



CALIFORNIA PLANNER



American Planning Association
California Chapter

Making Great Communities Happen

Newsletter of the American Planning Association California Chapter



Spring 2013

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APA California Approves Marketing and Membership Plan

By William Hoose, AICP, Vice President Marketing and Membership, APA California



Greetings. My name is William Hoose (please call me Will), the newly appointed Vice President of Marketing and Membership. I am very excited to be taking on this role and I look forward to helping further the goals of APA California. Because this is a new position, there are no go-bys to use or footsteps to follow. Therefore, I will be starting from scratch and looking to all of you to please share your thoughts and opinions about how we are doing, what we could do better, and what you would like us to become as an organization. I know that people always say that they want to hear from everyone, but they don't always *mean* that they want to hear from everyone. I sincerely mean what I say and am open and ready for your comments and ideas!

To give you a little of my background, I have been working in the consulting side of planning for nine years; self-employed for a while but mostly working for engineering and design firms. I was educated in Cal Poly Pomona's wonderful Urban and Regional Planning program (Broncos!) after leaving a career in commercial printing. I served for a few years on the AEP Inland Empire Board as the Vice Chair of Programs and have been working as the Vice Chair of Membership for the APA California Orange Section for the past two years. I was also very involved with the Local Host Committee for the 2012 National Conference in Los Angeles.

Continued on page 2




-  [APA California Membership Information](#)
-  [California Planner Information](#)
-  www.apacalifornia.com

Cal Planner Production Schedule

Issue	Submit Articles	Issue E-mailed*
Summer 2013	June 1	July 1
Fall 2013	September 1	October 1
Winter 2014	December 1	January 15
Spring 2014	March 1	April 1

Dates subject to change. *Issue will be sent by eblast during this week.

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

APA California Approves Marketing and Membership Plan

Continued from page 1

After my appointment to this position and subsequent Board retreat this past January, the first order of business was to put together a Membership and Marketing Plan. The plan (as you might expect) identified our vision and goals, and then set forth a series of objectives by which we intend to attain our goals. (Writing all those general plans over the years sure did help!) The goals are to:

- Retain our current membership;
- Expand our membership roster;
- Increase communication between Chapter and Sections;
- Increase transparency of Chapter administration;
- Cultivate future members and new markets.

Those goals appear deceptively simple and obvious, but exceptionally important as well. The challenge will certainly be in effectively carrying out the necessary steps to make those goals come to pass. Without going into too many details, let me identify some of the near-term objectives set forth in the plan:

- Form a state-wide sub-committee on membership—since many of the objectives will be implemented at the Section level, there is a need for local representatives that interact with the Marketing and Membership VP;
- Compile Section survey information—Some of our Sections have recently completed surveys of their membership; we intend to compile this information to help guide our actions;
- Launch a campaign to highlight the benefits of APA California membership—we need to demonstrate why membership in APA California is worth the money, and we intend to do so in numerous ways;
- Work to institute “Members Only” content area of our website, similar to the APA National website;
- Develop a “small town” feel to our Chapter—we will institute an outreach sub-committee that will contact members whose membership is about to lapse, whose membership has lapsed, as well as our new members. The sub-committee will also reach out to visitors at our events who are not yet members and designate official APA California “greeters” at our events;
- Share ideas for community outreach/service among the Sections;

- Improve coordination with YPG and Membership Inclusion;
- Work with the various Sections that may have a need to form sub-Sections due to geographic constraints; and
- Expand our focus beyond the “traditional” planner.

That is just a sampling of some of our objectives for the coming year. There are many more in the plan, and more are surfacing continually from members across the state. Keep them coming!

Brooke Peterson, APA California President, stated this in her President’s Message in the Winter issue of *Cal Planner* but it deserves paraphrasing here-- the Chapter Board understands that we are here to serve our membership by providing information that is relevant to planners as it relates to APA California, the planning profession, our communities, and the world. We further understand that our membership looks to us to facilitate various opportunities for professional and personal development. That is why the Board has created this position and I am humbled that they have chosen me to fill it. I am further honored to be in the position to work with so many great people and talented planners. With all of that in mind, I look forward to the coming year, our continued prosperity, and getting to know more of you.

Please contact me at:

*willhoose@gmx.com,
714-460-8347.*



Planning Under The Sun



2013 Conference Visalia October 6-9

American Planning Association California Chapter

Visalia Marriott and
Visalia Convention Center

Visalia

Gateway to the Sequoias

If you haven't had the opportunity to gaze at the top of California's highest snow-capped peaks, wonder at the base of the world's largest trees, or eat locally grown delights from some of the nation's best small town restaurants, then it's time you came out to Visalia. If you've done these things, but it has been a while, it is time to come back.

Conveniently located in the center of California, with access to train, plane, bus, and automobile alike, Visalia has become a hub for millions of local and international tourists that come here each year to see Sequoia and Kings Canyon National Parks, Sequoia National Monument, world class agriculture, and other attractions. Visalia has also become a major retail and industrial center and is attracting new residents each day who appreciate the high quality of life and low cost of living afforded to its inhabitants.

We have an energetic and dynamic host committee that appreciates the opportunity to showcase our city and the many significant planning topics of the area. Much time and attention is being put into providing an unforgettable experience.



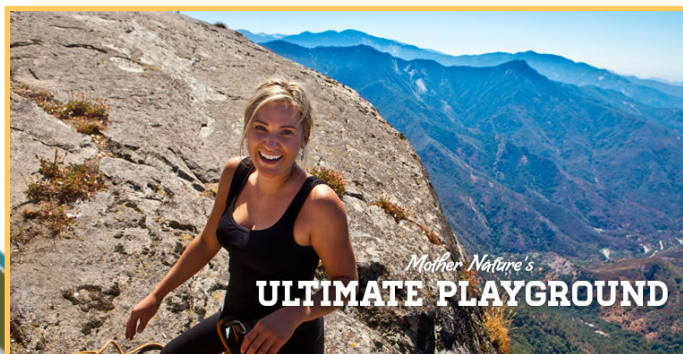
History of Visalia

Visalia is the oldest town between San Francisco and Los Angeles and is the Crown Jewel of the San Joaquin Valley.

In 1852, some adventuresome pioneers settled in this area, then called Four Creeks. The area got its name from many watershed creeks and rivers flowing from the Sierra Nevada Mountains. All the water resulted in a widespread swampy area with a magnificent oak forest. In 1853, Visalia became the county seat of the new Tulare County.

Early growth in Visalia can be attributed in part to the gold rush along the Kern River. The gold fever brought many transient miners through Visalia along the way and when the lure of gold failed to materialize, many returned to Visalia to live their lives and raise families.

In 1858, Visalia was added to John Butterfield's Overland Stage route from St. Louis to San Francisco. A plaque commemorating the



For additional information go to: www.APACalifornia.com

Visalia - Gateway to the Sequoias

location can be found at 116 East Main Street. Included in the early crop of citizens were some notorious and nasty individuals who preyed upon the travelers along the Butterfield Stage route. Many saloons and hotels sprouted up around the stage stop downtown and commerce was brisk if a bit risky.



The next memorable event was the arrival of the telegraph in 1860. Visalians then could get timely information of the events taking place on the East Coast which would ultimately develop into the Civil War.



During the Civil War, many of the citizens of Visalia couldn't decide whether Visalia should stand on the side of the North or the South, so they simply had a Mini Civil War of their own on Main Street. No one really knows the outcome of the war, but apparently it was concluded to the satisfaction of the participants and life returned to normal.

The federal government, however, was not so easily convinced. Reacting to concern about sedition banned Visalia's pro-south Equal Rights Expositor newspaper and established a military garrison. Camp Babbitt was built in 1862 to stop overt southern support as well as maintain law and order in the community. During these Civil War years, Visalia was incorporated which gave the town new rights. The second incorporation in 1874 moved Visalia into city status with a common council and an ex-officio Mayor and President.

Visalia Today

Once a creek-side settlement, Visalia is now a thriving city with 126,864 inhabitants, and has become a community that takes great pride in the small town feel and high quality of life that accompanies big city amenities. The oak trees are still prominent in the area and are preserved by the efforts of numerous stakeholder groups and city laws. There are many miles of tree lined pathways along the delta waterways and between parks, as well as large preserves just outside of town.

Downtown Visalia has survived the economic downturn very well. Vacancy rates are low. There are over 40 restaurants within walking distance of the Convention Center where the conference will be held. In 2010, Visalia was named one of the five best small towns for food in the nation in a contest sponsored by USA Today and Rand McNally. Much of the food served is grown on local farms and ranches. There are several venues for entertainment, including bars, theaters and museums, again, all within walking distance.

Nearby communities add additional flavor and opportunities. In Lindsay's McDermott Field House, you'll find a variety of family entertainment, which includes an indoor surfing wave, one of the tallest public rock climbing walls (5 stories tall), and the largest laser tag arena in the Western United States.

Join us in Visalia this Fall!

For additional information go to: www.APACalifornia.com

Exhibitor/Sponsor Opportunities

Submission Deadline: July 15, 2013

Planning Under The Sun



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

The APA California Chapter is pleased to offer you the opportunity to play an important role in the 2013 Annual Conference at the Marriott Hotel and Visalia Convention Center in Visalia, October 6-9, 2013.

Exhibit with us! Sponsor an event! No other conference connects you to more than 1000+ private and public sector planners, land use professionals, and elected/appointed municipal officials. Showcase your products and services. Nothing takes the place of fact-to-face marketing!

Conference Bags

1 Sponsorship Available: \$5,000

- 2 full conference registrations
- Pre-conference company logo recognition on the APA California Chapter website
- Corporate logo on the conference bag
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Full page ad in the conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Conference Lanyards/Badges

1 Sponsorship Available: \$2,750

- 1 full conference registration
- Pre-conference company logo recognition on the APA California Chapter website
- Corporate logo on front/back of conference lanyard
- 1/2 page ad in conference program
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and Mobile App

3 Sponsorship Available: \$2,750

- 1 full conference registration
- Pre-conference company logo recognition on the APA California Chapter website
- Corporate logo on mobile app home page
- 1/2 page ad in conference program
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Booth and Table Exhibit Information

- Booth space consists of one 10 ft. wide x 6 ft. deep exhibit space. Tabletop space consists of one 6 ft. wide x 6 ft. deep space.
- One 6 ft. draped table, 2 chairs, ID signage, and wastebasket will be provided at each tabletop and booth space. Please note: only 10 ft. wide x 6 ft. deep booths are permitted. Booths and poster displays are not permitted to block other exhibitors.
- Exhibit space set-up is scheduled for Sunday, October 6, 2013 from 12:00 noon - 6:00 pm.
- Exhibit tear-down is scheduled for Wednesday, October 9, 2013 from 11:00 am - 1:00 pm.
- Electricity will be provided through the Visalia Marriott and Visalia Convention Center at an additional charge. Exhibit packets will be emailed within three weeks prior to the conference. Shipping logistics handled through Visalia Marriott and Visalia Convention Center only.

**For additional information
please contact:**

APA California 2013 Conference Office
Lynne C. Bynder, CMP
APA California Chapter 2013 Conference Planner
Email: lbynder@meetingsxceptional.com • Fax 760.674.2479

www.APACalifornia.com

Exhibit Booth and CPF Reception

Anticipated Attendance: 800

3 Sponsorships Available: \$2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference company logo recognition on the APA California Chapter website
- 1/2 page ad in the conference program
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and Opening Reception

Anticipated Attendance: 800

3 Sponsorships Available: \$2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and Keynote Luncheon

Anticipated Attendance: 800

3 Sponsorships Available: \$2,750

- 1 full conference registration
- 1/2 page ad in conference program
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and Opening Plenary Session

Anticipated Attendance: 800

3 Sponsorships Available: 2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and Continental Breakfasts

Anticipated Attendance: 800 for Each Breakfast

3 Sponsorships Available: \$2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- 1/2 page ad in conference program
- Signage and podium recognition
- Promotional materials handed out at sponsor table
- APA California Chapter recognition and representation from your company
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and Closing Plenary Session

Anticipated Attendance: 800

3 Sponsorships Available: \$2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

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Exhibit Booth and Student Scholarship Luncheon

Anticipated Attendance: 800
3 Sponsorships Available: \$2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Booth and Awards Luncheon

Anticipated Attendance: 800
3 Sponsorships Available: \$2,750

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Tabletop and Afternoon Breaks

Anticipated Attendance: 800 for Each Break
3 Sponsorships Available: \$1,750

- 1-day conference registration
- 1 table-only pass (does not include meals or conference sessions)
- Company name displayed at breakfast
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/4 page ad in conference program
- Pre-conference logo recognition on the APA California Chapter website
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Exhibit Tabletop and Mobile Workshops

Anticipated Attendance:
35 People for Each Mobile Workshop
7 Sponsorships Available: \$1,750

- 1-day conference registration
- 1 tabletop-only pass (does not include meals or conference sessions)
- 1/4 page ad in conference program
- Company name displayed at mobile workshop
- Promotional materials prominently displayed at sponsor table
- Pre-conference logo recognition on the APA California Chapter website
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)
- Choose a workshop that complements your business

SPONSOR ONLY OPPORTUNITIES

Silver Sponsor

5 Sponsorships Available: \$2,750
Choice of Event

- 1 full day conference registration
- 2 meal tickets to sponsored event of choice
- 1/2 page ad in conference program
- Promotional materials prominently displayed at sponsor table
- Signage and podium recognition
- Company name displayed at event of choice
- Pre-conference logo recognition on the APA California Chapter website
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Gold Sponsor

3 Sponsorship Available: \$5,000
Choice of Event

- 2 full conference registrations
- 3 meal tickets to sponsored event of choice
- Full page ad in conference program
- Prominent ad space on conference website
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Platinum Sponsor

2 Sponsorship Available: \$7,500
Choice of Event

- 3 full conference registrations
- 4 meal tickets to sponsored event of choice
- Full page ad in conference program
- Pre-conference logo recognition on the APA California Chapter website
- Pre-conference recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

**For additional information
please contact:**

APA California 2013 Conference Office

Lynne C. Bynder, CMP

APA California Chapter 2013 Conference Planner

Email: lbynder@meetingsxceptional.com • Fax 760.674.2479

www.APACalifornia.com



Exhibitor/Sponsor Opportunities

Submission Deadline: July 15, 2013

Please make check payable to APA California and mail to:
APA California Conference, P.O. Box 214065, Sacramento, CA 95821
Fax exhibitor and sponsorship submission to: 760.674.2479

Name _____ Company Name _____
Address _____ City _____ State _____ Zip _____
Phone _____ Fax _____ Email _____

Exhibit and Sponsor Opportunities

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

Booth # Choice 1 _____ Booth # Choice 2 _____ Booth # Choice 3 _____
Tabletop # Choice 1 _____ Tabletop # Choice 2 _____ Tabletop # Choice 3 _____

Exhibit and Sponsorship Package Opportunities

Conference Bags	<input type="checkbox"/> 1 Available - \$5,000
Conference Lanyards/Conference Badges	<input type="checkbox"/> 1 Available - \$2,750
Exhibit Booth & Mobile App	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & CPF Reception	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Opening Reception	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Keynote Luncheon	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Opening Plenary Session	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Continental Breakfasts	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Closing Plenary Session	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Student Scholarship Luncheon	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Awards Luncheon	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Tabletop & Afternoon Breaks	<input type="checkbox"/> 3 Available - \$1,750
Exhibit Tabletop & Mobile Workshops	<input type="checkbox"/> 7 Available - \$1,750

Sponsorship Only Opportunities

Silver	<input type="checkbox"/> 5 Available - \$2,750
Gold	<input type="checkbox"/> 3 Available - \$5,000
Platinum	<input type="checkbox"/> 2 Available - \$7,500

Golf Tournament Sponsorship Opportunities

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

Exhibitor Registration

Exhibits are for the support of the conference and promotion of your product, service, or program and have been created for flexibility in price and level of exposure. Exhibit locations are on a first-come, first-pay basis.

A specified number of complimentary exhibitor badges (complimentary for booth staff use only and does permit attendance at sessions, meals, or events) are included in the booth and tabletop costs.

Please Total the Items Selected Above Here

Sponsorship Package Opportunities Total \$ _____ Sponsorship Only Opportunities Total \$ _____

I would like to donate an item for the conference registration bag (i.e. pens, notepads, mints, magnets, lapel pins, etc.) *Please note that the 2013 Conference Committee approval is required for items to be included in conference registration bag.*

Item _____

**For additional information
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APA California Chapter 2013 Conference Planner
Email: lbynder@meetingsxceptional.com • Fax 760.674.2479

www.APACalifornia.com

Call for Applications - APA California 2013 Awards Program

By Andrea Ouse, AICP, State Awards Coordinator (North) and Danny Castro, State Awards Coordinator (South)

Now is your opportunity to gain recognition for outstanding planning efforts by nominating a project, plan, tool, document, initiative, firm, agency, organization, or publication for a 2013 APA California Award. The APA California Award Program encourages quality in planning and increases the public's awareness of the planning profession by recognizing outstanding achievements in the planning field. Each year, the program honors innovative plans and projects, distinguished APA members, lay contributors to planning and achievements of local APA California Sections.

Award winners at the local Section level qualify for consideration at the State level by submittal of a nomination application. There are many other award categories that do not need to win a Section award to qualify for a Chapter award. Please refer to the Awards Program Policy for more information (see link below).

[Click here for the 2013 APA California Chapter Awards Program Policy](#)

[Click here for the 2013 APA California Chapter Awards Application Form](#)

[Click here for Planning Landmark/Pioneer Awards Additional Information](#)

**Nominations for the 2013 California Chapter Awards are due by
5:00 pm, June 3, 2013**

The APA California Awards will be presented at the 2013 APA California Conference in Visalia in October.



For more information or questions, contact Awards Program Coordinators:

Andrea Ouse, AICP
State Awards Coordinator
(North)
aouse@ci.vallejo.ca.us

Danny Castro
State Awards Coordinator
(South)
dcastro@cityofsierramadre.com

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Planning Services Directory

Calling card advertisements support the publication of *Cal Planner*. For more information on placing a calling card announcement and to receive format specifications, contact: Laura Murphy at 916.773.0288 or email nhe2011@live.com.

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

How to Login for the First Time

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

Cal Planner is proud to highlight and showcase each of the eight APA California Sections.

Northern Section: Another Year Full of Activities Underway

By Erik S. Balsley, AICP, Communications Director, Northern Section

The Northern Section is off to a busy start in 2013. In the first 3 months of the year the Section sponsored, supported, or conducted 19 events. These ranged from happy hours and other social events to lunch time brown bag sessions to workshops that provided AICP CM credits for our membership. While the workshops covered a variety of topics many addressed neighborhood design and sustainability – two issues of particular concern with our members. We currently have events planned out to early June, though more are continually being added to our calendar.



Breakout groups report during the March 2nd Law and Ethics training workshop.

In addition to one-time individual events, the Section is holding a series of AICP exam preparation sessions in conjunction with San Jose State University and a series of planning commissioner training workshops with the Bay Area Planning Directors Association and the Association of Bay Area Governments (ABAG). We also partner with other organizations on individual events including: the US Green Building Council's Northern California Chapter, the Association of Environmental Professionals, and the California Planning Foundation.

One particularly successful recent event was a three hour law and ethics workshop held by the Section on Saturday March 2, 2013. Members who attended not only participated in lively debate, discussions and breakout

sessions about ethics and CEQA, but also earned CM credits in these two topics. It was well attended and positively received by our members.

Recently, as the weather has become more agreeable, more “mobile workshop” types of events are being planned. On April 4, the Section hosted a 20-person tour of the sustainable design features of San Francisco International Airport's new Terminal 2 that highlighted how it earned its LEED™ Gold Certification and also incorporates other sustainability measures into its operations

Other upcoming events include a Habitat for Humanity Build Day in Oakland, a tour of a new wastewater treatment plant in the North Bay, and a walking tour of San Francisco's waterfront.

All events are posted on the Section's upcoming events page (<http://norcalapa.org/calendar/upcoming-events/>) and are also promoted through LinkedIn, Facebook, and Twitter. This has helped us spread the word about the variety of events that we sponsor and helped to bolster attendance at events. In addition, last year's website redesign has made it easier for our members to obtain information about us and our events. It looks to be another great year for the Section.



Planners tour the newly renovated and sustainable Terminal 2 at the San Francisco International Airport.



APA California's Planning Archives Document the State's Planning History

*By Steven A. Preston, FAICP and J. Laurence Mintier, FAICP
APA California Chapter Co-Historians*

Among the many qualities that distinguish APA California from other organizations is the fact that we maintain our own, professionally- curated planning archives. Here's the story of how those archives came into existence, and what remarkable things rest inside them.

The Search for a Home

In 1988, Betty Croly was appointed Chapter Historian to receive Pioneer and Landmark applications. State and National juries were appointed and entries were received. To date there have been twelve APA California Pioneer awards of which nine received National Awards and thirteen Landmark Awards of which seven received AICP National AICP Awards. In 2001, Croly received an APA Chapter Presidents' Council matching grant to survey all Chapters concerning their historical programs. Only a handful had any such programs, some due to their size.

For each APA California Conference, Croly prepared an exhibit of donated material. She also developed the California Planning Historical Society to promote the history of Planning in California. With the advent of the Planners Emeritus Network in the 1990s, these valuable functions were merged.

Seeking to establish a permanent collection, Croly surveyed all University and College libraries in the State to find archive space for the growing planning document collection, but to no avail. Finally with the help of the late Frank Wein, California State University Northridge (CSUN) offered space in its new Oviatt Library, built with the assistance of a FEMA grant following the 1994 Northridge earthquake. This state of the art facility was able to house the Chapter's expanding collection.

Need Money? Planners Come to the Rescue

But before the facility could be populated, funding was required. Inspired to raise funds in a spur-of-the moment decision, Wein and former Chapter president Steve Preston and Wein raised \$3,875 from an informal appeal at the Chapter's 50th Anniversary beach party, held at Sand Creek beach on a twilight evening during the 1998 conference in Costa Mesa. The Chapter Board then donated a \$5,000 match, and the remaining funds were raised to create a \$10,000 initial contribution. The first donation was \$10 from the late Earl Fraser of Sacramento. In later years, the Chapter Board designated both a maintenance fee for the archive and an annual stipend for the work of the Historian.

An agreement was reached with CSUN and signed in 1988 by Chapter President John Bridges, FAICP. To date there have been more than 1500 documents sent to the archive including APA California minutes, reports from many California cities, counties and consultants. Each year the Chapter The Chief Archivist oversees a program which includes document preservation and cataloging.



The new Oviatt Library, Cal State University, Northridge, home to the APA California Archives.

Continued on page 12

APA California's Planning Archives Document the State's Planning History

Continued from page 11

The initial Deed of Gift called for a student paper or an exhibit of Archive material. The first year, A CSUN student, Miguel A. Vazquez gave a student paper and in the following years, Tim Dagodag, PhD presented an Archive exhibit. Vasquez went on to become the historian for the Inland Empire Section, and he remains active in planning history today.

What's in There?

In 2004, the APA California Archives included more than 155 boxes (77.5 linear feet), 17 oversize boxes, and 125 maps from 1933 to 2004. Significant donations since then have included the personal collection of Betty Croly, bequeathed to the Chapter on her passing three years ago. Her records included an additional 18 boxes of archival materials including planning reports from throughout California spanning more than 60 years. We are grateful to the Croly family, who graciously opened up Betty's home for a day-long effort supported by eight planners who combed her home and papers for the lode of planning history they contained.

Other contributors to the archives have included leading planners representing five decades of planning achievement, including Nadya Andrews, Melville Branch, Douglas Duncan, William H. Fraley, Sande George and Tom Stefan, Yvonne Koshland, Norman Lind, Stan Ott, Janet Ruggiero and Steven A. Preston.

We urge city, county and consulting planners to search their libraries for materials appropriate for the collection. For more information about the archives or how you can donate, contact Chapter Historians Steve Preston and Larry Mintier at spreston@sgch.org, or mintier@mintierharnish.com.





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APA Winter Retreat Recap

By Jeanette Dinwiddie-Moore, FAICP, APA California Board Director, Region 6 and
Lance Schulte, AICP, APA California AICP Commissioner, Region 6



The Winter Retreat for the APA Board and AICP Commission was held in Raleigh, North Carolina in February. One of the primary purposes of the winter retreat is to strategize and plan what the focus of the organization will be for the next two years, by developing the 2014 -2015 Development Plan. As might be expected, there was considerable discussion by both the Board and the Commission on what new emerging issues are facing planners and how the organization might address them.

APA's 2014 -2015 Development Plan Highlights

The joint APA Board and AICP Commission Development Plan work was led by California's Bill Anderson, who begins his 2-year term as APA President after the APA National Conference in Chicago. The 2014-15 Development Plan's goals and objectives serve as the road map for APA for the next two years; and staff, budget allocations and priorities must be aligned with the Development Plan. The Plan calls for the APA to continue to focus on the following goals:

- Goal 1.** Advocate for the value of planning both nationally and globally.
- Goal 2.** Lead America's communities toward a more just, equitable and sustainable future.
- Goal 3.** Cultivate and inspire the next generation of planning leaders to ensure the continuing growth of planning knowledge.
- Goal 4.** Enhance the excitement and enthusiasm for planning by developing new strategies to attract a broader audience.
- Goal 5.** One APA: We are one organization with one mission. We succeed by working together to plan and advance the goals and strategies of the Association.

Other highlights from the Winter Retreat include:

Early Career and Emerging Professionals

The APA Membership Committee has been exploring how APA can improve the way early career and emerging professionals transition into the organization. At the National Conference in Chicago, there will be an expanded set of early career and emerging professionals -focused sessions and a new Mentor Meet-Up program. For early career and emerging professionals, this will provide a great opportunity to meet other planners across the nation with similar interest and also seasoned planners who can provide advice on your career path.

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APA Winter Retreat Recap

Continued from page 14

Digital APA -- tweet now

For the technology lovers amongst us, new digital APA apps and interfaces will be arriving in your mailbox soon. There will be more social media outlets for you to use so you can tweet and blog to your heart's content along with Pinterest and Instagram options and the old standard - Facebook. The Planning Magazine will be arriving digitally soon along with enhancement to the My APA site. The APA conference mobile apps, which were a big hit at the LA 1 conference, will be available again in Chicago with a new more responsive design -- so ## tag away.

APA National Conference in Chicago April 13 to 17

This year's national conference is shaping up to be another stellar event with great sessions and plenty of fun activities. We would love to talk to you and hear your ideas and suggestions about APA and AICP and how they can be the best organization possible. As your Region VI (CA and NV) APA Board and AICP Commissioner Representatives, we welcome your questions and concerns -- so feel free to contact us.

Jeanette Dinwiddie-Moore, FAICP: APA Board, dinwidd@gmail.com

Lance Schulte, AICP; AICP Commissioner at Meyers-schulte@sbcglobal.net

APA California ONLINE: Check it Out!

APA California has developed this web site to provide online services for APA California members and others interested in planning issues: www.apacalifornia.com

In addition to the ability to view and post jobs online, view a Consultant Find - Business Directory and access APA California publications online, APA California members have access to the following capabilities:

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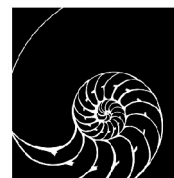
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Join the APA California Legislative Review Teams

The APA California Legislative Review Teams are once again gearing up to review the new planning-related legislation to be introduced in 2012. 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 Sande George at sgeorge@stefangeorge.com.



APA California Legislative Update - March/April 2013

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



The 2013 legislative session is off and running! The deadline for the legislature to introduce bills ended on February 22nd and, with over 200 measures related to planning, the APA CA Legislative Review Team met on March 7th and 8th to review and take positions on bills of interest.

Committee hearings will begin in April and APA California plans to submit letters and lobby many important bills listed below. Hot topics this year will be related to: CEQA “updating”, urban agriculture, hydraulic fracturing, redevelopment alternatives, and potentially a 55% vote for local parcel taxes to be used for specific purposes.

Below is a list of hot bills that APA California will be working on along with the position the APA Legislative Review Team has taken. For an up-to-date list of all bills and summaries anytime, log on to the APA California website at www.calapa.org.com. If you or your agency have specific comments on any of these bills, please send them to lauren@stefangeorge.com. We will add them to our letters and lobbying efforts.

CEQA

- AB 37 – Perea – Record of Proceedings – *Support as Amended*
- AB 253 – Levine – Floating Home Marina Conversion – *Watch*
- AB 380 – Dickinson – Notice requirements – *Support if Amended*
- AB 417 – Patterson – Bicycle Transportation Plans – *Support if Amended*

- AB 515 – Dickinson/SB 123 - Corbett – CEQA and Land Use Court – *Watch*
- AB 543 – Campos – Translation – *Support if Amended*
- AB 628 – Gorell – Energy Management Plans for Harbor and Port Districts – *Watch*
- AB 794 – Gorell – Use of Landfill and Organic Waste – *Oppose*
- AB 823 – Eggman – Ag Land Mitigation – *Support if Amended*
- AB 930 – Hall - Energy Management Plans – *Watch*
- AB 953 – Ammiano – Ballona Fix – *Support if Amended*
- AB 1060 – Fox - CEQA Filing Fee Exemptions – *Watch*
- AB 1079 – Bradford – Energy Management Plans – *Watch*
- AB 1267 – Hall – Tribal Gaming Compact Notification – *Watch*
- AB 1323 – Mitchell – Wind Energy – *Watch*
- SB 436 – Jackson – Notice – *Support if Amended*
- SB 525 – Galgiani – HSR Exemptions – *Watch*
- SB 617 – Evans – Posting Notices with OPR – *Support if Amended*
- SB 633 – Pavley – New Information – *Watch*
- SB 731 – Steinberg – Rubio/Steinberg Framework – *Watch*
- SB 787 – Berryhill –Standards Approach Alternative – *Oppose Unless Amended*

55% Vote Parcel Tax Measures

- AB 59 – Parcel taxes/court decision on commercial vs residential rates – *Watch*
- ACA 3/8 – Financing for public safety services – *Watch*
- SCA 3 – Educational entities parcel tax – *Watch*
- SCA 4/8 – Transportation projects – *Support*
- SCA 7 – Public Libraries – *Watch*
- SCA 9/11 – Vehicle for general authority for 55% vote for local special taxes for community and economic development projects – *Support*

Redevelopment/Redevelopment Alternatives

- AB 28/1242/SB 133 – Enterprise zones – *Watch*
- AB 229/243/1080 – Infrastructure and revitalization financing districts – *Watch*
- AB 294/662/690/SB 33/628 – Infrastructure financing districts – *Watch*

APA California Legislative Update

Continued from page 16

- AB 427/440 – Palanco Redevelopment Act – *Watch*
- AB 562/750 – Economic Development subsidies – *Watch*
- AB 564/981/1320/SB 341 – Successor agencies and housing successor – *Watch*
- AB 930/1079 – Enterprise zones: energy management plans – *Watch*
- SB 1 – Sustainable Communities Investment Authority – *Watch*
- SB 636 – Excess ERAF moneys – *Watch*
- SB 684 – Advertising agreements in former redevelopment project areas – *Support if Amended*
- SB 692 – Communities facilities districts and Mello Roos – *Watch*
- SB 752 – Commercial and industrial common interest developments – *Watch*

Hydraulic Fracturing

- AB 7/982 – Hydraulic Fracturing – *Watch*
- SB 4/665/802 – Hydraulic Fracturing – *Watch*

Urban Agriculture

- AB 38 – The California Food, Farms and Jobs Act – *Watch*
- AB 224 – Community-supported agriculture – *Watch*
- AB 551 – Urban green space and ag property leasing – *Watch*

Other Bills of Interest

- AB 52 – Project approval by Native Americans before project initiation – *Watch*
- AB 116 – Two-year extension on map – *Support if Amended*
- AB 325 – SOL for housing challenges – *Oppose Unless Amended*
- AB 453 – Funding for SCS – *Watch*
- AB 629 – Possible takings bill – *Watch*
- AB 668 – Economic disaster area – *Watch*
- AB 716 – State infrastructure plan/housing – *Support if Amended*
- AB 728 – School siting and compliance with local zoning ordinances – *Review expected amendments*
- AB 745 – COGs adjusting density for housing – *Watch*
- AB 967 – Substandard housing determinations – *Watch*
- AB 1002 – Vehicle fees for sustainable communities strategies – *Review recent amendments*
- AB 1037 – Farmworker housing – *Under review*
- AB 1092/SB 454 – Electric vehicle charge stations for projects – *Oppose Unless Amended/Support*
- AB 1179 – School sites in SCS's – *Review anticipated amendments*
- AB 1229 – Inclusionary zoning authority – *Support*
- AB 1253 – Mobile advertising displays – *Watch*
- AB 1359 – Quimby Act Fees – *Watch*
- SB 391 – Permanent source of housing funding – *Support*
- SB 553 – Fee votes/weighted votes – *Watch*
- SB 673 – Cost benefit analyses for retail or commercial facilities – *Watch*

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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.

From the Dais

Navigating the Politics of Planning

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



To say the duty of a commission or board member can be a challenging one is nothing short of an understatement. Generally local government decision-makers routinely face the task of carefully and thoughtfully evaluating substantial documentation and testimony as it relates to the merits of a development application or other land-use request. Yet examining a stack of documents and listening to numerous comments during the public hearing is not the aspect that presents the most challenge. Rather it is the obligation of attempting to evaluate the local agency's often conflicting goals, stakeholder's legitimate yet disparate views, and other competing motives on a fair and reasoned basis. This makes each of us who serve as commission or board members the target of aim between rational planning policy and passionate local interests. Such a political spot can be a precarious one, pitting attitudes against principles and turning allies to adversaries.

The relationship of planning and politics is as old as the first community plan itself (*dating back to ancient Greece*). The planning process focuses on a community's stated goals and is concerned with consequences or impacts. Since it is ultimately a practice that decides on the allocation of resources as willed by the body of citizens or *polis*, it is therefore by its very nature, a political activity. Yet the early intent for such decision making bodies attempted to steer away from conventional local politics. The original underlying objective of the first city planning commission (*Hartford, Connecticut in 1907*) was to insulate the planning process from political and administrative influence. In an era of "boss"-run city governments, planning commissions were typically viewed as a body that was from the community but outside the realm of city government to act in a quasi-judicial and independent fashion. Today, however, that distinction is frequently blurred as a result of increased discretionary review requests fueled by a heightened development pressure, the high cost of development, and a mobilized local advocacy.

Planning commissions and boards today face an increased stakeholder influence and an amplified discourse. Straddling the politics of the community and the policy of good governance, appointed officials continue to be caught in a vortex of tangled interests and contradictory objectives. Organized stakeholders groups now jockey for position to leverage against developer objectives. So in this age of increased discretionary review requests and highly engaged community advocates, what is the role of politics in planning with respect to rational policy and sound community objectives? How can commissions and boards steer the public hearing in a manner to prevent it from being hijacked by the politics and navigate the decision-making process in a way that is both well-considered and meaningful?

Politics and the possibility of undue influence are governed by state statutes such as the California Brown Act (*enacted in 1953*). Further, decision-making

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Navigating the Politics of Planning

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bodies of local jurisdiction are guided by additional regulations and administrative policies. Depending on what is customary with your agency's discretionary review protocol, here are a few suggestions to help navigate the politics and engage in a relevant review process. *It is strongly recommended that you consult with your planning staff and/or city attorney on suggested practices in which you may be uncertain.*

As you step into your role as commissioner or board member, simply remember to **P.L.A.N: Prepare** in advance, **Listen** to concerns, **Act** with fairness, and be **Neutral** following the outcome.

PREPARE: Upon receiving and reviewing your staff report, it is acceptable to seek clarification or point out inconsistencies with respect to items contained in the staff report. Start with the staff planner assigned to the specific discretionary review request. It is the responsibility of each commission or board member to determine if the staff analysis is complete and coherent. Evaluate if other materials or analyses are necessary for the decision making process. In some jurisdictions, it is also allowable to engage in ex parte communications (*AGAIN only discussing those items contained in the staff report*) both with the applicant and any opposing stakeholder groups. Make sure this activity is disclosed to the public at the start of the hearing. By building a foundation of knowledge and awareness of the issue, it will help organize your evaluation process and allow you to do further investigation prior to the hearing. In addition, gauging the local political context will provide you with the tools to help find community consensus.

LISTEN: At the public hearing, recognize that the audience is comprised of proponents and opponents along with a few simply there to observe. Ask questions of staff to further clarify specifics. During the public testimony, make every effort to give each speaker your attention equally. Listen and filter the more germane information. Remember not all information will be weighed equally and not all assumptions are grounded in fact. Nonetheless, every speaker has a point of view that needs to be heard. The key is to be attentive, respectful and acknowledge the public's contribution. These simple acts reinforce the basic tenet that the process is fair, transparent and not solely determined by politics.

ACT: During commission or board deliberation and decision-making

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Membership Financial Support Program Continues in 2013

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

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

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

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

Navigating the Politics of Planning

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portion of the hearing, carefully weigh the politics and the policy, while identifying those bridges that could build a consensus. As an appointed representative of the community for an independent decision making body, you are expected to consider ALL the evidence and testimony offered. Remember this is a discretionary review process that requires a rigorous evaluation of the benefits and impacts of the request before you. You are also obligated to make a finding and/or provide a rationale for your decision. It is a far more effective strategy to offer a reason for your decision. Finally, do not under estimate the effectiveness of the project's stipulated conditions provided in the staff report. These offer opportunities to further shape the project while addressing community member's concerns. In doing this, you will be demonstrating that you have thoughtfully evaluated the evidence without being swayed by opinion, and you might even influence the outcome in a previously unimagined way.

Finally, be **NEUTRAL**: Understand that this may not be the last stop for the request. Your elected officials have a significant stake in the decision process via an appeal or final decision making authority. Your decision based on fact has been recorded and transcribed for a future staff report. You should avoid undue influence on the process as it moves forward such as voicing a personal opinion or offering unsolicited remarks in a subsequent hearing. By understanding your role in the entire decision-making process, you will help keep politics in its proper place.

If government is the function of a society's collective will, politics is the process by which civic activity is influenced. By its very nature, planning is a civic exercise and therefore cannot be untangled from politics. You may however be able to prevent local politics from taking over the process by understanding its role. It is fundamental to local governance and to the practice of good community making. By rendering decisions that are grounded in fact and that support your community's values and stated goals, you can minimize the politics of special interests and ultimately protect the public's interest and trust.

Do you want to further explore or contribute to this topic?

Contact me or look for an educational session with the same title at the upcoming **APA California Conference, October 6-9, 2013 in Visalia, CA**. It will be a dynamic presentation and panel discussion on the political pitfalls that can interfere with the process and will offer strategies to help you steer the planning decision-making process in a sensible manner.



APA California Creates Facebook Group for Members

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

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

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



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

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