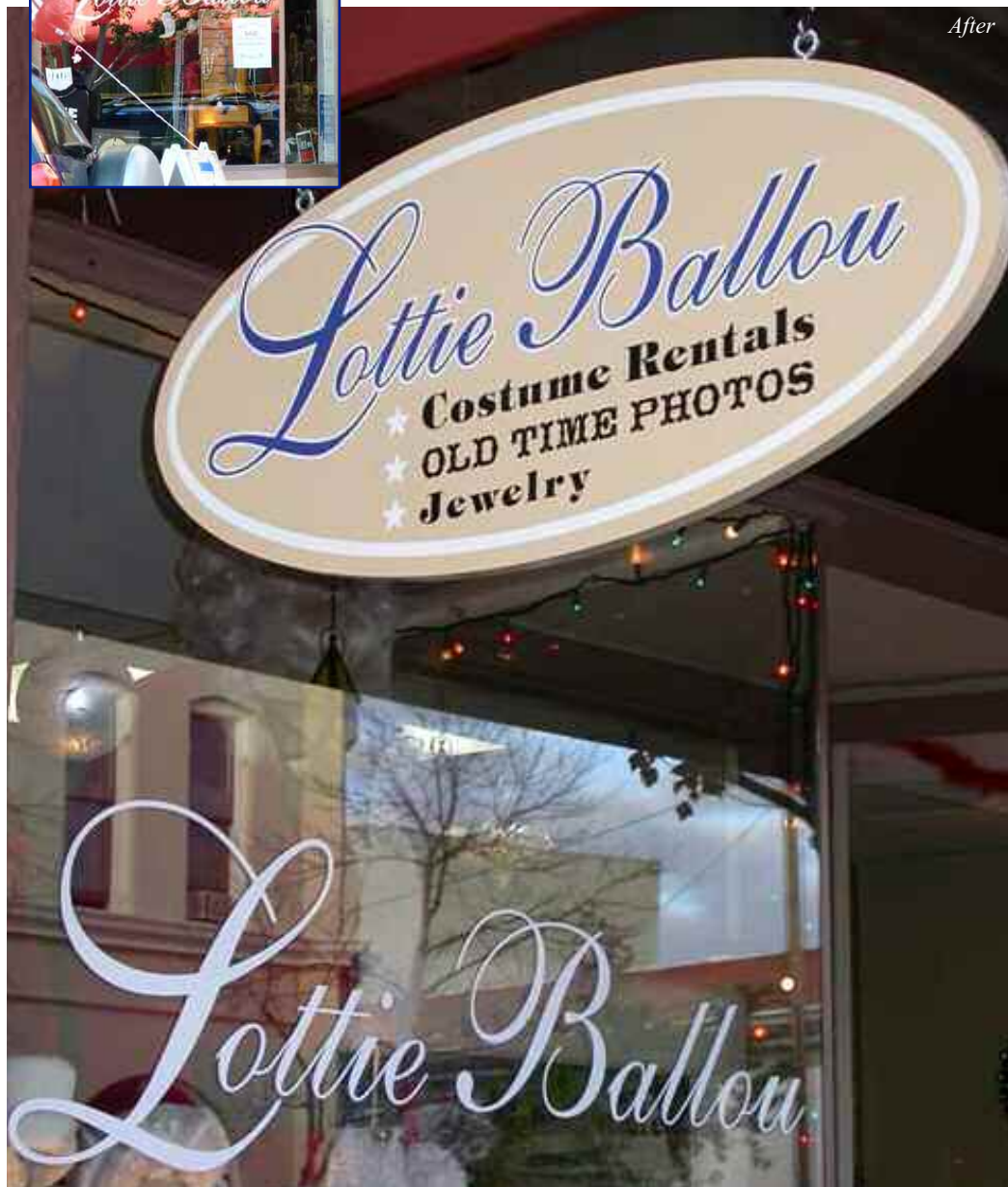
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Low Cost Sign Grant Program Sees Big Results

By Amalia Lorentz, AICP, Economic Development Manager, City of Benicia

The City of Benicia's sign grant program has turned out to be a high-impact, low-cost success, easily replicable in other jurisdictions. It is simple and business-friendly, with a quick turnaround for applicants. The program's main goals were: 1) business retention, since new signs bring in new customers, and 2) to improve the appearance of our commercial districts through new signage, setting the stage for increased tourism. The Economic Development Division (housed in the City Manager's Office) initiated the sign grant program in 2008 in cooperation with the Planning Division (in the Community Development Department).

The program was open to any business or non-profit in Benicia, and they were eligible for up to \$600 in sign costs plus a waiver of the \$150 sign application fee. Even we were surprised by how many businesses took advantage of this opportunity! Many of the applicants replaced their



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Low Cost Sign Grant Program Sees Big Results

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"temporary" banners and A-frame signage with a beautiful new sign subsidized by the City. And in fact, any business that received a grant was required to remove non-compliant signage like banners and A-frames.

The rate of return of the public money was much better than our current investment pool! In 2008-09, we funded 13 signs at a cost to the City of \$9,359 (including the waived fees), which resulted in a total investment in new signage of \$21,595 – a return of over 100%!

In 2009-10 so far, we have funded 21 signs at a cost to the City of \$15,733 (including the waived fees), which resulted in a total investment of \$27,674 in new signage – a 76% return.

We marketed the program through the monthly Economic Development e-newsletter, but it seemed like most applicants heard about it from one of two local sign makers, who made the rounds downtown, seeking clients. By requiring businesses to work with sign makers who had a Benicia business license, we encouraged spending money locally.

The process was easy: Interested businesses downloaded the application from the City's website, and submitted it to Economic Development. Our staff discussed the application with Planning staff, who worked with the businesses to get their sign permits, although the permit fee was waived for approved signs. The permit and the grant were approved at roughly the same time, and the business could proceed with ordering their sign. The longest lead time in the process was for the sign to be manufactured – one of the sign makers got backed up with all the grant participants! The staff time spent on the program was very minimal.

The General Fund program was originally approved by the City Council for Business Loans and Grants as part of the 2007-09 Budget, and we've carried that over to 2009-10 to finish up the allocation and process all the remaining



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Low Cost Sign Grant Program Sees Big Results

Continued from page 5

projects. No new funding was allocated in 2009-11, but the program results have been so good we anticipate requesting new funding during the midyear budget review. The business owners have been very appreciative of the assistance in these recessionary times, and the improvement in aesthetics on the commercial corridors, especially First Street, our "Main Street", is striking.



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APA California 2010: Elevating Sustainability - San Diego Style

Come to the San Diego region! Join us in Carlsbad, at the La Costa Resort & Spa, for the 2010 APA California Conference, Monday November 1 through Thursday November 4. You'll experience the area's vast array of natural resources, including habitat preservation areas, regional open space parks, and urban/wildland interface zones and take a mobile workshop down to the urban areas of the Historic Gaslamp and the San Diego Bay Waterfront. You'll also experience the varied chain of developing and redeveloping downtowns along the historic Highway 101 coastal corridor. The conference will also showcase state of the art green technology and the region's first-of-its-kind desalinization plant. Mobile workshop trips to the south will also give you access to everything from the international border with Mexico, vibrant Downtown San Diego, and our inland preserves. Details to come!

Our conference theme is "Elevating Sustainability". We know that recent conferences have presented opportunities to familiarize you with all the forward thinking that is occurring in California regarding climate change and resource protection. Our goal is to present sessions discussing advanced concepts about implementation, dealing with conflicts among priority policies, the public dialogue, and development adaptation to new economics. We recognize that many of you come to conferences to hear experts in their fields speak, and learn about planning specialties other than yours. We will have those sessions too. For our new professional colleagues, we will expand last year's "Young Planners Series" of sessions to provide the guidance and subject matter you need most.

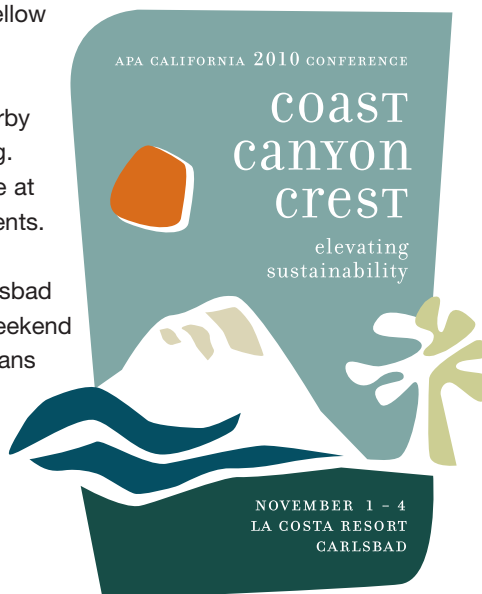
We are consulting with AICP officials to ensure that all conference sessions will qualify for CM credit. We are also working with our mobile workshop coordinators to make travel time fulfill credit requirements, maximizing the benefits of your field time.

Networking is always an important part of the conference experience. This year's conference occurs during the final days of the 2010 gubernatorial election. What better place to be to watch the count than in the company of your fellow planners?

The La Costa Resort & Spa itself is a spacious, family-friendly location with opportunities to visit nearby Legoland or beaches, and enjoy scenic coastal hiking. Golf courses in the area abound, including the course at the conference site, which has hosted many PGA events. Hotel reservations will be available online soon at www.calapa.org. We encourage you to come to Carlsbad the weekend before the conference or stay for the weekend following to fully enjoy the time of year that San Diegans love best, with temperatures in the 70's and uncrowded beaches and attractions.

Stay tuned! Look for details in the next *Cal Planner* regarding keynote speakers, the opening reception, and mobile workshops.

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President's Message

By Kurt Christiansen, AICP, President



The American Planning Association, California Chapter Board, has unanimously voted to endorse Jeff Lambert for National APA President-Elect. The California Chapter represents 14% of the total APA membership, a very large voting block. In order to voice our opinion on the direction the national organization moves, we must use our voting power to elect those individuals who we believe will support our opinion. If our membership votes for candidates we endorse, APA California will have a greater influence on decisions made by the National American Planning Association Board of Directors. As an APA California member, it is critical that you vote in this national election. The Chapter Board reviewed the APA President-Elect

candidate statements from both, Jeffrey Lambert, AICP and Mitchell Silver, AICP. The candidate statement prepared by Jeffrey Lambert, AICP, with its message of focusing on the members, resonated with our Board. The APA California Chapter Board urges all of our 6,000 members to cast their vote in the National APA election.

In April, the National Planning Conference will be held in New Orleans, Louisiana. I am looking forward to attending this conference. It will be the first time I have been back to New Orleans since Katrina devastated the City in 2005. The process of planning dramatically changed in the gulf coast region. I vividly remember the images that told the story of this horrible tragedy. As a result of this event, planning changed. Not just in the gulf region, but in other areas throughout the Country that is susceptible to flooding. I am excited to see the new innovations in planning in this region.

Because we are traveling to a region that was changed by a natural disaster, it has made me think about the changes in the way we adapt to the events that occur that are beyond our control. In 1994, I was living in an area of the San Fernando Valley know as, Mission Hills, and was working for the City of Simi Valley. Mission Hills is located approximately 1-2 miles from Northridge. On January 17, 1994, at 4:31 am, I was thrown out of bed, by a 6.7 earthquake. For the next 21 days, I worked 12 hour days in the Simi Valley Emergency Operations Center. While the damage was not as extensive as the area surrounding Northridge, Simi Valley sustained a considerable amount of damage. Once things settled down, we reviewed the General Plan policies in the Safety Element, to make sure that the implementation measures outlined in the General Plan were adequate. We were forced to re-examine the policies related to flood plains and liquefaction, as well as development standards related to setbacks from faults. A few years later, the State adopted revisions to the Uniform Building Code based on lessons we learned from the Northridge quake.

In the Fall of August, 2009, I stood on the porch of my home in the early evening and looked out towards the mountains above La Canada, La Crescenta, and Glendale, and watched the Mountains in the Angeles National Forest burn. I could see the red, orange, and yellow flames jump in the sky. The Station fire, as this fire is known, was the largest and deadliest fire in Los Angeles County history, burning 252 square miles, over a 50 day period. While over 209 structures were destroyed, lessons learned from San Diego, Orange, and the Bay area, helped keep these numbers from being in the thousands. Due to the increasing number of wildland fires, urban design and development codes have been changed to address defensible buildings and wildland fire interface strategies. Programs, such as Firewise Communities have been established to assist people in protecting their communities.

With the most recent earthquakes hitting the island of Haiti, and the Maule Region of Chile, as well as, the fire and mud slides that have occurred in the Los Angeles region, it might be time to begin reviewing our General Plan Safety Elements. We can certainly learn lessons from the natural disasters that have occurred in our recent past. As planners, we "Make Great Communities Happen". Our hearts go out to the people of Haiti and Chile, and we must always remember that what we do as professionals might just save lives.

Cast Your Ballot Now for National APA Offices!

An email was sent to members on March 2, 2010, from the following email address:
APA Ballot <planning.ballot@intelliscaninc.net>

The subject line in the email was: *American Planning Association's 2010 Election Ballot*

Find the email and click on the link in the email. The link is only for your member number.

Please take the time to cast your vote for all of the National APA offices up for election.



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California Planner

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California Planners Receive Three National Planning Awards

By Jessie Barkley, APA California Awards Coordinator

California planners won three of the American Planning Association's (APA) 2010 National Planning Excellence, Achievement and Leadership Awards. Out of the 11 APA National Awards, California had the most awards received by any one state.

The National Planning Awards, the profession's highest honor, recognize cutting edge achievements and planning under difficult or adverse circumstances. Award winners showcase the planning profession's leaders who help to create great communities and demonstrate the beneficial changes that can take place when planners and the community work together.

Each of the award recipients will be recognized and receive the respective honor at a luncheon ceremony on April 12, 2010 in New Orleans during APA's National Planning Conference.

The luncheon includes a special video that highlights each of the award recipients. For a list of all of the APA 2010 National Planning Excellence, Achievement, and Leadership Award recipients, visit <http://www.planning.org/awards/2010/index.htm>.

The National Planning Award winners from California were:

National Planning Excellence Awards Daniel Burnham Award for a Comprehensive Plan City of San Diego General Plan San Diego, California



The City of San Diego General Plan (2008) sets out a long-range vision and policy framework for how the city should plan for growth, provide public services, and maintain the qualities that define San Diego. It is structured to work in concert with the city's 40-plus community plans and is part of a regional and statewide smart growth strategy.

The plan includes the City of Villages smart growth strategy to focus growth into mixed-use villages that are pedestrian-friendly districts, of different scales, and linked to the transit system. The plan addresses protections for industrial lands, provisions for urban parks, "toolboxes" to implement mobility strategies, and policies to further the preservation of San Diego's historical resources. It also reaffirms the city's long history of protecting open space lands.

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National Award Winners

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National Planning Achievement Awards Advancing Diversity & Social Change (Paul Davidoff Award)

Dr. Jane Clough-Riquelme, SANDAG Tribal Liaison, San Diego, California

The Reservation Transportation Authority (RTA), a nonprofit intertribal government agency serving its member tribes in southern California, started working with the San Diego Association of Governments (SANDAG) to strengthen liaison activities and tribal involvement in regional planning, especially transportation planning. As the tribal liaison, Jane Clough-Riquelme has been instrumental in facilitating the involvement of the 17 federally recognized tribal nations in the San Diego area in the regional planning process. Her work has resulted in the increased mobility of tribal communities through the creation of key institutional mechanisms for coordination in SANDAG, the development of a collaborative planning agenda, supporting RTA's pursuit of funding sources, and technical assistance in the implementation of tribal transportation projects involving multiple agencies for the benefit of all tribal nations in the region.



National Planning Leadership Award for a Student Planner Taryn Hanano San Jose State University, San Jose, California

Taryn Hanano has exemplified exceptional scholarship and ongoing commitment to advancing the visibility and recognition of the urban planning profession through her education and professional endeavors. As a full-time graduate student at San Jose State University's Urban and Regional Planning Department, Hanano has maintained an impressive GPA of 3.93, while working full time.

As a graduate student, Hanano was instrumental in supporting the university and its students. She served as president of the APA Planning Student Organization and the Urban Planning Coalition, and was on the board of the APA California Chapter Northern Section, representing the interests of fellow San Jose State University students. She helped establish a program that provided partial airfare reimbursement for 10 students to attend the 2008 APA National Planning Conference.



2010 State Award Nominations - Get Ready!

Know of a great planning project, program, outreach activity, student project, or outstanding individual? The APA California Awards Program provides an opportunity to recognize and celebrate the great planning work occurring throughout California.

Nominations for the 2010 APA California Awards must first be submitted through each local APA Section. From there, local award winners may submit to APA California for a chance to compete with planning nominations from throughout California. The APA California award winners are announced at the Awards luncheon held at the State APA conference in Carlsbad in November 2010.

Approximately 30 nomination categories are available including awards for planners, elected officials, planning schools, and journalists working within California. Some of the categories include:

Comprehensive Planning Award	Planning Implementation Award
Education Project Award	Grassroots Initiative Award
Advocacy/Social Change/Diversity Planning Award	Academic Award
Distinguished Leadership Award	Journalism Award
Innovation in Green Community Planning Award	

The APA California deadline for the 2010 Awards nomination submissions is **May 28, 2010**; however, the submission deadline for the Section awards is much earlier. Additional information about the categories and the nomination process is available on the APA California web page at www.calapa.org.

Please contact your local APA Section for information on the local award submittal process and deadlines. If you need additional information, contact State Awards Coordinator Jessie Barkley at jbarkley@pbsj.com.



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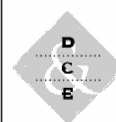
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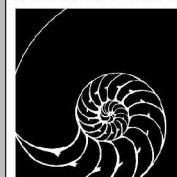
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Volunteers Needed for National APA Delegate Assembly in New Orleans

At this year's conference in New Orleans, there will be a delegate assembly at which APA will be voting on a new surface transportation policy guide and discussing an update to the policy guide on takings. The Assembly will be held on Saturday, April 10 from 12:30 pm - 2:30 pm. The drafting of the policy guides is still on going, and National expects to release the documents at the beginning of March.

There are two ways for those interested in policy issues to become involved. First, when the policy guides are released, we will need a team to participate in reviewing those guides and helping us develop a unified position on behalf of the California Chapter. Participating in the review process will keep you informed about APA's policy initiatives and give you the chance to help influence the direction of the organization on these important issues. Second, we will need volunteers who will be in New Orleans on April 10 who can serve as delegates during the Assembly meeting.

California has been allocated 16 delegate seats, which is the largest number for any State Chapter. To ensure that California has a full delegation, we would like to identify our delegates soon! While the primary goal is to ensure that California has a full complement of delegates, we would also like to ensure representation from as many of the Sections as possible. To that end, we are seeking names of, and contact information for APA California members who will be attending the New Orleans Conference and who would be interested in serving as one of the 16 California delegates.

If you are interested in volunteering, please provide your name, contact information, and section to Dave Snow, AICP, who serves as APA California's National Policy and Legislation Representative. Dave can be reached by e-mail at dsnow@rwglaw.com, or by telephone at 213-626-8484.



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Paying for Transit: Community Facilities Districts for Transit Oriented Development

This article was co-written by Chris Schmidt and Connery Cepeda, with research and support from KTU+A's Mike Singleton, HDR's Lance Schulte, and Public Finance Consultant Jerome Fournier. Chris Schmidt, AICP (chris_schmidt@dot.ca.gov) is the Public Transportation Branch Chief for the Caltrans District 11 Planning Division. Connery Cepeda (connery_cepeda@dot.ca.gov) is an Associate Transportation Planner with the Caltrans District 11 Planning Division, and is the Membership Inclusion Chair for the San Diego APA section.

Public transportation throughout California is currently struggling to pay for its operating and maintenance costs. The implementation of a Community Facilities District (CFD) for a Transit Oriented Development (TOD) is a planning tool that can help fund these costs, making public transportation a viable travel option and improving the quality of life locally and regionally. TOD is a fundamental component of smart growth, a key strategy for reversing the sustainable development and greenhouse gas emissions. Smart growth and transit are now at the core of local and regional planning efforts, as discussed in the "Regional Blueprints – SB 375" feature in the *CalPlanner* September/October 2009 issue. If smart growth occurs without the investment in the transit services that provide residents real choices, then we will continue to create auto-oriented development. With new funding mechanisms, such as a Transit Oriented Development Community Facilities District (TOD/CFD), robust public transit services can be provided to smart growth residents that will, in turn, grow support for additional smart growth projects.

A TOD is a project planned and designed to utilize and integrate transit with the land uses it serves: it is the opposite of sprawling automobile oriented development, with large amounts of land dedicated to roads and parking facilities. Typically, TODs include projects with mixed uses and relatively higher densities within a quarter-mile (five to ten minute walk) of a transit station. In certain circumstances, the area of influence can include up to a 15-minute half-mile walking distance as long as the area has an attractive pedestrian environment with frequent high-speed transit service. Special attention to pedestrian amenities and a strong orientation to transit are key to differentiate Transit Oriented Development from simply Transit Adjacent Development that is automobile oriented.

A CFD is a financing tool implemented through the provisions of the California Government Code "Mello-Roos Community Facilities Act of 1982," which empowers local



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Paying for Transit

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agencies to create special districts for the funding of community services and/or capital infrastructure improvements. CFDs have been traditionally used to fund capital infrastructure in response to Proposition 13, enacted in 1978, which limited the ability of local public agencies to increase property taxes based on a property's assessed value. Recently, local agencies have been using CFDs to fund services allowed within the act for police and fire protection and street and storm drain maintenance. Some cities are using the act to allow compliance with mandated National Pollutant Discharge Elimination System (NPDES) requirements.

To establish a CFD, it must be approved by a two-thirds margin of qualified voters in the district, either by registered voter or by land-owner. Newer developments under the control of a few landowners have a much greater chance of being approved than those with many interested parties such as in established neighbor-hoods that would require a vote by registered voter. Municipalities that are common law cities cannot currently implement a CFD to fund transit service. State legislation has been considered that will change this restriction but has not yet been passed and signed into law. Charter Cities have the current ability to implement a CFD if the charter has been accordingly.

In 2008, the North County Transit District (NCTD) secured a Caltrans Community-Based Transportation Planning grant¹ to conduct a case study to determine the viability of creating a TOD/CFD financing structure as a smart growth strategy. The report, titled "*Community Facilities Districts: Potential Use for Supporting Transit Oriented Developments in California*", was prepared by KTU+A in San Diego (Planning and Landscape Architecture), PMC in Oakland (Policy Planning and CFD implementation), Keyser Marston Associates in San Diego (Economics), Nelson/Nygaard Consulting in San Francisco (Parking Strategies), and Gail Murray Consulting in Walnut Creek (Transit Planning).

Though a TOD opportunity site in the City of Oceanside served as the case study, the aim was to assist local jurisdictions in North San Diego County with a tool to implement smart growth projects near NCTD transit centers and, in



Continued on page 14

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 Lance Schulte, 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 September. 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

Paying for Transit

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turn, assist local jurisdictions throughout California to address the lack of transit funds for operation and maintenance costs.

As proposed in the study, a TOD/CFD enables property owners within a designated area surrounding a major transit center to voluntarily fund transit service as part of a



Transportation Demand Management (TDM) program. The program could also support car sharing programs and parking management programs that are related to the TOD. The program could support the maintenance of transit facilities through revenue generated by special taxes of the CFD. The goal of a TOD/CFD is to create a sustainable neighborhood by encouraging mixed uses, employing smart parking practices, decreasing vehicular trips by offering multiple alternative modes of transportation and designing developments to support and encourage walking and biking for local trips.

A TOD/CFD financially supports transit while lowering or eliminating off-street parking requirements to allow a shift and lowering of development costs to build expensive parking structures and pay for traffic impacts to funding more cost effective transit passes, parking management, car sharing options, and improved walkable public thoroughfares. A TOD/CFD should be used to comprehensively manage both parking and transit services, with the goal of supporting a more viable and sustainable transit system that provides more choices for residents and businesses. A TOD/CFD can lower property development costs and decrease transportation costs for those living, working, or shopping in the TOD by decreasing expensive parking and costly traffic improvements on or near the new development; overall transportation costs are lowered with frequent transit use, since residents are able to reduce vehicles miles traveled (VMT) and lower car ownership costs.

Although CFDs can be created in any location, TOD/CFDs are directly related to either existing or planned transit nodes and corridors. A TOD/CFD should be considered where current or future transit services are frequent, have many local and regional connections, especially in locations where parking reductions and parking management districts are being considered. The most effective areas for TOD/CFDs are underdeveloped properties around a transit hub that benefit from transit orientation that reduces traffic, parking, and development impacts and costs.

TOD/CFDs should be used in conjunction with transit supportive land use development standards such as increased density and eliminating minimum off-street parking requirements. These adjustments can help increase the economic viability of projects, thereby allowing for the transfer of costs from excessive parking development to transit supportive funding. Savings can also be used for reinvesting in public/pedestrian spaces and amenities, further contributing to the creation of walkable neighborhoods. In areas where an agency has invested heavily in transit systems, those most directly benefiting from this investment should be asked to contribute to its ongoing operation. TOD/CFDs can also be used to financially support a parking district to assure increased transit ridership, increased sharing of parking assets, support for on-demand vehicle rentals, and decreased parking and congestion issues.

More information regarding the TOD/CFD study is available at

www.sdapa.org/download/CFD_Study_Final.pdf.

¹ Since 2000, Caltrans (the California Department of Transportation) has been offering grants through the Transportation Planning Grant Program to address local transportation issues. From Fiscal Years 2007/08 to 2009/10, 116 grant projects have been awarded statewide under the Community-Based Transportation Planning and the Environmental Justice: Context-Sensitive Planning programs, totaling over \$16.6 million. More information on the Caltrans Transportation Planning Grant Program is available at www.dot.ca.gov/hq/tpp/grants.html.

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.

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Legislative Update

2009-2010 Legislative Session Resumes with a Gloomy Budget Forecast and New Bills Introduced

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



The California Legislature resumed its 2009-2010 Legislative Session on January 4. The year began with continued trouble as the projected budget deficit has grown to nearly \$20 million. The Governor introduced the 2010-11 budget on January 8. The budget proposes \$8.5 in spending reductions and \$4.5 billion in alternative funding and transportation fund shifts. To close the remainder of the \$19.9 billion budget gap,

the budget proposes to obtain \$6.9 billion in federal funds. The Governor immediately called a special session on the budget after its introduction and it ended on February 22.

February 19 was the last day for new bills to be introduced, however there are already a few of interest to APA California. Below is a list of bills that have been referred to the legislative review team as well as a list of important deadlines for this legislative session. We will continue to keep you updated as more bills are introduced. For an up-to-date list of bills anytime, log on to the APA California website legislation page at www.calapa.org.

New Legislation of Interest

SB 959 – Ducheny – Development: expedited permit review

This bill, until January 1, 2012, would require the Office of Planning and Research, or its successor agency, in consultation with the Natural Resources Agency and the California Environmental Protection Agency, to develop a consolidated project information form that may be used by applicants for development projects. The bill would permit applicants for development projects to submit the form to the Office of Planning and Research for distribution to appropriate state agencies, which the office would be required to do within 3 days of receipt. The bill would require state agencies, within 30 days of receipt of the form from the Office of Planning and Research, to notify the office, in writing, if a permit from that agency may be required and to send the office the appropriate permit forms. The bill would require the office, within 15 days of receipt of the completed form from an agency, to notify the applicant for a development project, in writing, of any permits required and to send the applicant the appropriate permit application forms received by the office. The bill would permit the office to charge a reasonable fee for these services, as specified. The bill was introduced on February 5 and has not yet been assigned to a policy committee.

Although the bill requires expedited permit review from state agencies, it also includes a requirement for OPR to draft guidelines for cities and counties to use in developing expedited development permit processes, as well as a new mandate on local agencies. The specific language states:

65947. The Office of Planning and Research shall develop guidelines to provide technical assistance to counties and cities in establishing and operating an expedited development permit process. In developing the guidelines, local variations in the population rate of growth, types of proposed development projects, geography, and differences in local government structure shall be recognized. The guidelines for a local permit process shall include, but not be limited to, all of the following elements:

- (a) A central contact point with a public agency where all permit applications can be filed and information on all permit requirements can be obtained.
- (b) A referral process that provides for one or a combination of the following elements:
 - (1) Refers the applicant to the appropriate functional area for resolution of problems and fulfillment of requirements.
 - (2) Refers the applicant to cities within the county in whose sphere of influence the proposed project lies for review, comment, or imposition of condition permits.
 - (3) Assigns an individual from the local government to be responsible for guiding the application through all local permit bodies.
- (c) A master permit document that covers permits for all functional areas and that could be used for obtaining the approvals of the various functional areas.
- (d) A method of tracking progress on various permit applications that may include identifying a staff person responsible for monitoring permits.
- (e) A determination as to the completeness of the master permit document upon its submission and a written statement of specific information that is missing, if any.
- (f) Timetables for action on individual permits.
- (g) A variety of administrative mechanisms that will describe the least costly approaches for implementation in a variety of local circumstances.

65948.

- (a) Every city, county, or city and county shall provide for coordination of review and decision-making and the provision of information regarding the status of all applications and permits for residential, commercial, and industrial developments, as required by the city, county, or city and county, by a single administrative entity. For the purposes of this section, "administrative entity" means a person or agency designated by the legislative body of the city, county, or city and county to coordinate the review and decision making and provide information regarding the status of all permits or applications required by the local agency.

Legislative Update

Continued from page 15

- (b) A city, county, or city and county may adopt, by resolution or ordinance, procedures for the implementation of this section by the designated administrative entity.
- (c) At the request of an applicant, the administrative entity may coordinate the review and decision-making process with affected special districts and the administrative entity designated by the legislative body of any other city, county, or city and county in the jurisdiction of which the application for approval of the development is also being made, in order to provide concurrent processing within those jurisdictions.

The bill contains no funding mechanism for the new mandates in the measure or for the state agency requirements.

SB 926 – Huff – Land Use: Housing Element

This bill is a spot bill and contains no operative requirements. Since it is a placeholder for a housing element bill, however, APA will be monitoring it closely. The author does not have any specific plans for amending the bill at this time.

SB 518 – Lowenthal – Vehicles: Parking Services and Fees

SB 518 (Lowenthal) would originally have required localities to adopt and implement 20 points worth of parking reforms by 2012. As last amended, it was made into a voluntary program for local governments, which APA supports.

It would now authorize a city or county to adopt an ordinance to reduce or eliminate subsidies for parking from a specified menu to ensure that the actual cost of a parking space equals its full cost. It would also authorize a city or county to request the State Air Resources Board to approve and award points for other alternate measures to reduce or eliminate subsidies that fail to charge users for the full cost of a parking space. It would require the board to consider making cities or counties that adopt and implement parking measures that exceed a total score of 20 points from a menu of options to be eligible to receive carbon reduction credits through the board's cap-and-trade program. If a total score of at least 50 points from the menu is achieved, the bill would authorize the ARB to grant the city or county bonus points equal to 5% of the total available points for any future competitive loan or grant bond programs.

It has passed the Senate and is now in the Assembly.

Governor Proposes Advertisements on Freeway Electronic Signs to Raise Revenue for State

Governor Arnold Schwarzenegger has included in his draft budget a recommendation to convert overhead freeway displays into electronic advertising billboards as a way to generate revenue for the state. The Department of Finance has not estimated how much revenue the plan would generate. The draft proposal would allow the state to contract out its highway signs for up to 20 years. It will face significant opposition from APA and other organizations which oppose increasing the numbers of the already existing and distracting electronic billboards. In addition, the state will be required to obtain a U.S. Department of Transportation waiver of federal highway regulations. The state currently operates 708 electronic boards on highways, and Caltrans has plans to install 597 more in the coming year as well as preparing a federal waiver application.

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.



[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.

We encourage you to accept this invitation to join the APA California group and begin to enjoy this new service for our members.

IMPORTANT LEGISLATIVE DATES

February 19Last day for bills to be introduced
April 23Last day for policy committees to hear and report to fiscal committees fiscal bills introduced in their house
May 7Last day for policy committees to hear and report to the floor non-fiscal bills introduced in their house
May 28Last day for fiscal committees to hear and report to the floor bills introduced in their house
June 4Last day to pass bills out of house of origin
July 2Last day for policy committees to hear and report bills
August 13Last day for fiscal committees to hear and report bills to the Floor
August 31Last day for any bill to be passed
September 30Last 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

Environmental Science Associates (ESA) announced that it was recognized as one of the *2009 Best Environmental Firms to Work For* at the ZweigWhite Best Firms to Work For Summit, held in Chicago. **Eric Ruby**, Senior Vice President and Southern California Regional Director, has been named Chief Operating Officer (COO) of the firm. Eric takes over the position formerly held by **Dan Wormhoudt**, who retired December 31, 2009.



Eric Ruby

Kent Norton, AICP, REA has accepted the position of Director of Environmental Services with **The Planning Center** to manage their Ontario office.



Kent Norton

Michael Brandman Associates is pleased to announce the following new associates to their corporate Principalship program:

- **Frank Coyle, REA**, Inland Empire and Coachella Valley Branch Manager
- **Scott Crawford, MA**, Lead Biologist, Irvine
- **Michael Dice, MS, RPA**, Senior Archaeologist, Inland Empire
- **Trevor Macenski, MS, REA**, Sacramento Branch Manager
- **Dave Mitchell**, Fresno Branch Manager



Dwight Steinert

APA California announces the passing of an affiliated colleague, **Dwight Steinert**. Dwight passed away on December 24, 2009 after battling cancer for several years. He leaves behind his loving wife, Mary, and their three children, Eric, Jessica and Dylan. Dwight was a founding partner of Planning Associates, Inc. in Studio City, CA. He joined the Association of Environmental Professionals (AEP) as a student at Cal Poly San Luis Obispo and served 3 terms as AEP President. He continued to serve in other capacities for over 23 years. Dwight's legacy may be honored through donations to The Yosemite Fund, 150 Montgomery Street, Suite 1104, San Francisco, CA 94104 or www.yosemitefund.org.



Malancha Ghosh

APA California announces the passing of APA California member, **Malancha Ghosh**. Malancha passed away Dec. 12, 2009. She earned a Bachelor's degree in Environmental Sciences from UC Berkeley and a Master's in Planning Policy and Design from UC Irvine in 2009. She had been working as an intern at the City of Riverside, Planning Division. Malancha received a CPF Scholarship Inland Empire Section Award at the APA California Conference in 2008.

Malancha's life may be honored through a donation to the Riverside Art Museum, 3425 Mission Inn Ave, Riverside, CA 92501.

Job Announcement

Wagstaff/MIG, Berkeley, is seeking qualified applicants for **Senior Planner/CEQA Project Manager** to manage multi-disciplinary teams in the completion of EIR and related CEQA programs for city, county, and private sector clients. A graduate degree in urban planning plus eight years or more of planning/CEQA consulting experience, including project management, are desired. Excellent writing and presentation skills are essential.

Wagstaff/MIG is a division of MIG, Inc., a multidisciplinary firm of urban planning, design, communications and management professionals with offices in Berkeley, Pasadena, San Diego, Davis, Eugene and Portland. Wagstaff/MIG, formerly Wagstaff and Associates, is a studio of urban and environmental planners with an excellent reputation among California cities and counties for strong CEQA planning expertise.

Send resume with references to: Steve Ridone, Wagstaff/MIG, 2512 Ninth Street, Suite 5, Berkeley, CA 94710; e-mail: steve@wagstaffassociates.com, or fax: 510.540.4788.

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. 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.

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 2009. To get more information on the teams, please visit the APA California website, www.apacalifornia.com. If you would like to become a member of the Review Teams, please e-mail me at

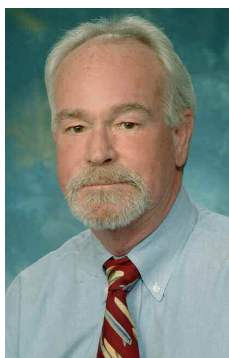


sgeorge@stefangeorge.com

Commissioner's Corner

Ethics for Planning Commissioners

By Mike Notestine



In early January Kathleen Garcia, former Planning Commission representative on the State Board, forwarded me this email:

"Good afternoon. I have a suggestion... I believe the portion of the CalAPA site devoted to Planning Commissioners would benefit from having a section dealing specifically with Planning Commissioner ethics. A few things to consider including would be the following:

1. A link to the AICP Code of Ethics
2. A list of standard ethical obligations for planning commissioners
3. A 'frequently asked questions' section
4. Several narrative hypothetical scenarios illustrating both poor and excellent ethical conduct by one or several commissioners

Thank you. Tom Bartlett, AICP"

Great idea – we'll do it!

In the mean time, after a little web searching, I thought I would enclose the following links:

Planning Commissioners Journal - Ethics & the Planning Commission

"A commissioner's greatest asset is credibility; once damaged, that credibility may be impossible to restore." — Gregory Dale, from "Behind the Scenes Advocacy"

Short articles offer advice and caution about the ethical situations planning commissioners and other citizen planners (and governing body members) often encounter, including ex-parte contacts, site visits, bias, accepting gifts, political influence, and more. Written for citizen planners, this collection of articles from the Planning Commissioners Journal will be especially useful to new members of planning commissions and zoning boards, providing essential information about an important subject.

<http://www.plannersweb.com/index/rep-eth.html>

The Planning Commission.Org – Code of Ethics – Hillsborough County (Florida) City-County Planning Commission

A sample Code of Ethics.

<http://www.theplanningcommission.org/aboutus/doctrines/oath/Code%20of%20Ethics>

American Planning Association - Ethical Principles in Planning (As Adopted May 1992)

This statement is a guide to ethical conduct for all who participate in the process of planning as advisors, advocates, and decision makers. It presents a set of principles to be held in common by certified planners, other practicing planners, appointed and elected officials, and others who participate in the process of planning.

<http://www.planning.org/ethics/ethicalprinciples.htm>

Fair Political Practices Commission – Can I Vote, Conflict of Interest Overview

Under rules adopted by the FPPC, deciding whether you have a financial conflict of interest under the Political Reform Act is an eight-step process. If you methodically think through the steps whenever there may be a problem, you can avoid most — if not all — mistakes. These steps are spelled out and explained in general terms in this booklet.

<http://www.fppc.ca.gov/library/CanIVote7-05.pdf>

City of Santa Clara – Living Our Values: Being "At our Best" Everyday

Thoughtful one page challenge.

<http://santaclaraca.gov/Modules/ShowDocument.aspx?documentid=275>

Institute of Local Government – Sample Ethics Codes

A compilation of Ethics Codes adopted by various California Cities.

<http://www.ca-ilg.org/node/411>

In coming months we will add these links and more to the Planning Commissioner's section of the State Chapter's website. <http://www.calapa.org/en/cms/?141>

Cal Planner Production Schedule

Issue	Submit Articles	Issue Emailed
May/June	4-2	4-30
July/August	6-2	6-30
September/October	8-3	8-31
November/December	10-1	10-30

Dates subject to change.



For article and photo specifications, display and call card information, please check out the website at apacalifornia.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.

Register On-Line Only at www.califaep.org



AEP SPRING 2010

CEQA Series

ADVANCED WORKSHOP

Learn About the Latest CEQA Trends

The 2010 workshop focuses on the most challenging CEQA issues of the day. So much is happening on the legislative front that keeping CEQA practitioners up to date with changing information on annual CEQA changes is a necessity. Of course, Climate Change continues to be a focal issue and we will provide practical guidance on how to prepare a defensible Climate Change section in an EIR and Negative Declaration and Categorical Exemptions, specifically what a model Climate Change EIR section should contain. We discuss OPR's recently released CEQA Guidelines, visit ARB's Thresholds of Significance quandary, touch on actions by other agencies, and continue the update necessary for the understanding of the relationship between CEQA and AB 32, SB 375 and other related legislation.

And what would be a Spring Workshop without the extremely valuable summary of the recent 2010 CEQA court decisions and cases, CEQA Guidelines changes and updates of recent legislation and practical applications of the new laws. We will briefly summarize this information and provide you with a compendium of information in CD format for your use. Our intent is to bring in court decisions as they apply to other issues discussed in this workshop, specifically water, segmentation and piece-mealing issues, and findings and overriding considerations. The remainder court cases will be on your CD.

There are still issues with regard to the "Whole of an Action" and what constitutes a legally adequate set of findings and overriding considerations. How do these documents become good decision-making tools?

Water continues to be at the forefront of activity and yet we, as practitioners, still aren't providing a sound discussion of this issue in environmental evaluations. We will focus on how to prepare a "good" water section in an EIR.

Registration includes a custom workbook containing the course outline and materials. This course qualifies for MCLE and AICP-CM credits (pending).

For more information and directions to the workshops, log on to AEP's web page www.califaep.org

Pricing

Registration is limited on a first-come, first-served basis. Pre-registration is on-line only; fees must be paid in advance either by credit/debit card or check. Purchase orders are not accepted. On-site registrations may be accepted if space is available. Fees include materials and handouts.

	Early Registration By 4-26	Regular Registration By 5-3	Late or On-Site Registration
AEP Member or Sponsor Member	\$135.00	\$145.00	\$160.00
Non-AEP Member - Private Sector	\$180.00	\$190.00	\$205.00
Non-AEP Member - Public Sector	\$160.00	\$170.00	\$185.00
Group Rate (per person for groups of 3+)	\$150.00	\$160.00	\$175.00
New AEP Membership + Workshop	\$270.00	\$280.00	\$295.00
Student AEP Member	\$30.00	\$40.00	\$55.00
New Student* AEP Membership + Workshop	\$50.00	\$60.00	\$75.00

*Submit schedule with 12 units or more.

Locations

Oakland	Friday, May 7, 2010
ABAG - Joseph P. Bort Metro Center, 101 Eighth Street, Oakland, 94607	
Riverside	Wednesday, May 12, 2010
California Baptist University, 8432 Magnolia Avenue, Riverside, 92504	
Cotati	Wednesday, May 12, 2010
City of Cotati, 216 E. School Street, Cotati, 94931	
San Diego	Thursday, May 13, 2010
Marina Village, 1936 Quivira Way, San Diego, 92109	
San Luis Obispo	Thursday, May 13, 2010
SLO Library Community Room, 995 Palm Street, SLO, 93403	
Monterey Bay	Friday, May 14, 2010
Santa Clara Valley Water District, 5750 Almaden Expressway, San Jose, 95118	
Orange	Wednesday, May 19, 2010
Whittier Law School, 3333 Harbor Blvd., Costa Mesa, 92626	
Fresno	Thursday, May 20, 2010
Grand Occasions, 4584 W. Jacquelyn Avenue, Fresno, 93722	
Los Angeles	Thursday, May 20, 2010
Standard Hotel, 550 S Flower Street, Los Angeles, 90071	
Ventura	Thursday, May 20, 2010
Ventura City Hall Meeting Room, 501 Poli Street, Ventura, 93002	
Roseville	Friday, May 21, 2010
City of Roseville Corporate Yard, 2005 Hilltop Circle, Roseville, 95747	

Program Outline

Registration & Introductions8:30 - 8:45 AM
SESSION I8:45 - 11:00 AM
Greenhouse Gas: Hands On/Practical Takeaways; and Life Cycle Analysis: Distance Matters	
Break10:15 AM
SESSION II11:00 AM - 12:00 NOON
Case Law: Relevant to CEQA Practice	
Lunch Break12:00 NOON - 1:00 PM
Lunch arrangements vary by location. Details will be provided upon registration	
SESSION III1:00 - 2:30 PM
Water: New Issues and How to Prepare a "Good" Water Section in an EIR	
Break2:30 PM
SESSION IV2:45 - 3:30 PM
Segmentation and Piece Mealing: What Constitutes the "Whole of an Action"	
SESSION V3:30 - 4:30 PM
Findings and Overriding Considerations: What is Legally Adequate and How Do They Become Good Decision-Making Documents	
CONCLUSION4:30 PM

For questions? Contact Lynne C. Bynder, CMP at califaep@gmail.com www.califaep.org

Cancellations: An 80% refund will be made, less \$50 handling fee if requested within 4 weeks prior to workshop date.

No refunds or cancellations accepted within 4 weeks of workshop date. Substitutions are permitted