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 Outstanding Public Involvement and Education Program by the Association of...
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 complemented 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...
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 campaign.

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.
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
Low Cost Sign Grant Program Sees Big Results

Continued from page 4

“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
Low Cost Sign Grant Program Sees Big Results

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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.
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 desalination 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.

www.apacalifornia.com
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 Places 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.
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.
National Award Winners
Continued from page 9

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
- Education Project Award
- Advocacy/Social Change/Diversity Planning Award
- Distinguished Leadership Award
- Innovation in Green Community Planning Award
- Planning Implementation Award
- Grassroots Initiative Award
- Academic Award
- Journalism 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.
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.
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
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.
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 improve-ments 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 con-nections, 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](http://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](http://www.dot.ca.gov/hq/tpp/grants.html).
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.

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Legislative Update
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(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.

IMPORTANT LEGISLATIVE DATES

February 19 .................................................................Last day for bills to be introduced
April 23 ..................................Last day for policy committees to hear and report to fiscal committees fiscal bills introduced in their house
May 7 ..................Last day for policy committees to hear and report to the floor non-fiscal bills introduced in their house
May 28 ......................Last day for fiscal committees to hear and report to the floor bills introduced in their house
June 4 ..........................Last day to pass bills out of house of origin
July 2 ..........................Last day for policy committees to hear and report bills
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
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.

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.

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.

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

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

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.

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 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.

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 FPCC, 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.

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

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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.
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.

**Locations**

Oakland ............................................................. Friday, May 7, 2010
ABAQ - Joseph P. Bort Memo Center, 101 Eighth Street, Oakland, 94607
Riverside .............................................................. Wednesday, May 12, 2010
California Baptist University, 9412 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, 905 Fern 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, 2025 Hilltop Circle, Roseville, 95747

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

**Pricing**

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**Program Outline**

Registration & Introductions ........................................ 8:30 - 8:45 AM
SESSION I .......................................................... 8:45 - 11:00 AM
Greenhouse Gas: Hands On/Practical Takeaways; and Life Cycle Analysis: Distance Matters
Break ............................................................... 10:15 AM
SESSION II ......................................................... 11:00 AM - 12:00 NOON
Case Law: Relevant to CEQA Practice
Lunch Break ..................................................... 12:00 NOON - 1:00 PM
Lunch arrangements vary by location. Details will be provided upon registration
SESSION III ........................................................ 1:00 - 2:30 PM
Water: New Issues and How to Prepare a “Good” Water Section in an EIR
Break ............................................................... 2:30 PM
SESSION IV ........................................................ 2:45 - 3:30 PM
Segmentation and Piece Mealing: What Constitutes the “Whole of an Action”
SESSION V ........................................................ 3:30 - 4:30 PM
Findings and Overriding Considerations: What is Legally Adequate and How Do They Become Good Decision-Making Documents
CONCLUSION ..................................................... 4:30 PM

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 website www.califaep.org

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