



CAL Planner

MAY - JUNE 2009

APACA 2009 CONFERENCE



September 13-16, 2009
The Resort at Squaw Creek
Lake Tahoe

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President's MESSAGE

By Kurt Christiansen, AICP, President

At the end of January, the State Board held a retreat to discuss the goals and direction APA California Chapter would take during 2009. We spent a considerable amount of time discussing the economy and the benefits of membership in APA. The discussion at the Board retreat made me think about the importance of being a member and the benefits we receive from the organization. We are facing some difficult times ahead. Cities, counties, agencies and consulting firms are cutting budgets, which has translated into layoffs, furloughs and salary cuts. Some of you will be faced with the decision on whether to maintain your membership or not. As you consider how to spend your hard earned dollars, I would like to remind you that membership in the American Planning Association can be an important tool during these economic tough times.

Some of these benefits are very obvious, others are not obvious. APA is a significant resource to planners, providing current and emerging information regarding planning issues and topics through our publications, *Cal Planner* and *Planning Magazine*. The California Chapter website, www.apacalifornia.com, allows members access to summaries, updates and positions on proposed legislation related to planning. The Chapter holds an

annual conference in the fall with over 100 sessions to choose from and over 1,000 planners in attendance. One of the not so obvious benefits provided by APA is the networking opportunities available to our membership through conferences and other events. The local sections organize training workshops and social activities open to all members. These activities can play an important role in securing a job. Studies have found that between 60 to 90% of jobs are found through networking. You never know who you are going to meet at one of these events; maybe it will be a future employer.

Two outcomes of the retreat were related to our membership surviving in this economic climate. One goal was to develop methods to communicate the vital importance of planning and APA membership to agencies and firms. During the next six months we will be developing talking points about the benefits of membership that will be shared with elected officials, appointed officials and city management. Our goal is to convene the value of membership in APA and the resources available to planners that could assist in money savings and revenue generating opportunities from good planning. We will be spreading the success stories of "Smart Planning."

The second outcome from the retreat was a commitment to professional development. The Board has established

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AMERICAN PLANNING
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California Planner

The *California Planner* is the official publication of the APA California. Each APA California member receives a subscription as part of chapter dues. Additional subscriptions may be purchased for \$22 per year.

Send editorial submissions and queries to APA California c/o Dorina Blythe, GranDesigns, 31807 Green Oak Way, Temecula, CA 92592 or e-mail them to Dorina@GranDesigns.us. Rates for job announcements, display and calling card advertisements can be obtained by contacting APA California c/o Stefan/George Associates, 1333 36th Street, Sacramento, CA 95816, 916.736.2434.

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California Planning Foundation www.californiaplanningfoundation.org
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CalPlanner Going Exclusively Digital Soon

You will be able to access the new digital *Cal Planner* by logging onto the state website or via email. To receive the first digital *Cal Planner* and subsequent editions by email, you will simply need to make sure that you have your email address included in your member information on the National APA website by **as soon as possible** at www.planner.org (or <http://www.calapa.org/> for Chapter Only members). If you currently receive emails from APA (National) or your local section of APA California, then your email is in your membership information. The instructions for registering your membership email address are:

For National APA Members: Log onto <https://myapa.planning.org/ecommerce/error/LoginRequired.aspx> and click on the APA Members Only area. You'll need your 6-digit APA ID number (look on your Planning magazine label or your dues invoice).

For Chapter Only Members: Log onto <http://www.calapa.org/>, click on "My Record" and "Edit Record," update your email address and click "Submit."

If you have any comments or concerns please contact me:

Lance Schulte, APA California VP Public Information, APA California Chapter
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AICP Certification Maintenance - What You Need to Know

By Carol D. Barrett, FAICP, Vice President, Professional Development



Dorothy looked around in Oz and explained to Toto, "We're not in Kansas anymore." Those of us who are AICP members are learning a new system for tracking Certification Maintenance (CM) Credits at the same time the national organization is struggling to design and implement the

necessary software tracking systems. Dorothy had the practical help of her friends and the indirect useful help of the Wizard. All of us will need the same practical help as well as advice. Here are a couple of practical suggestions.

- The information under AICP on the planning.org website is more user friendly.
- Don't wait until December to start logging the CM Credits that you have already earned. It takes time to get used to the system.
- Keep a paper copy of what you register on-line. Systems are changing and sometimes data is lost.

The Chapter recognizes both the opportunity for professional development and the burden of offering and earning CM Credits. To that end, the California Chapter is committing significant resources to support members. To those who are working to offer CM Credits, there is now more administrative talent through Stefan George Associates to handle the workload. The Chapter has approved a re-organization of the work to divide the responsibilities among a larger group of volunteers.

Self-Reported or Self-Study Credits

AICP members are allowed to report up to 8 CM credits that are from activities not registered by a provider. By reporting attendance or speaking/instructing at an activity that is not registered for CM Credit by the provider but meets CM

criteria and is approved by APA staff. Members must submit materials demonstrating that the activity complies with CM criteria. Go to <http://www.planning.org/cm/howtoearn.htm>. This should be helpful for planners needing and taking training in their specialties. This feature is expected to be available on the CM reporting website soon.

The AICP EXAMINATION

Preparing for the May, 2009 Exam

Some of you are already studying for the exam to be offered in May. Contact your section leadership for information about resources available close to home to supplement the resources provided on the AICP web site.

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Commissioner's CORNER

Climate Change and Neighborhood Planning

By Mike Notestine



As we all turn our attention to climate change and efforts to reduce greenhouse gases, we must take to heart the saying “Think Globally, Act Locally” Broad state, federal, or international solutions to climate change will be necessary, but in order for them to succeed, they must have support at the local level. Within this context, actions that support the

sustainability of our neighborhoods are vital.

How does Neighborhood Planning address Climate Change?

A city's character is reflected in its neighborhoods. Neighborhoods showcase a city's history, architecture and urban design, as well as the varied lifestyles and cultural and ethnic diversity of its residents. A neighborhood is a geographic area in which the residents have a common identity or perceive that they have common interests. It can be formed or united by any number of social, political, geographic or demographic factors and can vary widely in size, composition and configuration.

Neighborhoods provide an identifiable unit of the city at a human scale where most residents form their first level of attachment to the city. Within a neighborhood, a citizen's daily routine is meaningful, their political voice is audible, and their actions are measurable. Broad ecological thinking meets up with individual families at this scale.

Neighborhood planning recognizes that good neighborhoods share many qualities that help to fight climate change. They support strong inter-relationships between various components (buildings, transportation systems, open spaces, views, heritage, economics). They are safe places for children to walk to school and for elderly to cross the street. They are “places” where locals and visitors alike want to be. They respect the natural environment. They are supportive places where businesses find economic stability.

Neighborhood planning is about community building, but it is not without challenges. Neighborhoods are often political battlegrounds, where desire for infill competes with respect for residents. Neighborhood planners must give a concerted effort to balance the trade-offs between opposing views, and to ensure that infill and revitalization projects have a net benefit to existing residents as well as the environment. Public participation is a key component of the process, one that must make sure that a community's values are the foundation of the planning process.

Good Examples

Neighborhood planners must recognize that we have good examples to build upon. We must first strengthen our older communities and help them to adapt. We must then retrofit our newer communities to make them more sustainable.

Finally, we must put measures in place that require that future neighborhoods be built to be more sustainable.

Neighborhoods built before 1950 are generally located near the commercial core and characterized by smaller individually built and modest homes as well as duplexes and multifamily housing – a real mixture. These neighborhoods are also home to a community's established schools, churches, parks and other public institutions. The street pattern of older neighborhoods is generally organized on an interconnected grid system that tends to reduce the dependency on the automobile and be more pedestrian friendly. Generally, these neighborhoods are closer to jobs, shopping and services and are serviced by transit. They are more compact and provide a variety of housing types. They are more environmentally friendly and community-oriented than their contemporary counterparts. Many older

Neighborhood planning recognizes that good neighborhoods share many qualities that help to fight climate change.

neighborhoods are seeing increased demand from empty nesters and families alike who want to live in an area that is convenient and has a unique quality.

Newer, post-1950's neighborhoods, by contrast are generally located further from the downtown core and other services. They are characterized by larger production built single-family homes. Most of these homes have large garages that protrude from the body of the structure, and are built in ways that do not easily allow them to change over time. Few of the homes have porches, and subdivisions do not have common areas such as tot-lots that help to create community. Street patterns, in many cases, do not connect to surrounding neighborhoods, isolating the individual from their broader community. Streets tend to be wider than the older neighborhoods and many are in the form of cul-de-sacs. These patterns tend to reduce walking, bicycling, and the use of transit, and encourage the use of the automobile.

Future neighborhoods must do what pre-1950's neighborhoods do well, and they must go further. They should have a net positive impact upon global climate change, helping to support walking, bicycling, and transit use; filling in gaps in the urban fabric; supporting diversity of incomes, ages, and cultures; and reducing the consumption of important farmlands or other natural resources.

A Good Place to Start

Working at a neighborhood scale allows planners to influence the ways that individual citizens interact with the world around them. By improving options for walking, bicycling, and using transit, neighborhood planning can help to reduce vehicle miles traveled. By wisely using infill land, neighborhood planning can enhance a local sense of place while preserving valuable farmland. By reconnecting communities to the environment and natural systems around them, neighborhood planning can help elevate the importance of the environment in local discussions. The global climate may be a huge problem to tackle, but this is a good place to start.

Legislative UPDATE

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



APA California Legislative Update

As of March 1, 2009

Flood of Planning Bills Introduced for 2009

The budget crisis has certainly not reduced the number of planning bills introduced in 2009. Below is a partial list of the key measures. For a full list, go to the legislative link on the homepage of the APA California website at www.apacalifornia.com. APA California has not yet taken any positions on measures. The Review Teams will be meeting this month, so watch for updated positions soon.

AB 45 – Blakeslee – Local Ordinances Governing Small Wind Energy Systems

This bill will be the vehicle to address concerns with local ordinances governing the permitting and approval of small wind energy systems. A law that previously governed those ordinances lapsed. Assembly Member Blakeslee has been meeting with APA, CSAC, the League and RCRC to develop a proposal to address these concerns and facilitate the installation of these systems including the new rooftop systems.

AB 49 – Feuer – Water Use Reduction Goal

This bill would require the state to achieve a 20% reduction in per capita water use in California by December 31, 2020. (Similar to SB 460.)

AB 64 – Krekorian – Renewables Infrastructure Authority Land Use Oversight

This bill would establish the Renewables Infrastructure Authority, with the authority to designate an area as a renewable energy designation zone. Each city or county would be required to consider the designated zone when making a determination regarding a land use change within or adjacent to the zone that could affect its continuing viability to accommodate energy generation facilities, related transmission lines, transmission corridor zones, or other facilities appurtenant to the designated zone.

AB 109 – Feuer – Moratorium on Digital Advertising Displays

This bill, until January 1, 2012, would prohibit an advertising display that is visible from a state, county or city highway from being constructed as, or converted, enhanced, improved, modified, modernized, or altered into, a digital advertising display.

AB 210 – Hayashi – Local Green Building Standards

This bill would allow cities and counties to change or modify the state green building standards.

AB 300 – Caballero – Water Supply Assessments for Subdivisions

This bill would require a city or county to approve or disapprove a subdivider's water savings projections attributable to voluntary demand management measures after being reviewed by the retail water supplier and verified for accuracy by the public water system or the local agency if there is no public water system.

AB 333 – Fuentes – Subdivision Map Expiration Date - 72 Months

This bill would extend the applicable expiration date to 72 months for any vesting tentative map, in addition to a tentative map, that has not expired as of the effective date of this bill and that will expire before January 1, 2016.

AB 338 – Ma – Infrastructure Financing for Transit Village Developments

This bill would increase the land within a transit village plan from 1/4 to 1/2 mile, and would eliminate the requirement of voter approval for the formation of an infrastructure financing district, adoption of an infrastructure financing plan, and issuance of bonds for the purpose of developing and financing a transit facility.

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CalPlanner Production Schedule

Issue	Articles Submitted	E-mailed
July/August	May 6	June 17
September/October	July 7	August 18
November/December	September 7	October 19
Dates subject to change without notice.		

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.

APA California Chapter “QUICK LEG INFO” Feature Now on Website Homepage

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

Legislative Update

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AB 408 – Saldana – Referral of General Plan to Local Regional Water Quality Control Board

This bill would require the planning agency to notify the local regional water quality control board servicing the area before adopting or amending the general plan. The regional board, upon receiving this notice, would be required to provide the planning agency with info regarding implementation of low-impact development water management to increase local water supplies by increasing stormwater recharge and reuse.

AB 479 – Chesbro – Solid Waste Diversion

This bill would require a city or county to divert 60% of all solid waste through source reduction, recycling, and composting activities on and after January 1, 2015.

AB 494 – Caballero – Farmworker Housing

This bill would authorize a landowner subject to a Williamson Act contract to subdivide not more than 10 acres of land under a Williamson Act contract to be sold or leased to a nonprofit organization, a city, a county, housing authority or state agency and used for farmworker housing for at least 30 years.

AB 499 – Hill – CEQA Disputes

This bill would require that a petitioner or plaintiff in a CEQA lawsuit to name, as a real party in interest, a recipient of an approval, as identified by the public agency in its notice of determination or notice of exemption, that is the subject of an action or proceeding challenging the CEQA determination, finding, or decision of a public agency pursuant to CEQA. The bill would require that a petition or complaint be subject to dismissal if a petitioner or plaintiff fails to serve any recipient of an approval within the statute of limitations period.

AB 566 – Nava – Mobilehome Park Conversions

This bill would require that the survey of residents of the mobilehome park for a proposed conversion to demonstrate support of a majority of the residents of the park. It would also allow a local agency to enact reasonable measures by ordinance to prevent sham conversions and to preserve affordable housing.

AB 596 – Evans – Form-Based Ordinances

This bill would require OPR to develop an urban and rural model-home, form-based ordinance that a local agency can use as a planning tool to revitalize and preserve communities in compliance with smart-growth principles.

AB 666 – Jones – Fire Services for Map Approval

This bill would require a city or county to make findings regarding fire service availability and fire fighting access before approving a map in an area located in a state responsibility area or a very high fire hazard severity zone.

AB 696 – Hagman – CEQA Arbitration

This bill would allow an applicant for a project at the time of application to opt to resolve all disputes with the lead agency arising out of a subsequent EIR for that project before an arbitrator, in lieu of retaining the option to file an action before a court.

AB 1084 – Adams – Development Fee Definition

This bill would revise the definition of development “fee” to mean a charge or other exaction, including a dedication, reservation, set-aside, or contribution of real or personal property or services, including a monetary exaction other than a tax or special assessment, that is charged by a local agency, including a local agency that does not itself approve the development project, to the applicant in connection with the development project or as a condition of approval of a development project for the purpose of defraying all or a portion of the cost of public facilities related to the development project.

AB 1284 – Huffman – Local Notice of Adult Recovery Maintenance Facilities

This bill would require the Department of Alcohol and Drug Programs to provide notice to a city or county if the approval of a license would result in the licensure of a facility that has the same owner or manager as an existing facility that is within 300 feet of, and is operated as an integral component of, the proposed facility. It would authorize the department to impose health and safety requirements or deny licensure based upon overconcentration of facilities or conditions of local need.

SB 104 – Oropeza – Addition of Other Greenhouse Gases under AB 32

This bill would add any anthropogenic gas to the list of greenhouse gases regulated under AB 32.

SB 268 – Harmon – Treatment Facility Consistency with Local Zoning Ordinances

This bill would require alcoholism or drug abuse recovery or treatment facilities to comply with local zoning ordinances.

SB 326 – Strickland – Housing Element Assessment of Projected Foreclosures

This bill would require the housing element to include a quantification of the locality’s existing and projected foreclosure rate and its impact on housing needs and inventory. HCD would be required to establish a methodology to account for foreclosures in the regional housing need.

SB 476 – Correa – CEQA Noncompliance Allegations

This bill would allow an action to be brought based on alleged grounds of noncompliance with CEQA raised after the public comment period if the person can demonstrate that the alleged grounds were not known at the time the CEQA document was made available for public review.

SB 505 – Kehoe – Local Planning for Fire Hazard Impacts

This bill will be used as a vehicle to address fire level of service, planning and CEQA requirements related to projects and plans in state responsibility areas and very high fire hazard severity zones.

SB 518 – Lowenthal – Reduction of Parking Incentives

This bill would prohibit the use of state funds to, directly or indirectly, subsidize the construction or operations of parking in California. It would also require on or before January 1, 2012, a city or county to adopt and implement measures from a specified menu that achieve a total score of at least 20 points, based on the points associated with that menu to ensure that the locality manages its parking so that the actual cost of a parking space equals its full cost.

SB 575 – Steinberg – SB 375 Clean Up Vehicle

This bill will be used as the vehicle for SB 375 clean up measures, housing element and Regional Transportation Plan coordination, and possible expansion of its CEQA provisions to additional projects.

SB 690 – Leno – Outdoor Advertising Act Reform

This bill would provide that an advertising display whose height, orientation, or size is modified after erection in a manner that causes it to become illegal is not a lawfully erected display. The bill would delete the provisions enabling an advertising display to be deemed lawfully erected if it is subsequently brought into full compliance with state laws and local ordinances, and the provisions establishing the rebuttable presumption regarding an advertising display in existence for a period of 5 years or longer. The bill would also authorize advertising displays that are subsequently altered in violation of the terms of a building permit to be removed without compensation.

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POST CONSTRUCTION ANALYSIS CONFIRMS HIGH ACCURACY



JANUARY 2009 Existing View

Client: PCR Services Corporation

Project: Symantec EIR

Service: **VISUAL SIMULATION** for Analysis of Visual Impact

Our process and methodology includes accurate 3Dimensional modeling, full-frame photography and GPS technology. **SOQ** available upon request.

PUBLIC AND PRIVATE INFRASTRUCTURE ENERGY FACILITIES LANDFILL WATER STORAGE GENERAL PLAN STUDIES COMMERCIAL AND RESIDENTIAL

"From an environmental planning firm's perspective," Susan Tebo, Associate Principal of Impact Sciences notes, "Visual Simulations have proven to be incredibly cost effective for our clients. Such visual tools allow us to present an authoritative analysis of aesthetic impact that is easily understood, thus bringing a great deal of value in terms of review time saved and project misconceptions abated. The old adage is true; a picture paints a thousand words."

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Diversity Summit

This year's Summit will explore the broader concepts of diversity and community planning - age, gender, ethnicity, income/class, sexual orientation, and disability.



Visioning never looked so good

Career Development Center

Times are tough - and we are of course, here to help. The Center will be open all day to help with:

- How to make a killer resume
- Practice your interview skill
- Job fair

And if you have a good job, we are here to make you better at it.

- Help on public speaking
- How to write better reports
- Dealing with conflict.

Come on by anytime, we'll be here.

Top Ten Reasons to Go:

1. It's Tahoe
2. Last change for CM credits before initial deadline
3. Be part of the cutting edge in planning - new ideas and great speakers (see www.apacalifornia.org)
4. Great programs (see Planning Tracks)
5. Planning 101 - A new track designed to teach you what you have been dying to know
6. Sustainable Conference
7. Career Development Center
8. Fantastic Mobile Workshops
9. Special events for young planning professionals
10. It's Tahoe. It's planning. It's all happening here.

Getting to Tahoe (the green way)

Save money and the environment by letting us do the driving.

Arrive at Sacramento International (or drive into Sacramento) on Sunday before noon and we will do the rest. We will pick you up, whisk you up to Tahoe and then back to the airport by 5 PM on Wednesday.

MORE DETAILS ON
REGISTRATION FORM



Getting Out

(Mobile Workshops)

- Resort Planning
- South Lake RDA
- Gold Rush Communities
- Bike Tours
- LEED Planning
- and MORE!

Planning Tracks

PLANNING 101 / CAREER DEVELOPMENT

Starting out or honing your skills, this track is for you. Set up to teach skills, not discuss a project.

EMERGING POLICY

Discuss emerging policies and how they are shaping planning practice.

PLACES FOR EVERYONE

Diversity, health care, housing for the aged, projects for underserved population, school siting - it's all here.

ADAPTION / SUSTAINABILITY TOOLKET

Planning for a changing world. Effective planning in a fiscally-constrained environment. Climate change and Green Building initiatives. New tools.

VISIONARY PLANNING

Planning practices and projects that exemplify the "long view".

PUBLIC AWARENESS / SELLING THE VISION

Communications and outreach, best practices, transparency in planning practice, engaging decision makers.

2009 APACA Conference Sponsor Opportunities

The American Planning Association California Chapter (APACA) is pleased to offer you the opportunity to market your services, products, and programs to planners and others at this annual, well-attended conference. The following is a brief description of conference sponsorship opportunities. You are welcome to sponsor more than one event and multiple organizations may sponsor the same event.

Please note: Event sponsorship does not include conference registration, unless noted in package.

Opening Night

Anticipated attendance - 900 people. Six sponsorships available. Cost: \$3,000 each.

- Full page ad and sponsorship listing in the conference program
- Pre-conference recognition on the APACA website
- APACA podium recognition
- Company name prominently displayed at the event and at sponsor table
- Promotional materials displayed at the event and at sponsor table
- Four tickets to Opening Reception
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

Continental Breakfasts or Afternoon Breaks

Anticipated attendance - 800 people for each breakfast or break.

Eight sponsorships available. Cost: \$1,000 each.

- APACA recognition and representation from your company
- Company name displayed at the breakfast or afternoon breaks
- Quarter page ad in the conference program
- Promotional materials displayed at sponsor table
- Two tickets to the breakfast or afternoon break
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

Keynote Luncheon

Anticipated attendance - 900 people. Six sponsorships available. Cost: \$2,500 each.

- Full page ad and sponsorship listing in the conference program
- Pre-conference recognition on the APACA and Southern CA Section websites
- APACA podium recognition
- Company name prominently displayed at the event and at sponsor table
- Promotional materials displayed at the event and at sponsor table
- Two tickets to Keynote Luncheon
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

Awards Program

Anticipated attendance - 900 people. Six sponsorships available. Cost: \$2,500 each.

- Full page ad and sponsorship listing in the conference program
- Pre-conference recognition on the APACA and Southern CA Section websites
- APACA podium recognition
- Company name prominently displayed at the event and at sponsor table
- Promotional materials displayed at the event and at sponsor table
- Two tickets to Awards Program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)



September 13-16, 2009
The Resort at Squaw Creek
Lake Tahoe

Sponsorship Cancellation Policy

If written cancellation of sponsorship is received by 8/15/09, a full refund will be made. If written cancellation of sponsorship is received by 8/31/09, an 80% refund will be made. No refunds or cancellations accepted after 8/31/09.

Sponsorship Questions

Questions about your sponsorship should be made to the APACA 2009 Conference Office:

Lynne C. Bynder, CMP,
APACA 2009 Conference Planner
Email: lbynder@meetingsxceptional.com

Opening Plenary Session

Anticipated attendance - 900 people

Six sponsorships available. Cost: \$2,500 each.

- Full page ad and sponsorship listing in the conference program
- Pre-conference recognition on the APACA website
- APACA podium recognition
- Company name prominently displayed at the event and during the conference
- Promotional materials displayed at the event and at sponsor table
- Two tickets to Breakfast/Plenary Session
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

FOR MORE INFORMATION VISIT: www.apacalifornia.com

Student Scholarship Luncheon or Diversity Event

Anticipated attendance - 800 people

Eight sponsorships available, Cost: \$1,500

- APACA recognition and representation from your company
- Company name displayed at the Luncheon or Diversity Event
- Quarter page ad in the conference program
- Promotional materials displayed at sponsor table
- Two tickets to the Luncheon or Diversity Event. Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY) conference with name, company and address ONLY)

Mobile Workshops

Anticipated attendance -

approximately 50 people each for mobile workshops

Twelve sponsorships available

Cost: \$1,000 each (for sponsorship of THREE mobile workshops)

- APACA recognition and representation from your company
- Company name displayed at the three mobile workshops of your choice (note that each mobile workshop may have a maximum of three sponsors)
- Quarter page ad in the conference program
- Promotional materials handed out at the mobile workshop and at sponsor table
- One ticket each to the three mobile workshops of your sponsorship (total of three tickets)
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

**FOR MORE INFORMATION VISIT,
www.apacalifornia.com**

CPF Reception

Anticipated attendance - 800 people, Six sponsorships available

Cost: \$2,000

- Full page ad and sponsorship listing in the conference program
- Pre-conference recognition on the APACA and Southern CA Section websites
- APACA podium recognition
- Company name prominently displayed at the event and during the conference
- Promotional materials displayed at the event and at sponsor table
- Two tickets to CPF Reception
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

SPECIAL PRICED PACKAGES

Lake View Package - \$15,000

(a savings of \$500)

- Booth \$3,000
- Large Event Sponsorship \$10,000
- Full Page Ad \$1,600
- 2 Full Conference Registrations \$900

High Camp Package - \$12,000

(a savings of \$300)

- Booth \$3,000
- Small Event Sponsorship \$8,000
- 1/2 Page Ad \$850
- 1 Full Conference Registration \$450

Alpine Meadows Package - \$6,000

(a savings of \$300)

- Booth \$3,000
- Partial Event Sponsorship \$2,000
- 1/2 Page Ad \$850
- 1 Full Conference Registration \$450

APACA 2009 Conference Sponsorship Submission

Please make checks payable to APACA Conference: 1333 36th Street, Sacramento, CA 95816

Please fax sponsorship submission form to 760.674.2479 Questions: Lynne Bynder at lbynder@meetingsxceptional.com

SPONSORSHIP SUBMITTAL DEADLINE: AUGUST 15, 2009

Name _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

☐ I would like to sponsor (name of event or conference product) _____ amount \$ _____

☐ I would like to provide a cash donation in the amount of \$ _____

☐ I would like to donate an item for the conference registration bag.

Item _____ (ie: pens, notepads, mints, magnets, lapel pins, etc)

(Note: Conference Committee approval required for conference bag).

AICP Certification Maintenance

continued from page 3

Getting Ready to Apply for the November, 2009 Exam

If you missed the January deadline for the May 2009 exam, you are in time to get started with the application process for the November exam. Applications will be due in July, however, APA encourages an early start. If you are considering the exam, you will need to gather employment/education verification before submitting the application. Applicants can get ahead start by creating a rough draft on a MS Word document. Items to include in the draft are (for each job):

1. Employer
2. Position Title
3. Dates of Employment
4. Supervisor's Name
5. How your position(s) meets the four criteria comprising AICP's definition of professional planning experience. The definition can be found at <http://www.planning.org/certification/experience.htm>. Each criteria response must meet a minimum of 200 words and cannot exceed the maximum of 500 words.

Each criterion has its own section on the application. Applicants must complete unique responses for each criteria and each job listed on the application. Having this information saved will allow you to submit your online application quicker. Any application or verification submitted near or on the deadline, may take significantly longer to process.

The cost of the exam in May is \$485.00.

AICP Exam Fee Scholarships

California can nominate up to eight individuals for a reduced fee scholarship. Scholarship recipients pay reduced fees to AICP as follows:

- First time AICP applicants: \$125 (combined \$60 application and \$65 exam fee)
- Previously approved AICP applicants: \$65 (exam fee only)

The APA requires the applicant to submit a written explanation of financial hardship (including financial hardship caused by a budget cutback in a firm or agency), which necessitates the request. Other national criteria include:

- Members of ethnic or racial minorities shall be given preference.
- The applicant(s) selected will be otherwise unlikely to take the exam without the reduced fee.
- The applicant's employer will not subsidize the exam fee.

Please submit your letter to the VP of Professional Development, Carol D. Barrett, by June 15 (caroldbarrett@gmail.com). Explain how you meet the national criteria. We'll be happy forward your name to APA.

FAICP

2009 is the nomination year for FAICP. If you meet the AICP membership criteria and the work you've done has transformed practice and communities, then you can be nominated. The final criteria has not yet been posted on the AICP section of the website. Contact Kimberly Christensen for details at kchristensen@elsegundo.org.

The APA California Professional Development Team

While it may not take a village to deliver a good professional development program, it really takes a team. The position of Vice President of Professional Development has been expanded to include following volunteers.

Carol D. Barrett, FACIP

Vice President, Professional Development

Responsible for overall program coordination, CM Credits.

Work Phone: 626.308.2806 Ext. 4624

Fax: 626.458.2830

Juan F. Borrelli, AICP

Program Director, North

(Northern, Central Sacramento, and Central Coast Sections.)

Responsible for training and programs for CM Credit; conference programming when state meeting is in Northern California.

Work Phone: 408.535.7709

Fax: 408.292.6055

E-mail: Juan.Borrelli@sanjoseca.gov

Kimberly Christensen, AICP, FAICP Coordinator

FAICP recognition process, encouraging applications to FAICP, and engaging FAICP members in the life of the Chapter.

Work Phone: 310.524.2340

Fax: 310.322.4167

E-mail: kchristensen@elsegundo.org

George Osner, AICP, AICP Coordinator

Responsible for AICP examination process, encourages members to apply, ensures exam information is at the State conference, and Sections provide training.

Work Phone: 209.985.3846

E-mail: gosner@ainet.com

Al Zelinka, AICP, Program Director, South

(San Diego, Inland Empire, Orange, and Los Angeles Sections)

Responsible for training and programs for CM Credit; Southern California conference programming.

Work Phone: 714.738.3347

Fax: 714.738.3110

E-mail: alz@ci.fullerton.ca.us

Laura Murphy, CM Technical Support

Stefan George Associates

Work Phone: 916.736.2434

E-mail: sgassoc@msn.com

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AICP Certification Maintenance*continued from page 11*

Carol Barrett may be new to her role as Planning Manager in San Gabriel, but Ms. Barrett is an old hand at APA and AICP business. Ms. Barrett's previous APA history includes serving as Chapter President for Texas and in the National Capital Area. Ms. Barrett was on the APA Board of Directors and was chosen as Secretary/Treasurer of the organization during that time. While at Georgia Tech, Ms. Barrett was elected the student representative to the Board of Directors of the American Institute of Planners (predecessor organization to APA). Ms. Barrett has received the APA Distinguished Service Award and the Diana Donald Award. Ms. Barrett teaches and writes about planning ethics as her hobby. In 2001, Ms. Barrett's book, *Everyday Ethics for Practicing Planners*, was published. That book grew out of Ms. Barrett's experiences as a planner and as a member of the committee that drafted AICP's first Code of Ethics.

What motivated Ms. Barrett to run for the office of Vice President for Professional Development?

Ms. Barrett cares about the planners who are working to improve their communities and believes that the professional development responsibilities – training, testing, and recognition – are core services to the members.

Annual Diversity Summit Seeks Volunteers

APA California will host the annual Diversity Summit on Sunday, September 13 at the Resort at Squaw Creek, Lake Tahoe, from 3:00 - 5:00 PM. This year's Summit features a panel of professional planners who will explore the broader concepts of diversity and community planning - age, gender, ethnicity, income/class, sexual orientation, and disability. To assist with program development and implementation, contact the chapter's Membership Inclusion Director, Michele Rodriguez, AICP, at michele@boggis.com or 415.845.9110.

Planning on the MOVE

Environmental Science Associates (ESA) announced that its Central Valley/Sierra Regional Office, headquartered in Sacramento, has relocated to 2600 Capitol Avenue, Suite 200.

EMC Planning Group Inc. has promoted **Christine Bradley** to Associate Planner in their Monterey office. She has been with EMC for over two years.

Civic Solutions, Inc. (CSI) is moving into their new corporate office building at 27362 Calle Arroyo, San Juan Capistrano, CA 92675. CSI is celebrating 18 years of urban planning service to public agencies. They can be reached at 949.489.1442, www.civicsolutions.com.

The Graduate Certificate in Urban Studies and Planning.

This 15-unit graduate certificate is designed for students and working professionals in such fields as urban planning, urban design, geography, environmental planning, social welfare, or public administration who are eager to enhance their careers.

Classes start on campus August 19, 2009 and are held on Wednesday evenings and several Saturday mornings.

Core Courses

1. Contemporary Urban Planning in the United States and California
2. Seminar in Comprehensive Planning
3. Sustainable Development and Environmental Impact Analysis
4. Seminar in Planning for Communities and Local Economic Development
5. Field Project in Urban Planning

The Tseng | California State University
College | **Northridge**



Visit our Web site: <http://tsengcollege.csun.edu/urbs>

Admission Requirements:

- A bachelor's degree from an accredited university
- Good academic standing at the last educational institution attended
- A GPA of 2.5 or greater in the last 60 semester/90 quarter units attempted
- A year or more of related professional experience

Interested?

Contact Pat Lyon, (818) 677-4607
Email: patricia.lyon@csun.edu



APA California Bylaws Update

by Kurt Christiansen, AICP, Chapter President

One of the responsibilities of the APA CA Board is to periodically review and update the Bylaws of the organization and propose amendments to the membership to bring policies and procedures into consistency with the APA CA Strategic Plan. The changes also reflect the need. The Bylaw changes under consideration are as follows:

The addition of a new elected Board position entitled "Vice President for Conferences". This position would be responsible for overseeing the planning of the annual fall Chapter conference. The position would be elected during even years.

The addition of a new appointed Board position entitled "FAICP Coordinator". This position would be responsible for coordinating FAICP nominations for the Chapter and submitting those selected to National APA. The position would report to the Vice President of Professional Development.

The addition of a new appointed Board position entitled "AICP Exam Coordinator". This position would be responsible for coordinating and ensuring that the APA CA sections provide AICP Exam Workshop training. The position would report to the Vice President of Professional Development.

The addition of two new appointed Board position entitled "Programs Coordinator". One position would be an appointment from Northern, Sacramento Valley, Central Coast, or Central Section and the other appointment would be from Los Angeles, Inland Empire, Orange, or San Diego Section. These positions would be responsible for coordinating APACA sponsored workshops and programs. In addition the position would promote APA CA chapter and section programs throughout California. The positions would also be responsible for coordinating the conference sessions for the APACA annual conference and ensuring the mandatory sessions on the AICP Exam, Ethics and Law are provided at the APACA annual conference when the conference is being held in a their geographical region. The position would report to the Vice President of Professional

Development.

The addition of a new appointed Board position entitled "Membership Inclusionary Director". This position would be responsible for Promoting the importance of recruiting, supporting, and retaining planners of color in the profession. The position would report to the Vice President of Administration.

The addition of a new appointed Board position entitled "State Award Coordinator". This position would be responsible for assisting local sections with awards programs, coordinate State awards program, and assisting State award winners with

National award submittals. The position would report to the Vice President of Administration.

The addition of a new appointed Board position entitled "University Liaison". This position would be responsible for acting as a liaison between the Board and the planning schools and programs within the State. The position would report to the President Elect/Past President.

The addition of a new appointed Board position entitled "Cal Planner Coordinator". This position would be responsible for seeking out submissions for the *Cal Planner* and assist in developing editorial content. The position would report to the Vice President of Public Information.

The addition of a new appointed Board position entitled "Public Relations/Communications Coordinator". This position would be responsible for manage the public relations contract and serve as the contact person for outside communication. The position would report to the Vice President of Public Information.

The addition of a new appointed Board position entitled "Conference Sponsor Coordinator". This position would be responsible for soliciting sponsorships for the annual fall Chapter conference. This position would report to the Vice President of Conferences.

The Election procedures would be modified and the schedule would be removed from the bylaws and incorporated into the chapter administrative policies.



Results of the APA California Member Survey!

By Lance Schulte, VP of Public Information

In the January/February edition of *Cal Planner* we invited you to participate in a survey on our APA California website to provide your ideas to enhance and adjust communication of planning issues in California, primarily through your *Cal Planner* newsletter and APA California website. The survey is part of the APA California Board's direction to transition to a digital *Cal Planner* newsletter that will allow multimedia communication of planning issues, improved speed, timeliness and interaction of communication, and our regular communication and dialog. In addition to the *Cal Planner* article, notification and instructions on how to complete the survey were emailed to members on January 7. Over 96% of members have provided their email in their membership applications, renewals, or profile update via the APA national or California websites.

We received 55 pages of responses from 266 members. Your response rate of about 5% is very good for this type of survey. The page volume of responses is due to the many open-ended questions in the survey. The open-ended questions and the responses you provided gave us a range of ideas for improving the digital *Cal Planner*, website, public communications programs, and other communication services to you.

The full results of the survey (minus your personal and contact information) are available for viewing on our website at [http://www.calapa.org/attachments/contentmanagers/92/APA California Survey Responses.doc](http://www.calapa.org/attachments/contentmanagers/92/APA%20California%20Survey%20Responses.doc). You can also go to the website and click on the *Cal Planner* page. A link to view the Survey results appears at the top. Following is a brief summary of responses received. As the VP of Public Information, I will be working with our Executive Director, Sande George, *Cal Planner* Managing Editor, Dorina Blythe and our Website manager Sadna Samaranayake in consultation with the APA California Board, to use your ideas, thoughts and concerns to help guide the transition to a digitally delivered *Cal Planner* and improve our website and interactive communication. Please know that you are always encouraged to provide your constructive ideas, and share your concerns. If you have an interest in helping and would like to serve on a sub-committee to help in the transitional improvements to *Cal Planner* and the APA California website please contact me at Meyers-schulte@sbcglobal.net.

Thank you to all who contributed by responding to the survey. Here is the summary of your responses:

Over 92% read *Cal Planner*

Most read to keep abreast of current California planning issues

Most that don't read do so due to lack of time

Favorite features of <i>Cal Planner</i> Articles	.28%
Legislation Update	.24%
Planners on the Move	.12%
Conference information	.11%
Job Opportunities	.10%
Interviews and Profiles	.10%

President's Message	.3%
Commissioner's Corner	.3%

Least Favorite Features of *Cal Planner*

Commissioner's Corner	.33%
President's message	.22%
Planners on the Move	.15%
Job Opportunities	.9%
Interviews and Profiles	.9%
Conference information	.7%
Legislation Update	.3%
Articles	.1%

70% use the APA CA website

80% use the APA CA supplied username/password

30% do not use the website

Favorite website feature

Events	.16%
Legislation	.16%
Professional Development	.14%
Jobs	.13%
Local Sections	.10%
Resources	.8%
<i>Cal Planner</i>	.7%
Front page of website	.7%
Newsroom	.6%
Membership	.2%
About Us	.1%
Contact Us	.1%

Least favorite website feature

About Us	.22%
Membership	.14%
Contact Us	.12%
Jobs	.9%
Front page of website	.9%
Professional Development	.8%
Newsroom	.7%
Events	.5%
Local Sections	.5%
Resources	.5%
<i>Cal Planner</i>	.3%
Legislation	.2%

What are good methods to communicate APA CA professional support and development

Regular AICP CM and professional development articles	.20%
Regular e-mails based on registered topics and issues	.16%
Web-based library on issues/topics	.16%
E-mailed Web-based articles with links to more information	.15%
<i>Cal Planner</i> articles with ability for follow-up questions	.13%
Online section of APA California Chapter's resources	.12%
E-mailed issues and invite to join e-mail discussion groups	.7%
Other(s) methods:	.1%

SGS 201: Smart Growth Codes

May 20 - 22, 2009

Building on the basics of SGS 101, students in this course will be trained to calibrate the form-based SmartCode and prepare a Regulating Plan. This work will be informed by in-the-field analysis and studio team work.

This course qualifies for 16.0 AICP credits.

Dates:

Wednesday 12:30 pm - 5:30 pm

Thursday 8:30 am - 5:30 pm

Friday 8:30 am - 1:00 pm

Location and for additional information:

Galleria Park Hotel, 191 Sutter Street, San Francisco, CA 94104
415.986.9111 • www.SmartGrowthSchool.com

How to login for the first time

APA California Chapter members are now able to login to gain access to Members-Only capabilities. To login for the first time, click on the link "Forgot your Password?" in the lower left area of the web page; type in the email address APA California Chapter has on file for you, and login with the information emailed instantly to your email account.

We Want to Read Your Article

You and your planning colleagues have much insight and expertise to share. *CalPlanner* is the natural venue to generate discussions about best practices, innovative approaches, and everyday "how to" tactics. Please consider writing an article, submitting bulleted sidebars that make your planning day easier, contributing photos/images for a photo essay, or recruiting another author/photo essayist.

Email your article to Lance Schulte at Meyers-schulte@sbcglobal.net. If you would like to talk with Lance about an article idea, feel free to call him at 760.805.3525. Please tell us if the article has been submitted to other publications, has been printed in another publication, or if it is about to be published.

Articles are around 950 words or fewer. Short, one-paragraph articles heavy with insight are also welcome as well as bullet points for a sidebar. Letters to the editor are also welcome.

We reserve the right to edit for appropriate content, grammar, and space. Once you have submitted the article, it is considered final, and you will not be allowed to submit multiple revisions.

Each article and/or photo(s)/ image(s) must be accompanied with a signed copyright agreement that gives the chapter exclusive rights to the article and photo(s)/ image(s). The copyright agreement can be downloaded from the APA California Chapter website and faxed to Dorina Blythe at 951.695.3646. We look forward to reading your article.

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.

Send Your Articles and Photo Essays for *California Planner*

Dorina Blythe

California Planner Managing Editor
GranDesigns

31807 Green Oak Way, Temecula, CA 92592

Telephone & Fax: 951.695.3646

E-mail: Dorina@GranDesigns.us

OR

Lance Schulte, AICP

APA California Chapter Vice President, Public Information
Senior Community Planner

HDR ONE COMPANY | Many Solutions

3230 El Camino Real, Suite 200, Irvine, CA 92602

Telephone: 714.368.5636

E-Mail: Lance.Schulte@hdrinc.com

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Addressing climate change one carbon footprint at a time.

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Member Survey*continued from page 14****The best ways for productive planner dialog on urgent planning issues***

E-mailed issues with referral to website data and ability to reply .	40%
Online discussion groups	26%
Blog	19%
Printed <i>Cal Planner</i> articles	11%
Other methods	3%

The best way to access and share best planning practices

Online library of best practices	41%
E-mailed best practices articles	27%
Online discussion groups	18%
Blog	13%
Other methods	2%

The best ways to improve citizen and decision maker understanding of planners' skills, ethics and roles in enhancing quality of life, economy, and environment

Increased articles to the news media	41%
Increased information to citizens	40%
Increased information to employers	20%

Improved collaboration between APA California and other professional organizations would assist you in your professional development

Articles from these organizations	36%
Joint discussion groups	24%
Links to other's organizational resources	39%

How are you employed or work in planning?

Public sector – City or County government	54%
Private sector – other industry	22%
Private sector – development industry	14%
Public sector – special district or agency	4%
Public sector – State or Federal government	2%
Education – Student	2%
Planning Commissioner or citizen planner	1%
Education – Educator	1%

President's Message*continued from page 2*

a goal of providing low or no cost training opportunities to our membership. We understand that individuals and organizations must stretch training dollars or look for opportunities for free training. During the year you will receive emails that highlight training that is low or no cost to you as a member. During an economic downturn it is important to stay current with planning issues. It is also a time to expand your knowledge of a planning area or delve into an area that is unfamiliar to you. I urge you to take advantage of these opportunities.

Those of you looking for a new job or those of you graduating from planning school need to think outside of the box when conducting job searches. We are told by those in Washington DC that the future is in green jobs. Cities and Counties are adopting green building codes and green zoning ordinances. Applicants are designing green buildings and planners will need to be versed on these concepts. Job seekers should also look to the utilities companies and large corporations. Most of these entities have planning and real estate departments. For those of you who have little tying you down to one place, many companies with foreign contracts are looking for all types of planners at all skill levels. The U.S. Government is also gearing up for the 2010 census. Thousands of people are employed by the Census Bureau to assist with this counting effort. The areas of communication, energy and environmental issues are growing industries. During these tough times is important to think outside of the box!

A note to the planners who work for public agencies, a constitutional amendment initiative is being circulated for signatures. The initiative is titled, "Renegotiation of Public Employee Pension Contracts." What this initiative does is eliminates certain state constitutional restriction on renegotiating public employee pension contracts. It also allows vested pension benefits to be reduced for existing and prospective public-sector retirees. You can read the entire initiative measure on the California Secretary of State's website at <http://www.sos.ca.gov>. I would strongly urge you to read the full text of this initiative to understand the ramifications to your retirement benefits.

We will get through these tough economic times and APA

California is committed to assisting planners with doing their daily jobs. We are equally committed to assisting those planners who are directly affected by budget cuts. There is value in APA membership if you use the resources that we provide as an organization. Read the publications, visit the websites, attend the programs, you never know what you might learn or discover.



Smart Growth School

The focus will be green - be ready!



REGISTER NOW AT:
www.SmartGrowthSchool.com

presented by:
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1 Sutter Street, Suite 900
San Francisco, CA 94104
(415) 986-9111



Certification
Maintenance

Smart Growth School is an AICP
Certificate Maintenance provider