



**APA CALIFORNIA  
2015 OAKLAND**

ROOTED IN AUTHENTICITY



**ANNUAL CONFERENCE**

**OCTOBER 3-6, 2015**

**OAKLAND CITY CENTER MARRIOTT**



**DON'T FORGET TO DOWNLOAD THE MOBILE APP!**

See page 12 for more information and the login/password instructions.



@APA2015CA

For the latest information visit: <http://www.apacalifornia-conference.org/>

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## About Our Conference Logo and Theme

At an early Conference Host Committee (CHC) meeting we asked participants to provide us words and phrases that they felt symbolized the positive aspects of Oakland. At our next CHC meeting we then asked participants to select five of the suggested themes in a dot exercise at the next CHC meeting. The top selected themes were Authenticity, Branches/Tree, and Diversity/Equity.

After some reworking, we developed the theme "Rooted in AuthenticiTY". It combines natural imagery with urban contexts. Also as roots can refer to one's involvement in a community and place, it also highlighted the personal connections that are integral to planning.

Once our theme was selected, the CHC held an open logo competition. In the end, 15 members of the CHC reviewed and discussed the 10 entries that were received. The group evaluated each logo based on its overall design, ability to be reproduced at different sizes, and correlation to the conference theme.

Amie Krager, a Graphic Designer from CirclePoint, designed the winning entry. The logo shows the Oakland skyline while emphasizing the city's solid roots. The colors communicate a sense of pride, and rays symbolize the community's potential and growth. It has become an essential symbol of our conference, ties to the local community, and represents what we hope you learn from the conference and the host city.





# THANK YOU SPONSORS

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## TABLETOP DISPLAY

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USC Ross Minority Program in Real Estate

## PROGRAM

Ronny Kraft Consulting • CDM Smith  
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Planning and Public Policy

## PLANNER'S GUIDE

City of Oakland

## CONFERENCE LOGO DESIGN

CirclePoint



# FROM THE CONFERENCE CHAIRS



On behalf of the nearly 100 members of the Conference Host Committee (CHC), we hope you become “Rooted in AuthenticITY” at the 2015 American Planning Association California Conference in Oakland. The Northern Section is excited to be hosting this year’s conference in such a historic, diverse, and evolving city. It has been almost 30 years since the annual conference has been held in Oakland. We hope you can explore the city to see how many of the new laws, practices, and concepts are being implemented.

Our 16 mobile workshops will explore local highlights of planning and sites of interest. Many will be by foot or use public transit to increase their accessibility. To

further engage you, this year we will be offering two new presentation formats. First we are offering several 60 minute “salon” sessions that will be open-ended dynamic discussions that will engage you. We also organized 90-minute long workshop/design charrettes about specific planning topics.

Civic engagement is the one of the hallmarks of the citizenry of Oakland. We used this open-minded consultative dynamic in the early phases of our conference planning. At one of the first CHC meetings we had our volunteers provide phrases and words they thought would capture the positive



*Hanson Hom, AICP, Erik Balsey, AICP and Darcy Kremin, AICP  
2015 California State Conference Co-Chairs*

aspects of the city. We then asked CHC members to select the three items that they most liked in a dot exercise. The two most popular items were combined into our conference theme – “Rooted in AuthenticITY.” We then held a logo competition to select our winning logo design.

It is with this open spirit we welcome you to Oakland. On Saturday, the conference will begin with student sessions and professional development presentations in the morning followed by the first professional sessions in the afternoon. After the sessions the always engaging Diversity Summit panel will discuss the economic and social capital displacements that arise during gentrification.

Saturday evening will end with an exciting outdoor reception at the Oakland Museum of California. Spend time in the open courtyard enjoying local food and drinks, listening to great music, voting on student posters, exploring the terraces that overlook Oakland’s crown jewel – Lake Merritt, and visiting the California Hall of History. Oh, did we mention, this will be an opportunity to meet with 1,500 of your fellow planning colleagues?

Sunday marks the first full day of professional sessions at the conference. Our opening keynote will be about the development of a downtown plan for Oakland by the Regional Planning Director of SPUR, a local Bay Area policy think tank. The evening’s highlight will be the annual CPF auction which helps raise money to provide scholarships to deserving planning students.

As Northern Section is the home of Silicon Valley our Monday lunch keynote will be a moderated discussion between executives of several technology companies regarding the impacts of their operations and workforces on local communities. The evening Consultant Reception recognizes the sponsors that are helping make this conference a reality. We will conclude the conference with a half day of sessions before our closing keynote.

Although we will have lots to keep you involved with conference activities, we encourage you to explore Oakland and the Bay Area. Our host hotel is on top of a Bay Area Regional Transit (BART) station that provides fast, convenient access to other parts of Oakland, Berkeley, San Francisco, and other communities. The Bay Area and the Northern Section, which extends from the Oregon border to the southern edge of Monterey County, offers much to visit. To help you decide what sites should be on your itinerary, conference participants will be provided a Planner’s Guide that highlights the restaurants, shops, and points of interest recommended by CHC members.

The Northern Section is honored to host the annual conference. We hope you have a great time exploring our Section. Our CHC members have been integral to making this a community-based conference. We hope that you engage with your colleagues, the City, and CHC members to become “Rooted in AuthenticITY.”



MEMBER OF CONGRESS

BARBARA LEE  
13TH DISTRICT  
CALIFORNIA

October 4, 2015

*Greetings from Congresswoman Barbara Lee*

Dear Friends,

It is my pleasure to welcome you to the 2015 Annual American Planning Association (APA) California Chapter Conference. I would like to thank the Oakland Convention Center staff, the APA Northern California Section, and everyone who worked to make this forum a success.

The APA's CA annual conference allows them the opportunity to unite and influence legislative issues, as well as further your professional expertise through conferences, meetings and workshops. The APA CA Chapter plays an important role in advocating on state planning legislation and pivotal court cases. By providing this annual forum the APA California Chapter provides its members with the ability to discuss important urban and regional planning issues facing our state.

Further, I am pleased to hear the conference theme this year will be "Rooted in Authenticity", which is a tribute to the unique history, culture and people of Oakland. This year, Uptown Oakland was recognized with the APA's Great Places Award for an emerging and revitalized urban neighborhood, so it's very fitting you hold your conference here.

On behalf of the residents of California's 13<sup>th</sup> Congressional District, I would like to thank all of you, and wish you a successful and productive CA American Planning Association Conference.

Sincerely,

Barbara Lee  
Member of Congress

WASHINGTON, D.C. 20515  
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CITY of OAKLAND



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Office of the Mayor  
Libby Schaaf  
Mayor

(510) 238-3141  
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September 15, 2015

Dear Planners,

Welcome to Oakland, the most authentic city in California!

You've arrived at an exciting time in our history. Oakland is alive with opportunity and optimism. We're re-envisioning our downtown, our waterfront, and our neighborhoods. We're re-inventing our transportation network, our economy, and our education system. We're improving public safety, rebuilding infrastructure, and embracing innovation. And we're doing it the Oakland way, so that everyone wins.

As urban planners, we count on you to make it all come together. From affordable housing to sustainability, you have the unique task of channeling the energy of your communities into plans, and guiding your city leaders as we turn those plans into action. It's an awesome responsibility.

As elected officials, we appreciate all you do.

The Northern California APA Host Committee has created an amazing program of events and activities for you—but be sure and explore Oakland during your visit! We're one of the hottest dining destinations in America right now, and our arts and entertainment scene has never been more vibrant. Take a walk around Lake Merritt, a hike in the hills, or a stroll along the Jack London waterfront. Enjoy the sights and sounds of Chinatown, the Victorian architecture of Old Oakland, or the excitement of Uptown.

On behalf of all Oakland residents and businesses, I wish you a fantastic conference!

With Oakland Love,

Oakland Mayor Libby Schaaf



## FROM THE APA CALIFORNIA PRESIDENT



American Planning Association  
**California Chapter**

*Making Great Communities Happen*



Welcome to Oakland! As a teenager, I grew up just a few blocks from this conference venue. I have seen some things change and improve in this neighborhood over the years. On behalf of the APA California Board of Directors, I'm delighted to welcome you to our annual Chapter Conference. Thank you for your participation in APA activities and your support of our organization. By participating in APA events, you are making valuable contributions towards the depth, quality, and strength of our planning profession.

This conference promises to be exceptional! The Northern Section of the California Chapter has gone far above and beyond to provide a fantastic learning experience with an outstanding array of sessions, mobile workshops, and networking events. Six conference tracks were developed to create an exciting environment in which to learn from and be inspired by planners and those involved in community development. The tracks reflect the conference theme – Rooted in Authentic**CITY** – that balances issues relating to both urban and natural environments.

If this is your first APA California Conference or if you have attended many, get ready to discover something new. Be sure to enjoy and experience the wide breadth of opportunities this conference has to offer. Download the conference app to make sure you catch it all! Our communities are constantly changing and so is our profession. These conferences provide an important opportunity to stay current and maintain cutting edge skills so that you can get the most out of planning and maximize your impact at your workplace and in your communities. In these ever challenging and competitive times, it is imperative to keep our skills up-to-date, relevant, and effective.

I want to commend the Northern Section for its commitment in bringing us an incredible conference event this year! This conference would not be possible without the dedication and countless volunteer hours by the Chapter Host Committee. It is always our primary goal to make the annual conference a valued educational and networking event. APA California recognizes that your time is especially valuable and we have worked hard to maximize the worth in what we offer and your investment in the profession. APA California and the Northern Section have worked tirelessly to bring you a premiere event. Congratulations to the Northern Section and have a remarkable time in Oakland!

Hing Wong, AICP  
President  
APA California



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## APA Websites

California Chapter.....	www.APACalifornia.org
National APA.....	www.Planning.org
California Planning Foundation .....	www.CaliforniaPlanningFoundation.org
California Planning Roundtable .....	www.CPRoundtable.org
Conference Website .....	www.apacalifornia-conference.org



# 2015 CONFERENCE COMMITTEE

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Melissa Ruhl

Jean Long  
Courtney Wood

Mariaclara Zazzaro – Student Posters

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Graham Pugh

Margot Lederer Prado  
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Mike Rivera  
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### *Co-Chair, Wendy Grant, AICP*

### *Co-Chair, Ted Holzem*

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Conference Coordinator



# GENERAL INFORMATION

## Student Program Registration and Meet with APA California

The registration desk is located in *Atrium Foyer*.

*Saturday, October 3*  
8:30 am – 10:00 am

## Attendee Registration Location

The registration desk is located in the *Atrium Foyer*.

*Saturday, October 3*  
12:00 pm – 7:00 pm

*Sunday, October 4*  
7:00 am – 6:00 pm

*Monday, October 5*  
7:00 am – 6:00 pm

*Tuesday, October 6*  
7:00 am – 1:00 pm

## Exhibitor Hours

Exhibitors are located in the *East Exhibit Hall*. An exhibitor map is available on the conference mobile application and in the sponsorship section of this program.

*Sunday, October 4*  
11:00 am – 7:00 pm

*Monday, October 5*  
7:00 am – 6:30 pm

## Wi-fi

The Marriott Hotel provides complimentary wifi in the main lobby and pool areas. All sleeping rooms have Wi-fi internet access, which is included in the daily room rate.

*Wi-Fi Enhanced by:  
Nelson/Nygaard Consulting Associates, Inc.*

## Conference Mobile Application

With the conference mobile app, you'll get the full conference schedule including speakers, maps, and session details; create your own personalized MySchedule containing events, mobile workshops, and sessions that you wish to attend; and, receive updates and news from the Conference Host Committee – all in the palm of your hand!

- iPhone, iPod Touch, and iPad users can download the conference mobile application by searching for “APA California 2015 Conference” in the Apple iTunes App Store.
- Blackberry and Windows Mobile users can download the conference mobile application by typing in the following web address in your mobile phone browser:  
<https://apaca15.gatherdigital.com/>
- Android users can download the conference mobile application by searching “APA California 2015 Conference” in the Google Play Store.
- After you download the mobile app, log in with the email address provided during your conference registration. The password is “apacaconf15”.



### Mobile App Sponsors:

**Ascent Environmental • Northern California Carpenters • CDM Smith  
Green DOT Transportation Solutions • City of Oakland • ARUP  
University of San Francisco Master of Arts in Urban Affairs**

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# GENERAL INFORMATION

## Registration Badge, Mobile Workshop Tickets, and Meal Tickets

Registration badges are necessary for entry to all conference events and sessions. If you do not have a registration badge, you must show a copy of your registration receipt. If your registration does not include meal or special events, you will not be allowed into those venues without a separately purchased meal ticket. Additional meal tickets and mobile workshop tickets may be purchased on-site at the registration desk, based on availability.

## Speaker Registration

### APA Members:

A one-day or full conference speaker registration rate is available to APA members. This is a discounted rate priced below standard APA Member rates and provides all of the same benefits of a Member's one-day or full conference registration.

APA members who are attending the conference ONLY for the purpose of presenting at their own session, are not required to pay. However, they must register under the "Speaker Only" option and are specifically not allowed complimentary admission to any other session or event on the day of their panel.

### Non-APA Members:

Speakers who are not APA members are encouraged to register for the conference at the discounted speaker rate for either the day they are presenting or for the full conference.

Non-APA members who are attending the conference ONLY for the purpose of presenting at their own session are not required to pay. However, they must register under the "Speaker Only" option.

## Speaker Ready Room - Room 212, Green Room

Speakers can gather and prepare for sessions here. This room will be available on a first-come, first-served basis each day from 7:00 am - 6:00 pm, except for Sunday from 3:00 pm - 5:00 pm.

**A/V equipment and laptop computers are NOT available in this room.**

## Speaker Biography Information

All session speaker biographies are available electronically on the conference mobile application.

## Complimentary Breakfast

APA California will be providing Continental Breakfast on Sunday and Tuesday in the *West Ballroom* and Monday in the *East Exhibit Hall* for conference attendees.

## Mobile Workshops

Gather in the *Mobile Workshop Meeting Area on 10th Street, between the West Ballroom and East Exhibit Hall* (see map on back page), 15 minutes prior to the scheduled departure time. Mobile workshops may be cancelled due to low attendance or inclement weather. Please check the mobile app or in the Registration area for the most current information.

*Note: Mobile Workshop #11 meets in the West Ballroom*

## Electronic Devices

As a courtesy to conference attendees, APA California requests that all electronic devices (pagers, cell phones, laptop computers, iPads, etc) be turned to silent mode during the sessions. If it is necessary to take a call during a session, please step outside of the meeting room to an area that will not disturb other attendees.

## Ride the FREE "B" Broadway Shuttle

Downtown Oakland is served by a FREE City of Oakland shuttle that provides fast connections to local restaurants, shops, and entertainment venues as well as to and from the San Francisco Bay Ferry and Jack London Square Amtrak Station. Board the Shuttle wherever you see a sign with the green Broadway Shuttle bus icon. All Broadway Shuttle vehicles are wheelchair accessible and include passenger lifts.

For more information: <http://www.meetdowntownoak.com/shuttle.php>



### Hours of Operation

Monday - Thursday 7:00 am - 10:00 pm, Friday 7:00 am - 1:00 am, Saturday 6:00 pm - 1:00 am

### Day Service (Orange route)

Mondays - Fridays 7:00 am - 7:00 pm between Embarcadero West (Jack London Square) and Grand Avenue. Shuttles run every 10 minutes during commute hours and lunchtime; every 12-15 minutes other times.

### Night Service (Blue route)

Mondays - Thursdays 7:00 pm - 10:00 pm, Fridays 7:00 pm - 1:00 am & Saturdays 6:00 pm - 1:00 am between Embarcadero West (Jack London Square) and 27th Street. Shuttles run every 12 minutes.



## Conference Attire and Age Requirements

Business casual is the appropriate attire at all sessions and events for the 2015 APA California conference. You may wish to bring a jacket or sweater to keep you warm in the air conditioned rooms at the hotel and at the Opening Reception which is held outside at the Oakland Museum of California.

This conference is a family-friendly environment and children and attendees of all ages are welcome.

## Be Streetwise

As with other urban centers, as you go about exploring Oakland we encourage you to be streetwise. Downtown Oakland and most neighborhoods are usually busy and safe. However, as a rejuvenating city, areas between established activity centers may not be as heavily trafficked as others. Below are a few tips to make you streetwise:

- Don't walk alone – take a friend with you. Better yet, go with a group. You know you'll want to gossip anyway!
- If you are unsure about walking down a street listen to your gut. Call a cab, Uber, or Lyft to get to where you are going.
- Minimize use of your smartphone on the street as it draws attention – this is especially true at night.
- Remove your conference badge when walking outside of the Convention Center.
- Avoid darkly lit areas at night and minimize what you carry.
- Check your surroundings before getting in and out of your car.

## Disability Advisory

Material distributed at the 2015 APA California conference can be made available in alternative formats for persons with disabilities. To request documents in alternative formats, please e-mail [aspearman@hpnglobal.com](mailto:aspearman@hpnglobal.com).

## Break Room for Nursing Mothers - Room 144

A break room for nursing mothers (with refrigerator) is located on the far end of the *Exhibit Foyer* (see map on back).

## Availability of Conference Presentations

Speaker presentations that are submitted will be available to members within two weeks after the conference electronically through the APA California website at <http://www.apacalifornia.org/events/conference-session-materials/2015-conference-presentations/>.

Presentation viewing on the website is restricted to members only. If you are a non-member who attended the conference and would like to review up to 5 sessions, e-mail Francine Farrell at

[ategoresources@live.com](mailto:ategoresources@live.com). Single day attendees are restricted to sessions on the day of their attendance. Provide your conference registration ID number, the date, time and name of each session.

## CM Credits for AICP Members

All sessions in this program and in the conference mobile application that have a CM credit notation (as illustrated below) have been reviewed and approved by the National APA Board. The CM credit notation indicates the number of credit hours you will receive for attending that session and/or workshop.

**CM | 1.5    CM | 1.5 | LAW**

**CM | 1.5 | ETHICS**

If you are interested in receiving CM credit for those CM approved sessions, go to Sessions on the Mobile App and select any day of the agenda; then, select *CM/AICP Evaluation Form*. Paper CM forms are also available in the registration area. Only one form is required for the entire conference.

Additionally, AICP members must also log-in to their personal CM Log at <http://www.planning.org/cm/log/> to claim their CM credits electronically for each accredited session attended. For more information about the AICP CM program, please go to the National APA website: [www.planning.org/cm](http://www.planning.org/cm).

## Attorneys Seeking MCLE Credit

Unfortunately, due to provider-requirement changes in the MCLE program we are unable to offer MCLE credit for our law sessions this year. The California Bar has accepted our sessions for MCLE in the past, so we urge you to submit them for credit independently.

## Lost and Found

Please check with the *Registration Desk* to retrieve any lost items or to turn in any items found in the conference area.

## Message Board

A bulletin board is available in the *Atrium Foyer* (registration area) for posting messages, job announcements, ticket sales/exchanges and conference information. Please only post items of interest to conference attendees. The Conference Host Committee reserves the right to remove inappropriate postings.



### See All That Oakland Has to Offer - Pick up Your Planner's Guide

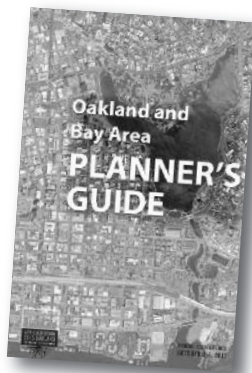
*The New York Times* and the *Lonely Planet* guides, among others, have named Oakland one of the best places to visit. Its exceptional architecture, museums, and open spaces, including Lake Merritt and the numerous parks in the Oakland Hills, have always made the City a destination in its own right. However, in recent years it has become a center of the arts and its makers culture has imbued the city with a youthful dynamic energy that is drawing more attention.

To help you navigate Oakland, we have prepared a *Planner's Guide* to provide you more information on the hidden and not so hidden gems in many neighborhoods. Reflective of the city's diversity, each neighborhood offers something different to explore. To assist you we have organized the guide by neighborhood and the first few pages of it highlight places that are within a 5- or 10-minute walk. For each neighborhood, we provide a top ten list of our favorite locations.

After these neighborhoods, we highlight those that are a short bus or BART ride away. As the Bay Area

has a robust public transit network, you can visit many neighborhoods in only 15-20 minutes. Downtown San Francisco and Berkeley are only 10-15 minutes away by BART. Finally we move further away to highlight other areas such as the Redwood Coast and Monterey Bay that are part of the Northern Section. As such, this guide is not only your guide to Oakland but to the Bay Area and the Northern Section.

**Sponsored by:  
City of Oakland**

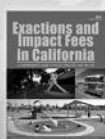


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## Oakland Marriott City Center: Environmental Principles

### Our Vision

Marriott International aspires to be the global hospitality leader that demonstrates how responsible hospitality management can create economic opportunities around the world and be a positive force for the environment. As global travel increases, Marriott has an obligation to mitigate our business impact on the natural environment. It is our policy to comply fully with all applicable international, federal, regional, state and local environmental laws, ordinances and regulations where we operate. Because we strive to operate our hotels with optimal efficiency, we are committed to offering our communities an opportunity for a better and more sustainable future. By our example, we hope to inspire associates, guests and partners to take action in the communities where we live and work.

### Our Environmental Goals

- Further reduce energy and water consumption 20% by 2020;
- Empower our hotel development partners to build green hotels
- Green our multi-billion dollar supply chain
- Educate and inspire associates and guests to conserve and preserve
- Address environmental challenges through innovative conservation initiatives including rainforest protection and water conservation

### Our Results

The Oakland Marriott is the first major hotel in Oakland to join the Alameda County Green Business Association. We strives to continue our Environmentally Consensus Hospitality Operations. All of our guest rooms are equipped with high efficiency toilets. We spearheaded this project and made this major change before the California drought. The hotel management team works hard to maintain and modify other green initiatives in order to do their part for the environment. The tangible results of our sustainability program are listed below:

California Green Business Certification Oakland Marriott City Center	
Environmental Benefits:	Per Year
Greenhouse Gas Emissions Saved	577,379 lbs of CO2
Recycling and Composting	282,785 lbs of CO2
All other measures	294,593 lbs of CO2
Energy Saved	402,261 kWh
Solid Waste Diverted from Landfill	108,229 lbs
Water Saved	1,878,786 gallons of water
Hazardous Waste Reduced (gallons)	212 gallons
Grease Recycled	660 gallons

## THE VALUE OF PRINT

This program and other materials are printed on recycled paper using non-toxic ink.

- Just 11% of the world's forests are used for paper (28% for lumber, 53% for fuel).
- In Europe and the U.S. around 60% of energy used to make paper comes from renewable resources.
- Printing is the only medium with a one-time carbon footprint - all other media require energy every time they are viewed.
- 33% of paper comes from wood chips and sawmill scraps; another 33% comes from recycled paper.
- CO2 emissions from making a CD/DVD are 4 times higher than from printing a 100 page, 4-color annual report.
- Electronic devices typically require the mining and refining of dozens of minerals and metals, as well as the use of plastics, hydrocarbon solvents, and other non-renewable resources.



American Planning Association  
**California Planning Foundation**

*Making Great Communities Happen*

**You are a member of the California Planning Foundation (CPF)!** The California Chapter of the American Planning Association (APA California) established CPF in 1970 as a nonprofit, charitable corporation with the goal of furthering the professional practice of planning in California. The primary focus is providing scholarships and awards to university students in financial need. The scholarship recipients come from many backgrounds and are selected because they are talented and motivated and have demonstrated academic excellence at university planning programs in California. For the past 5 years, we have awarded over \$50,000 in scholarships annually to more than 50 planning students throughout the state.

A secondary, but vitally important function is fostering professional development through the sponsorship of continuing educational and professional programs. CPF provides offers programs and career counseling to students who attend the APA California state conference. CPF promotes the objectives of equal opportunity and social equity in all its programs.



Our biggest event each year is our silent and live auction held during the APA California Conference where we typically raise over \$20,000. However, we accept donations at any time and there are many ways to help – now you can become a Friend, Advocate, Supporter, Backer, or Sponsor of CPF. Go to: [www.californiapanningfoundation.org/donations.html](http://www.californiapanningfoundation.org/donations.html) to donate. See you at the auction!

**CPF Frank Wein Scholarship Auction, 2014**



## DONATE OR BECOME A CPF SPONSOR

The California Planning Foundation (CPF) is a nonprofit, charitable corporation established to further the professional practice of planning in California. CPF achieves this goal by giving annual scholarships and awards to university students in financial need, who have demonstrated academic excellence at planning programs throughout California. Another vitally important CPF activity is the sponsorship of workshops, publications and other continuing educational and professional development programs. All members of APA California are automatically members of the CPF. Although APA California members pay annual dues to belong to APA California and the national American Planning Association, there are no separate dues to belong to CPF. Individual donors and corporate sponsors help us continue this important tradition of supporting student planners and CPF activities.

*Yes! I'd like to become a Donor or a Sponsor of the California Planning Foundation: (check appropriate box)*

### DONOR LEVELS

- ☐ Friend of CPF: \$300 or more      ☐ Financial Aid Associate: \$200 or more      ☐ Student Advocate: \$100 or more  
☐ Scholarship Supporter: Less than \$100 (all CPF donations are greatly appreciated)

### SPONSOR LEVELS

For companies and organizations, please consider becoming an annual Sponsor of CPF by joining or renewing at one of the levels below, or please consider joining at the Sustaining Level to sponsor a reoccurring CPF scholarship over the next five years (please check one).

- ☐ Sustaining Level Sponsor - \$5,000 minimum (donation is awarded over the next 5 years)  
☐ Platinum Level Sponsor - \$2,000 or more      ☐ Gold Level Sponsor - \$1,500  
☐ Silver Level Sponsor - \$1,000      ☐ Bronze Level Sponsor - \$500

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Phone No. \_\_\_\_\_ Contact Person: \_\_\_\_\_ Website: \_\_\_\_\_

**Please return form to: Laurie Gartrell, CPF Treasurer, 401 B Street, Suite 800, San Diego, CA 92101**  
**Or pay online at [www.californiapanningfoundation.org/donations/html](http://www.californiapanningfoundation.org/donations/html)**



# HIGHLIGHTS & SPECIAL EVENTS

**SATURDAY, OCTOBER 3**

8:30 am - 10:00 am • Junior Ballroom 1

## Meet with APA California

### Students Only

*Coffee and light refreshments provided*

Come meet the staff and volunteers that make APA possible. Learn about the various APA divisions, chapters and boards. APA representatives will set up booths/stations to mingle with students and provide information on the importance and benefits of participating in APA. Students will learn how they can get involved at the local, state and/or national levels.

11:45 am - 1:00 pm • Skyline Room, 21st Floor

## The Richard Weaver Scholarship Luncheon

### Registered Students Only

Please join us as we present and honor the 2015-16 California Planning Foundation (CPF) scholarship winners. Each year CPF invites planning students to compete for a number of scholarships. Scholarships are offered to students enrolled in undergraduate and graduate planning and affiliated programs in California. Since its inception, CPF has awarded more than \$400,000 in scholarships and awards in support of planning students.

Established by APA California in 1970 as a nonprofit, charitable corporation with the goal of furthering the professional practice of planning in California, CPF provides scholarships and awards to university students in financial need. The scholarship recipients come from many backgrounds and are selected because they are talented and motivated and have demonstrated academic excellence at university planning programs in California. All members of APA California are automatically members of CPF.

### Sponsored by:

**BAE Urban Economics • M-Group  
Rincon Consultants, Inc. • GHD**

**California Department of Transportation (Caltrans)**

4:45 pm - 6:15 pm • Grand Ballroom

## DIVERSITY SUMMIT

### Gentrification Mosaic: Conversations on Displacement of Economic and Social Capital

#### CM | 1.5 | ETHICS

Gentrification is often thought of as well-heeled outside investors displacing existing cultures and neighborhoods. This panel will explore these issues with local examples, share existing assessment, policy and implementation tools to address displacement risks, and identify effective best practices at the local and regional level.

### Moderator

*Vikrant Sood, Senior Equity Planner, Metropolitan Transportation Commission*

### Speaker

*Pilar Lorenzana-Campo, Policy Director, SV@Home; Karen Chapelle, Professor, University of California, Berkeley; Cindy Chavez, Board of Supervisor, Santa Clara County; Remy De La Peza, Director of Planning and Policy Counsel, Little Tokyo Service Center; Laura Simpson, Planning Manager, City of Concord; Miroo Desai, AICP, Senior Planner, City of Emeryville, Membership Inclusionary Director, Northern California, APA California*

### Sponsored by:

**CH2M • TRC • Dinwiddie & Associates  
West Coast Code Consultants**



6:30 pm - 10:00 pm

*Badge required/ticketed event.*

## OPENING RECEPTION AND STUDENT POSTER COMPETITION Oakland Museum of California

**OAK  
LAND  
MUSEUM  
OF  
CALIFORNIA**

Kick-off your Conference by attending Saturday night's Opening Reception at the Oakland Museum of California (OMCA). The evening will be a great networking opportunity and provide a fun-filled environment for the Student Poster Competition! Meet the students behind each poster and choose your favorite entry!

Enjoy the beautiful early October weather and stroll through the museum's gardens and courtyard while enjoying locally sourced food and wine and music and entertainment. Watch the sun set on Lake Merritt from one of the museum's many terraces. Don't forget to drop by the Gallery of California History to examine the state's Roots of AuthenticITY. OMCA's galleries are unique as they have no fixed narrative and are shaped by the surrounding diverse community and urban landscape. It has been an Oakland Institution for over 40 years and is an anchor of the community in Oakland. The event will be held outdoors in the OMCA's courtyard, so please bring a jacket or sweater to stay warm.

Full registration includes one ticket and additional tickets can be purchased for guests. Students can purchase reduced cost tickets. Make sure to participate in what promises to be one of many highlights of this year's Conference!

*The Oakland Museum is located at 1000 Oak Street in downtown Oakland, seven blocks away or an approximately 15-minute walk from the Oakland Convention Center. Roundtrip shuttle buses will run continuously from the Convention Center (on 10th Street in front of the Exhibit Foyer) to the Oakland Museum starting at 6:15 pm. The last return trip will leave the Oakland Museum at 10:15 pm. We encourage you to use the shuttle; if you must walk, please walk with a group. Limited parking is also available at the Oakland Museum garage; carpooling is highly encouraged. For more information on directions to the Opening Reception, please ask one of the student volunteers.*

### Sponsored by:

**MIG • Urban Planning Partners • Perkins+Will • Rhoades Planning Group • Impact Sciences**



# HIGHLIGHTS & SPECIAL EVENTS

## SUNDAY, OCTOBER 4

7:00 am - 8:00 am • Room 207

### Commission and Board Representative Breakfast

*Open Only to Commission and Board members.*

*All Planning Commission and Public Board members are invited; Special Speaker, Jim Moore, Chair, City of Oakland Planning Commission*

*A hot breakfast will be served.*

Join your fellow commissioners and other public officials for breakfast. Hear from your fellow commissioners and board members, including a special presentation from Jim Moore, Oakland's Planning Commission Chair. Talk about issues and get perspectives. Relax, meet your colleagues, and start the day off with this social event.

**Sponsored by:** Cabouchon Properties, LLC

11:45 am - 1:00 pm • West Ballroom

*Badge required/ticketed event.*

### APA California Awards Luncheon

This year's Awards luncheon will highlight the best planning policies, project and people throughout the State. You will want to get a front table to enjoy the show, celebrate with friends and learn more about great achievements in the profession. The purpose of the APA California Awards Program is to encourage quality in planning and increase the public's awareness of the planning profession by recognizing outstanding achievement in the planning field. For each award, the highlights of its planning process and products will be presented. The people behind each project will also be acknowledged. In addition, professional planners and laypersons, including volunteers and elected officials, will be honored for demonstrations of dedication, service and planning achievement. The work they accomplished and the strategies they found effective will be noted. Attendees will be able to take away knowledge and resource links from jurisdictions and individuals who have found solutions to problems they themselves face.

**Sponsored by:**

**Raimi + Associates • BKF Engineers  
LSA Associates, Inc. • PlaceWorks • HR & A Advisors**

3:15 pm - 6:30 pm • Grand Ballroom Extension

### California Planning Foundation (CPF)

#### Silent Auction

Numerous great items will be displayed for bid at the 2015 CPF Silent Auction. Bidding will start at 3:15 pm. So bid often and check back to see if anyone has outbid you! The Silent Auction will close at 6:30 pm and items will be available for pick-up after the Live Auction ends at 7:00 pm. Don't forget to purchase your raffle tickets for a chance to win great raffle prizes during the Live Auction too – just look for our student volunteers and signature red barrel!

5:00 pm - 7:00 pm • Grand Ballroom Extension

*Badge required/ticketed event.*

### California Planning Foundation (CPF)

#### Reception and Live Auction

Don't miss this lively annual event! Every year planners show their dedication and support to the California Planning Foundation by donating amazing items to help fund scholarships for planning students. Entertainment, food, drink and fun all in one place to support a great cause! Raffle tickets can be purchased beginning Saturday at 1:00 pm up to the start of the Live Auction event. Have your raffle tickets ready and come prepared to outbid your friends during the Live Auction to show your support for future generations engaging in our profession!

**Sponsored by:**

**Golden Associates  
Kittelson & Associates, Inc.  
Wildlands  
Mintier Harnish**

8:15 am - 9:45 am • West Ballroom

### WELCOMING REMARKS - Lynette Gibson McElhaney, Oakland City Council President

### OPENING KEYNOTE - Egon Terplan, Regional Planning Director, SPUR

#### CM | 1.0



The Opening Keynote will feature Egon Terplan, the Regional Planning Director for SPUR, a San Francisco Bay Area urban policy think tank and civic group whose mission is to promote good planning and good government in the Bay Area. Mr. Terplan, who has over 14 years of regional planning and research expertise, will highlight the key findings from SPUR's first comprehensive planning report on downtown Oakland, which will be released in September 2015 just in time for the conference.

SPUR recently expanded its involvement in Oakland planning with the opening of an office in the heart of downtown Oakland. The City's increasing importance to the economy and identity of the Bay Area was the driving force for establishing an Oakland base. SPUR recognizes the incredible assets the City can build upon: eight BART stations, direct rail service to Sacramento and San Jose, and AC bus transit; a walkable urban street grid; more affordable housing than San Francisco and San Jose; a fantastic network of parks; an engaged, sophisticated citizenry; a nationally significant art, restaurant and nightlife scene; a robust manufacturing ecosystem; developable land within walking distance of transit; and anchor institutions like the Port of Oakland (the fifth largest in the nation), among many other assets.

At the same time, SPUR realizes that Oakland faces challenges. It is perched in a paradoxical and highly charged position, dealing with problems of serious poverty — not enough economic opportunity for its residents, not enough money to cover basic public services — while simultaneously facing fears of rising rents and displacement as job growth in the broader region creates spillover demand for housing. SPUR sees an urgent need for the City to strengthen its capacity to provide public services, to come up with strategies for long-term affordability, and to figure out new approaches to public safety. Finding a way to support Oakland would be an enormous win for the social equity movement as well as for smart growth.

Egon will discuss how SPUR will contribute to the passionate dialogue surrounding the future of Oakland. The organization will provide research and technical assistance with the goal of stimulating an active exchange of ideas. SPUR hopes to bring a regional perspective to Oakland issues and elevate the role of Oakland in regional decision-making. Hear how SPUR hopes to assist Bay Area cities that are searching to invent a new form of urbanism that will provide a sustainable and high-quality life for all residents.

**Sponsored by:**

**Lea + Elliott, Inc. • Michael Baker International • Helix Environmental Planning, Inc. • Meléndrez**



## MONDAY, OCTOBER 5

11:30 am - 1:00 pm • West Ballroom

*Badge required/ticketed event.*

### Plenary Lunch - Planning 2.0: The Drivers of Regional and Global Change and Land Use Innovation

**Opening remarks - Carol Rhea, FAICP, National APA President**

#### CM | 1.0

The moderated keynote panel will feature some of the most prominent drivers of change regionally and globally. These are the firms that are framing the future of the live-work-play environments that both inspire innovation and connect the workforce with surrounding neighborhoods to create complete communities.

#### **Moderator**

*Charlie Knox, AICP, Principal, PlaceWorks*

#### **Speakers**

*Danny Kennedy, Co-Founder, Senior Vice-President, Sungevity; Jim Laumann, Project Executive/Campus Architect, Google Real Estate Development; Alex Mehran Jr., President and Chief Operating Officer, Sunset Development Company; Jennifer Marko, Director, Office of the EVP, Salesforce*

#### **Sponsored by:**

**EPS • GHD**

**Kimley-Horn • KTG Group, Inc.  
Page/BMS Design Group**

5:00 pm - 6:30 pm • East Exhibit Hall

*Badge required/ticketed event.*

### Consultants' Reception

Take time to visit with our sponsors and exhibitors and learn about new innovations in planning. It will also be the last opportunity during the conference to visit the exhibitors' booths. While enjoying this fabulous happy hour, be sure to thank our sponsors for their support of the conference this year. We couldn't do it without them!

## TUESDAY, OCTOBER 6

11:30 am - 1:00 pm • West Ballroom

*Badge required/ticketed event.*

### Closing Plenary Lunch

**Angela D. Brooks, AICP, Real Estate Development Manager, Chicago Housing Authority, Director-at-Large, APA National Board**

#### CM | 1.0



The Closing Keynote will feature Angela Brooks, a real estate development manager for the Chicago Housing Authority and a member of the national board of APA. Ms. Brooks, who is spearheading the APA Ambassador Pilot Program, will highlight the importance of raising public awareness

of what planning is, what planners do, and how APA is helping to do both. The APA Ambassador Pilot Program aims to inspire all types of future planners, including those with diverse racial and ethnic backgrounds, by promoting planning to the broader public and providing more opportunities for volunteerism. The program involves around 100 ambassadors nationwide and 22 in California. The program also includes five pilot programs at the chapter level, of which APA California is one.

Before her time at the Chicago Housing Authority, she served as associate director of real estate development for Heartland Housing and was program administrator for the City of Seattle Office of Housing. She has been an active member of APA since 1996 and has served on numerous committees, task forces, and as a Community Planning Assistance Teams member. She serves on the State of Illinois Geographic Information Council and has served on the City of Seattle Planning Commission, Martin Luther King County Boundary Annexation Board, and the State of Washington African American Affairs Commission. Brooks earned a BA from Jackson State University in Urban Studies and a Master of Urban and Regional Planning degree from the University of New Orleans.

#### **Sponsored by:**

**City of Concord • Willdan  
HNTB • enCodePlus, LLC**

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LAND USE LAW AND PLANNING CONFERENCE**

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Attend this preeminent event for updates and analysis of key legal, legislative, and policy developments in land use, environmental, and planning law.

**Who Should Attend?**

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**[extension.ucdavis.edu/landuse](http://extension.ucdavis.edu/landuse)**

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## PRE-CONFERENCE SESSIONS

Saturday, October 3, 2015 • 8:45 am - 2:45 pm

Additional fee: \$75 - Conference Attendees, Reduced to \$75 for Non-Attendees



**LUNCH INCLUDED FOR BOTH SESSIONS**

### PRE-CONFERENCE SESSION #1

#### Management Institute 2015 (CPR Session)

Take your management skills to a new level through intensive and interactive training. Learn from colleagues who have been successful leading their teams in difficult circumstances. They will guide you through a day of inquiry, dialogue, practice and storytelling. You will leave this session informed, reenergized and ready to embrace and manage change.

In this all day session, you will learn about:

- Strategies to better manage people, team, politics and yourself
- Managing change in an ever-changing work environment
- Active listening skills
- The importance of having a strong vision/identity to make external connections and maintain external relationships
- How to make people feel connected either in a one-on-one setting or as a team
- Ways to manage conflict

Participants will receive a pre-conference survey to assess their interests and needs. This session includes an informal lunch with the seminar leaders so you can share your ideas and questions.

*See moderator and speakers information on page 41.*



### PRE-CONFERENCE SESSION #2

#### What the FLUP? Future Land Use Planning for Safe, Smart and Sustainable Communities

Many communities are challenged to meet varying priorities that can at times seem unrelated to natural hazard mitigation or climate adaptation. However, whether you are undertaking economic or community development, urban renewal or infrastructure improvements, environmental restoration or public recreation, you can ensure future investments will be resilient by integrating hazards and climate planning into these efforts.

Built on the success of two Bay Area planning programs: the Association of Bay Area Governments' (ABAG's) Resilience Program and the San Francisco Bay Conservation and Development Commission's Adapting to Rising Tides (ART) Program, this workshop will walk participants through a road-tested process that can be used to incorporate natural hazards and climate resilience into community planning processes. Findings from a number of Bay Area hazard and climate planning efforts that will resonate with local planners will be shared, and a portfolio of planning tools will be explored both during the session and in a hand-on, engaging lunch-time "tools café."

This workshop will actively engage participants in understanding how they can undertake a stand-alone hazard mitigation and climate adaptation planning effort, or integrate resilience planning components into ongoing efforts. Staff from ABAG's Resilience Program, the ART Program, and their partners including NOAA's Office for Coastal Management, will lead participants through a number of different planning topic areas including:

- **Community Engagement:** effective approaches that appropriately inform and engages stakeholders and the public
- **Risk Assessments:** how to plan and conduct a risk assessment in an efficient and effective manner that will lead you to developing priority actions
- **Mitigation and Adaptation Actions:** selecting and evaluating actions that make a compelling case for creating a resilient community

*See moderator and speakers information on page 42.*





## APA CALIFORNIA WELCOMES OUR STUDENTS

This year's APA California Conference will provide students with the tools and information to jumpstart their planning careers and begin their involvement with the APA. Registered students can attend the conference on Saturday for free!

The day will begin with a wonderful opportunity to meet current APA staff and volunteers and learn about APA's membership benefits; its divisions, chapters, and boards; and how to be active at the National, state Chapter, or local Section levels. Registered students can also attend the Richard Weaver Scholarship luncheon where the 2015 California Planning Foundation scholarships will be presented and awarded.

Morning and afternoon sessions tailored just for students, and recent graduates, will help you map out your short- and long-term career, provide advice on salary negotiations and other professional skills, and teach you how to write an effective resume. Later in the afternoon, students can attend the Conference's first official professional session blocks and the Diversity Summit.

Finally, the conference offers an exciting opportunity in the Student Poster Competition. The competition will be held during the Opening Reception and all who attend it will be able to vote on the winning entry! Visit the conference website for more information on how to complete an entry. Prizes include \$100 for first prize and recognition in the Northern News, a publication of the Northern Section of the California Chapter of the APA.

The conference does not end Saturday night for students! For the low cost of \$50 per day or \$150 for the three remaining days of the conference, students can attend sessions, learn about current planning concerns, and network to establish those all-important connections for professional opportunities.



## APA CALIFORNIA AFFILIATED ORGANIZATIONS

### California Planning Roundtable

The California Planning Roundtable (CPR) is an organization of experienced planning professionals who are members of the American Planning Association (APA). Membership is balanced between the public and private sectors and between Northern and Southern California. CPR acts as a policy research and development resource for the California planning profession to enhance the sustainability and livability of California's communities. CPR addresses emerging policy issues with cutting edge solutions that can be widely applied in planning practice.

### Planning Emeritus Network

The Planner Emeritus Network (PEN) is an auxiliary of and resource support group for the APA California Chapter, the California Planning Foundation, and the California Planning Historical Society. PEN represents a body of long-tenured members of APA who are available to provide to the Board and to other APA California groups substantial knowledge of the profession as it has matured in California, in particular. PEN members also are available to provide their personal insights, experiences and planning history when requested by the Board or other organizations, groups and individuals.

### LEADERSHIP MEETINGS

Saturday, October 3 9:00 am - 4:00 pm	APA California Chapter Board Meeting	Room 208
Sunday, October 4 3:00 pm - 5:00 pm	PEN Meeting	Room 212
Monday, October 5 5:00 pm - 6:00 pm	California Planning Roundtable Meeting	Room 207
Monday, October 5 7:00 pm - 8:30 pm	Section Directors and Local Section Board Mixer	District, 827 Washington Street, Oakland
Tuesday, October 6 1:15 pm - 5:00 pm	California County Planning Director's Meeting	Room 208



## HIGHLIGHTED SESSIONS

At this year's conference, we are pleased to offer multiple Law and Ethics **CM** sessions. Each session is 1.5 hours in length and receives 1.5 CM for Ethics or Law as indicated.

### ETHICS SESSIONS

Saturday, October 3 4:45 pm - 6:15 pm	-	Diversity Summit - Gentrification Mosaic: Conversations on Displacement of Economic and Social Capital	<i>Grand Ballroom</i>
Sunday, October 4 1:15 pm - 6:00 pm	-	<b>Mobile Workshop #5 (4.25 CM total)</b> - How Black Panthers and South Asians are Sharing Histories, Reclaiming the Streets, and Building New Movements	<i>Meeting Area on 10th Street</i>
Monday, October 5 9:45 am - 11:15 am	SB6	Ethically Navigating Shifting Roles of the AICP Planner in the Environmentally Permitting Process	<i>Grand Ballroom A, B, C</i>
Tuesday, October 6 9:45 am - 11:15 pm	SB10	Ethics Jeopardy: Testing What We Know About Ethics	<i>Grand Ballroom A, B, C</i>

### LAW SESSIONS

Sunday, October 4 10:00 am - 11:30 am	SB2	SB 743 Legislative Intent vs. CEQA Practice	<i>Rooms 210, 211</i>
Sunday, October 4 1:15 pm - 2:45 pm	SB3	Tribal Cultural Resources and CEQA Roundtable: Time to Get Ready for AB 52	<i>Junior Ballroom 1, 2</i>
Sunday, October 4 3:15 pm - 4:45 pm	SB4	APA California 2015 Legislative Update	<i>Grand Ballroom A, B, C</i>
Monday, October 5 8:00 am - 9:30 am	SB5	Fixing Up Your Projects; Strategies and Tools for Revising and Retooling Previously Approved Projects	<i>Grand Ballroom A, B, C</i>
Monday, October 5 9:45 am - 11:15 am	SB6	Local Solutions for Affordable Housing: Legal Issues, Technical Approaches and Programmatic Responses	<i>Junior Ballroom 1, 2</i>
Tuesday, October 6 8:00 am - 9:30 am	SB9	After Property Rights, Takings, and Exactions: A Legal and Practical Update for Planners	<i>Grand Ballroom F, G, H</i>
Tuesday, October 6 9:45 am - 11:15 pm	SB10	Annual CEQA Update	<i>Grand Ballroom F, G, H</i>

#### A NOTE ABOUT MCLE CREDIT:

Unfortunately, due to provider-requirement changes in the MCLE program we are unable to offer MCLE credit for our law sessions this year. The California Bar has accepted our sessions for MCLE in the past, so we urge you to submit them for credit independently.



# HIGHLIGHTED SESSIONS

## SESSIONS HIGHLIGHTING THE HOST CITY

Saturday, October 3 1:15 pm - 2:45 pm	SSB2	Getting to the Local Shopping District: Travel Patterns in the Temescal Neighborhood of Oakland	<i>Junior Ballroom 4</i>
Sunday, October 4 8:15 am - 9:45 am	-	Opening Keynote - A Downtown for Everyone: A Vision for the Future of Downtown Oakland	<i>West Ballroom</i>
Monday, October 5 9:45 am - 11:15 am	SB6	Oakland Makers: Planning for New and Creative Innovative Industries	<i>Room 201</i>
Monday, October 5 1:15 pm - 2:45 pm	SB7	Avoiding Demolition of Historic Resources/Sustaining and Strengthening Neighborhood Character	<i>Room 207</i>
Monday, October 5 1:15 pm - 2:45 pm	SB7	Resilience is the New Black - What Do We Mean by Resilience Planning, and Aren't We Doing it Already?	<i>Junior Ballroom 1, 2</i>
Tuesday, October 6 8:00 am - 9:30 am	SB9	The Art of Community Revitalization	<i>Room 204</i>
Tuesday, October 6 8:00 am - 9:30 am	SB9	Climate Action Planning and Urban Greening: Weaving Together Health, Resilience and Equity	<i>Room 205</i>
Tuesday, October 6 9:45 am - 11:15 am	SB10	If You Plan It Will They Come? Lessons Learned in Community Engagement	<i>Room 208</i>

**Check out Mobile Workshops #2, #4 (partial), #5 (half), #7, #8, #10, #11, #12 (sold out) and #14.**

## PLANNING COMMISSIONERS/BOARD MEMBER SESSIONS

Saturday, October 3 3:00 pm - 4:00 pm	SB1	CEQA Under Senate Bill 375: Set to Streamline?	<i>Room 204</i>
Sunday, October 4 7:00 am - 8:00 am	-	Commission and Board Representative Breakfast (Open Only to Commission and Board Members)	<i>Room 207</i>
Sunday, October 4 3:15 pm - 4:45 pm	SB4	What Do Decisionmakers Really Want from Staff Report Presentations? (Commission and Board Session)	<i>Room 201</i>
Monday, October 5 8:00 am - 9:30 am	SB5	Action Required in the Next Year: What California Cities Need to Know to Comply with New CEQA Transportation Guidance	<i>Junior Ballroom 3, 4</i>
Monday, October 5 9:45 am - 11:15 am	SB6	Taking it to the Streets: When Communities Take Immediate Action to Improve Their Own Neighborhoods	<i>Room 203</i>
Tuesday, October 6 8:00 am - 9:00 am	SB9	Parking and Driverless Vehicles Innovations and Their Impact on Cities	<i>Grand Ballroom A, B, C</i>

## CORE PROFESSIONAL SKILLS FOR PLANNERS SESSIONS

Saturday, October 3 3:00 pm - 4:30 pm	SB1	Retooling the Outreach Toolkit	<i>Room 203</i>
Sunday, October 4 10:00 am - 11:30 am	SB2	How to Get Things Done (Strategic Thinking in the Planning Profession)	<i>Room 208</i>
Sunday, October 4 10:00 am - 11:30 am	SB2	Planning for Diversity: Tools, Resources & Best Practices from the Field	<i>Grand Ballroom F, G, H</i>
Sunday, October 4 3:15 pm - 4:45 pm	SB4	What Do Decisionmakers Really Want from Staff Reports and Presentations? (Commission and Board Session)	<i>Room 201</i>
Sunday, October 4 3:15 pm - 4:45 pm	SB4	All In! Outreach Strategies for Engaging Diverse Populations	<i>Junior Ballroom 1, 2</i>
Monday, October 5 8:00 am - 9:30 am	SB5	Flying Unicorns - Managing Your Social Media Expectations	<i>Junior Ballroom 1, 2</i>
Monday, October 5 9:45 am - 11:15 am	SB6	How Can Leadership Skills Help Planners Minimize Hostile Public Opposition and Increase Civility? (CPR Session)	<i>Junior Ballroom 3, 4</i>
Monday, October 5 3:15 pm - 4:45 pm	SB8	The City of Words: The Year's Best Books on Planning	<i>Junior Ballroom 1, 2</i>
Monday, October 5 3:15 pm - 4:45 pm	SB8	Establishing Your Roots in Planning Technology	<i>Junior Ballroom 3, 4</i>
Tuesday, October 6 8:00 am - 9:30 am	SB9	Time Management for Harried Planners	<i>Room 207</i>



# MOBILE WORKSHOPS

Gather in *Mobile Workshop Meeting Area on 10th Street, between the West Ballroom and East Exhibit Hall* (see map on back cover), 15 minutes prior to the scheduled departure time. Mobile workshops may be cancelled due to low attendance or inclement weather. Please check the mobile app or in the Registration area for the most current information.

## **MW #1 - Walkable Small Towns in Sonoma County**

*Additional \$75 fee applies, includes lunch*

**CM | 7.5**

Workshop participants will visit four small towns in Sonoma County that have used creative planning and design to create walkable downtowns and distinctive public spaces.

*See page 41 for more information. (Participants for this mobile workshop meet at the rear of the West Ballroom)*

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## **MW #2 - The Three Faces of Lake Merritt: Exploring the Crown Jewel of Oakland**

*Additional \$25 fee applies*

**CM | 2.5**

Planning for Lake Merritt requires delicately balancing environmental, recreational, and development objectives. This “walking workshop” shows how this balance is being achieved.

*See page 43 for more information.*

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## **MW #3 - From Vision to a Thriving Neighborhood: Cultural Vibrancy and Economic Vitality in Mission Bay**

*Additional \$35 fee applies*

**CM | 2.5**

**SOLD OUT**

Mission Bay, once an underutilized rail yard, has transformed into a thriving neighborhood. This walking tour will explore the challenges and how the district rode the waves of recession.

*See page 47 for more information.*

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## **MW #4 - Green Infrastructure Bay Area: Green Infrastructure Takes Root in the East Bay**

*Additional \$50 fee applies, includes lunch*

**CM | 3.5**

The East Bay is home to exciting green infrastructure projects that remove pollutants from stormwater while enhancing the public realm. Local experts will describe design issues, benefits, funding, maintenance and plans pertaining to the “mainstreaming” of green infrastructure.

*See page 50 for more information.*

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## **MW #5 - How Black Panthers and South Asians are Sharing Histories, Reclaiming Streets, and Building New Movements**

*Additional \$50 fee applies*

**CM 2.75 + CM 1.5 ETHICS**

This tour will visit important historic sites in Berkeley where South Asian radicals have been fighting for social justice for over 100 years and in North Oakland where the Black Panther Party created a number of community programs.

*See page 53 for more information.*

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## **MW #6 - Mural Art and Historical Downtown Hayward Tour**

*Additional \$50 fee applies*

**CM | 3.0**

Learn how local artists have been enlisted to drive revitalization efforts, foster economic development, build civic pride and beautify downtown Hayward.

*See page 53 for more information.*

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## **MW #7 - Missing Middle Housing**

*Additional \$40 fee applies*

**CM | 3.0**

Participants will explore neighborhoods of Oakland on foot to document and identify the range of housing types referred to as Missing Middle Housing – duplexes, fourplexes, bungalow courts, and mansion apartments – that are compatible with single family contexts.

*See page 53 for more information.*

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## **MW #8 - Pedaling the Path of Progress**

*Additional \$45 fee applies, includes lunch*

**CM | 3.0**

Pedal your way through Oakland and utilize new infrastructure improvements, explore recent and proposed developments, and discuss policies and plans that aim to create more walkable, bikeable, and transit friendly environments.

*See page 59 for more information.*



## **MW #9 - San Francisco Central Waterfront Transformation**

*Additional \$45 fee applies*

**CM | 2.25**

The tour will explore San Francisco's Mission Bay neighborhood that has been an innovation center for over 100 years and is today home to some of the City's top makers and incubator industries.

*See page 60 for more information.*

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## **MW #10 - East Bay in Motion: Innovative Public Transportation Technologies**

*Additional \$45 fee applies*

**CM | 3.0**

Two local public transit agencies have been working to create sustainable and innovative transit systems. The tour will take participants on a behind the scenes look into BART's Oakland Airport Connector, AC Transit's zero emission demonstration program, and the East Bay's first bus rapid transit project.

*See page 57 for more information.*

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## **MW #11 - Discovering the Bay Bridge and Industrial Arts by Bike**

*Additional \$45 fee applies*

**CM | 2.5**

This bike tour will explore the planning and engineering history of the Bay Bridge. Participants will also learn about efforts to build Gateway Park at foot of the Bay Bridge as well as the artistic reuse of the steel from the old Bay Bridge at American Steel Studios.

*See page 65 for more information.*

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## **MW #12 - Birth of the Cool . . . Land Use Planning!**

*Additional \$45 fee applies*

**CM | 3.5**

**SOLD OUT**

A walking tour of Uptown, one of America's hippest neighborhoods will highlight its food, music and art. The tour will focus on the City of Oakland's efforts to improve the area and discuss the complex framework of programs used to partner with private investors on revitalization efforts.

*See page 65 for more information.*

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## **MW #13 - Walking the Rainbow: A Tour of San Francisco's Castro Street**

*Additional \$35 fee applies*

**CM | 2.5**

This tour will visit San Francisco's recently redesigned Castro Street. This bustling street has long been a center of LGBT community life in the City and the larger Bay Area. Participants will learn about the neighborhood's history and take a behind the scenes look into the street's reconstruction.

*See page 65 for more information.*

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## **MW #14 - A Tale of Two TODs: Oakland's Fruitvale and MacArthur BART Stations**

*Additional \$35 fee applies*

**CM | 3.0**

This tour will visit two transit-oriented development (TOD) projects at two BART Stations. The workshop will cover the planning and implementation of the TODs, lessons learned, and the evolution of TOD projects in Oakland over the past decade.

*See page 71 for more information.*

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## **MW #15 - Innovations in Downtown Planning**

*Additional \$35 fee applies*

**CM | 2.75**

Berkeley is revitalizing its downtown as a vibrant, walkable transit-oriented center. The tour will focus on urban innovations across several planning disciplines.

*See page 71 for more information.*

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## **MW #16 - Company Town 2.0: How Facebook and Google are Rethinking the Corporate Campus**

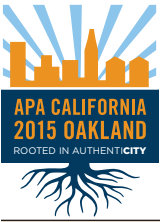
*Additional \$75 fee applies, includes lunch*

**CM | 6.0**

**SOLD OUT**

This tour will visit the world headquarters of tech giants Google and Facebook. Learn how planners, real estate professionals, and municipalities are planning for the tech industry's growth in terms of office space, transportation, recreation, and amenities.

*See page 74 for more information.*

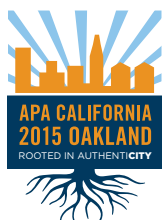


# SATURDAY, OCTOBER 3

## CONFERENCE - AT - A - GLANCE

The Conference-at-a-Glance is subject to change.  
 The most current information can be found on the website at [www.apacalifornia-conference.org](http://www.apacalifornia-conference.org) and on the mobile app prior to the conference, and in the registration area when the conference begins.

8:30 am - 10:00 am	Student Registration	Atrium Foyer
8:30 am - 10:00 am	<b>Meet with APA California!</b> Come meet the staff and volunteers that make APA California possible. <i>Coffee and light refreshments provided. (students only)</i>	Junior Ballroom I
8:30 am - 6:00 pm	<b>Mobile Workshop #1</b> - Walkable Small Towns in Sonoma County <i>Additional \$75 fee applies, includes lunch</i>	<b>CM   7.5</b> Meet at the rear of the West Ballroom at 8:15 am
8:45 am - 2:45 pm	Pre-Conference Session #1 - Management Institute 2015 (CPR Session) <i>Additional \$75 fee applies for conference attendees, \$100 non-attendees, includes lunch</i>	<b>CM   5.5</b> Room 201
	Pre-Conference Session #2 - Future Land Use Planning for Safe, Smart and Sustainable Communities <i>Additional \$75 fee applies for conference attendees, \$100 non-attendees, includes lunch</i>	<b>CM   5.5</b> Room 211
<b>Student Session Block #1</b> 10:00 am - 11:30 am	Show Me the Money: Salary Negotiations for Planners (CPF Session)	Junior Ballroom 4
	It's Plandamonium Out There: How to Use APA Resources for Career Advancement	Junior Ballroom 1
	Planning Your Planning Career: The Early Years	Junior Ballroom 2, 3
9:00 am - 4:00 pm	Chapter Board Meeting	Room 208
11:45 am - 1:00 pm	<b>The Richard Weaver Scholarship Luncheon</b> - (students only)	Skyline Room, 21st Floor
12:00 pm - 7:00 pm	Conference Attendee Registration	Atrium Foyer
<b>Student Session Block #2</b> 1:15pm - 2:45 pm	Choose Your Own (Career) Adventure	Junior Ballroom 2, 3
	Getting to the Local Shopping District: Travel Patterns in the Temescal Neighborhood of Oakland	<b>CM   1.5</b> Junior Ballroom 4
	CPF Resume Clinic (W)	Junior Ballroom 1
1:30 pm - 4:30 pm	<b>Mobile Workshop #2</b> - The Three Faces of Lake Merritt: Exploring the Crown Jewel of Oakland - <i>Additional \$25 fee applies</i>	<b>CM   2.5</b> Meet at 10th Street at 1:15 pm
<b>Session Block #1</b> 3:00 pm - 4:30 pm	Big Wins from Big Losses: Leveraging Disasters to Achieve the Community Vision (S)	<b>CM   1.0</b> Room 210
	Building Better Streets through Better Data: A Panel on Innovative Approaches to Tackling Pedestrian Safety	<b>CM   1.5</b> Junior Ballroom 4
	Placemaking on a Suburban Corridor: Walkability through Nodal Development	<b>CM   1.5</b> Room 202
	Retooling the Outreach Toolkit	<b>CM   1.5</b> Room 203
	CEQA Under Senate Bill 375: Set To Streamline?	<b>CM   1.5</b> Room 204
	Bringing the Sharing Economy Home	<b>CM   1.5</b> Room 205
	Paradigm Shift in Water Use - Reworked Local & Global Water Policies & Programs	<b>CM   1.5</b> Room 206
	The Future of the East Bay: Cooperation, Competition and Prosperity	<b>CM   1.5</b> Junior Ballroom 2, 3
	Cap and Trade and Disadvantaged Communities: How to Engage Residents and Plan Projects that Get Dollars and Make Sense (W)	<b>CM   1.5</b> Junior Ballroom 1
	Out of the Mud: The Evolution of Treasure Island	<b>CM   1.5</b> Room 207
4:45 pm - 6:15 pm	<b>Diversity Summit</b> - Gentrification Mosaic: Conversations on Displacement of Economic and Social Capital	<b>CM   1.5   ETHICS</b> Grand Ballroom
6:30 pm - 10:00 pm	<b>Opening Reception and Student Poster Competition: Oakland Museum of California</b> - Stroll through the gardens enjoying authentic Oakland food and beverages. The California History gallery is open for your viewing pleasure. <i>Leave from 10th Street starting at 6:15 pm</i>	

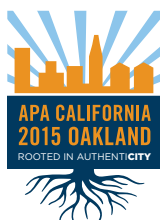


## CONFERENCE-AT-A-GLANCE

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7:00 am - 6:00 pm	Conference Attendee Registration	Atrium Foyer
7:00 am - 8:00 am	Commission and Board Representative Breakfast <i>(open only to invited Commission and Board members)</i>	Room 207
7:00 am - 8:15 am	Continental Breakfast	West Ballroom
8:00 am - 11:00 am	Exhibitor Set-up	East Exhibit Hall
8:00 am - 12:00 noon	<b>Mobile Workshop #3</b> - From Vision to a Thriving Neighborhood: Cultural Vibrancy and Economic Vitality in Mission Bay <i>Additional \$35 fee applies</i>	<b>CM   2.5</b> <i>Meet at 10th Street at 7:45 am</i>
8:15 am - 9:45 am	<b>Opening Keynote</b> - A Downtown for Everyone: A Vision for the Future of Downtown Oakland, <i>Egon Terplan, Regional Planning Director, SPUR</i>	<b>CM   1.0</b> West Ballroom
<b>Session Block #2</b> 10:00 am - 11:30 am	Transit Oriented Development Implementation Strategy: A Case Study of the SANDAG Regional Challenge <i>(PEN Session)</i>	<b>CM   1.5</b> Room 201
	New Prescriptions for Health Considerations in Planning and CEQA	<b>CM   1.5</b> Room 202
	3 Corridors, 3 Unique Neighborhoods, 3 Unique Solutions: Richmond's Livable Corridors Initiative	<b>CM   1.5</b> Room 203
	SB 743 Legislative Intent vs. CEQA Practice	<b>CM   1.5   LAW</b> Rooms 210, 211
	Beyond CEQA Consultation: Bringing the Native Voice Into Planning	<b>CM   1.5</b> Room 204
	A Discussion About Innovative Planning Models to Preserve Agriculture and Our Rural Legacy <i>(S)</i>	<b>CM   1.0</b> Room 205
	Can Coastal Smart Growth Also be Safe Growth? <i>(S)</i>	<b>CM   1.0</b> Room 206
	Regional Equity and Sustainability from the Ground Up: Tapping Community Wisdom in Land Use & Transportation Planning	<b>CM   1.5</b> Room 207
	Three Resilient Cities: Applying the Concept of Resiliency to Land Use Planning and Decision Making.	<b>CM   1.5</b> Grand Ballroom A, B, C
	How to Get Things Done (Strategic Thinking in the Planning Profession) <i>(W)</i>	<b>CM   1.5</b> Room 208
	Setting Firm Roots: Innovative Partnerships for Healthy Development	<b>CM   1.5</b> Junior Ballroom 1, 2
	Demystifying Density at All Scales	<b>CM   1.5</b> Junior Ballroom 3, 4
	Planning for Diversity: Tools, Resources & Best Practices from the Field	<b>CM   1.5</b> Grand Ballroom F, G, H
10:00 am - 2:30 pm	<b>Mobile Workshop #4</b> - Green Infrastructure Bay Area: Green Infrastructure Takes Root in the East Bay - <i>Additional \$50 fee applies, includes lunch</i>	<b>CM   3.5</b> <i>Meet at 10th Street at 9:45 am</i>
11:00 am - 7:00 pm	Exhibit Hall Open	East Exhibit Hall
11:45 am - 1:00 pm	<b>APA California Awards Luncheon</b>	West Ballroom
<b>Session Block #3</b> 1:15 pm - 2:45 pm	Tribal Cultural Resources and CEQA Roundtable: Time to Get Ready for AB 52	<b>CM   1.5   LAW</b> Junior Ballroom 1, 2
	Passing The AICP Exam: Who Wants to be a Certified Planner?	Room 201
	Rising Seas: Adaptation Planning for a Watery-Filled Future	<b>CM   1.5</b> Room 202
	Next Generation Specific Plan for Vallejo: Top 5 Tips for Getting One for Your Community	<b>CM   1.5</b> Room 203

Session Block #3 continued on page 30



# SUNDAY, OCTOBER 4

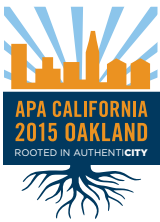
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Session Block #3 continued from page 29

<b>Session Block #3</b> 1:15 pm - 2:45 pm	Food Cities: Planning for the Regional Economy	<b>CM   1.5</b> <i>Junior Ballroom 3, 4</i>
	Bay Area Sustainability: Wicked Planning and Conflict Identification at Local and Regional Scales	<b>CM   1.5</b> <i>Rooms 210, 211</i>
	Health Indicators in Local Decision Making	<b>CM   1.5</b> <i>Room 204</i>
	Forecasting for the Curious or Fearful	<b>CM   1.5</b> <i>Room 205</i>
	Creating a Cultural EcoDistrict for Generations to Come	<b>CM   1.5</b> <i>Room 206</i>
	The Ecological City: A Design Workshop (W)	<b>CM   1.5</b> <i>Room 208</i>
	Latino Urbanism: La Salud y el Eterno Físico (Health and the Physical Environment) (S)	<b>CM   1.0</b> <i>Grand Ballroom A, B, C</i>
	Thinking Inside the Box: New Solutions to Affordable Housing	<b>CM   1.5</b> <i>Grand Ballroom, F, G, H</i>
	Parklets and Pedestrian Plazas: Demonstrating and Learning from Interim Urban Design Strategies (S)	<b>CM   1.0</b> <i>Room 207</i>
1:15 pm - 6:00 pm	<b>Mobile Workshop #5</b> - How Black Panthers and South Asians are Sharing Histories, Reclaiming the Streets, and Building New Movements <i>Additional \$50 fee applies</i>	<b>CM 2.75 + CM 1.5 ETHICS</b> <i>Meet at 10th Street at 1:00 pm</i>
1:15 pm - 5:00 pm	<b>Mobile Workshop #6</b> - Mural Art and Historical Downtown Hayward Tour <i>Additional \$35 fee applies</i>	<b>CM   3.0</b> <i>Meet at 10th Street at 1:00 pm</i>
	<b>Mobile Workshop #7</b> - Missing Middle Housing <i>Additional \$40 fee applies</i>	<b>CM   3.0</b> <i>Meet at 10th Street at 1:00 pm</i>
2:45 pm - 3:15 pm	Afternoon Break	<i>East Exhibit Hall</i>
3:00 pm - 5:00 pm	<b>PEN Meeting</b>	<i>Room 212</i>
3:15 pm - 6:30 pm	<b>California Planning Foundation (CPF) Silent Auction</b>	<i>Grand Ballroom Extension</i>
<b>Session Block #4</b> 3:15 pm - 4:45 pm	What Do Decisionmakers Really Want from Staff Reports and Presentations? (Commission and Board Session)	<b>CM   1.5</b> <i>Room 201</i>
	Climate Action Planning: Silver Bullets, Buckshot or Blanks?	<b>CM   1.5</b> <i>Room 202</i>
	Planning Concepts of Native American Villages	<b>CM   1.5</b> <i>Room 203</i>
	The Los Angeles River: Recalibrating the Role of Water, Infrastructure and Place	<b>CM   1.5</b> <i>Room 204</i>
	You Want to Put What Where? Siting Housing in Difficult Circumstances	<b>CM   1.5</b> <i>Room 205</i>
	New Contexts for Aging and Livable Communities	<b>CM   1.5</b> <i>Room 206</i>
	Think Like a Futurist // Use TrendLab + to Debate VMT Trends (S)	<b>CM   1.0</b> <i>Room 207</i>
	Going Downtown: New Centers for Suburban Communities	<b>CM   1.5</b> <i>Rooms 210, 211</i>
	All In! Outreach Strategies for Engaging Diverse Populations	<b>CM   1.5</b> <i>Junior Ballroom 1, 2</i>
	Express Clinics - Healthy Planning Tools for Diverse Communities (W)	<b>CM   1.5</b> <i>Room 208</i>

Session Block #4 continued on page 31



# SUNDAY, OCTOBER 4

## CONFERENCE - AT-A-GLANCE

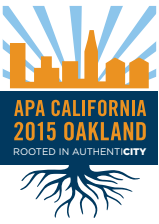
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Session Block #4 continued from page 30

<b>Session Block #4</b> 3:15 pm - 4:45 pm	Spirited Discussion: Planning for Wine, Beer, and Spirits Tasting Rooms <span style="float: right;"><b>CM   1.5</b> Junior Ballroom 3, 4</span>
	APA California 2015 Legislative Update <span style="float: right;"><b>CM   1.5   LAW</b> Grand Ballroom A, B, C</span>
	Infill Residential Development and Air Quality <span style="float: right;"><b>CM   1.5</b> Grand Ballroom F, G, H</span>
5:00 pm - 7:00 pm	<b>California Planning Foundation (CPF) Reception and Live Auction</b> <span style="float: right;">Grand Ballroom Extension</span>
7:30 pm - 9:30 pm	<b>Young Planners Group Mixer.</b> <i>Luka's Taproom &amp; Lounge, 2221 Broadway, Oakland</i>

# MONDAY, OCTOBER 5

7:00 am – 6:00 pm	Conference Attendee Registration <span style="float: right;">Atrium Foyer</span>
7:00 am – 8:00 am	Continental Breakfast <span style="float: right;">East Exhibit Hall</span>
7:00 am – 6:30 pm	Exhibit Hall Open <span style="float: right;">East Exhibit Hall</span>
7:45 am - 11:45 am	<b>Mobile Workshop #10</b> - East Bay in Motion: Innovative Public Transportation Technologies - <i>Additional \$45 fee applies</i> <span style="float: right;"><b>CM   3.0</b> Meet at 10th Street at 7:30 am</span>
<b>Session Block #5</b> 8:00 am – 9:30 am	Housing in the New Millennium <span style="float: right;"><b>CM   1.5</b> Room 201</span>
	Sustainable Groundwater Management Comes to California: Time for Planners to Get Their Feet Wet <span style="float: right;"><b>CM   1.5</b> Room 202</span>
	Hazard Mitigation Planning: Developing Roots for Community Resilience <span style="float: right;"><b>CM   1.5</b> Room 203</span>
	Hear Me! Gen Z'ers with Millennial's Voices (S) <span style="float: right;"><b>CM   1.0</b> Room 204</span>
	Incremental TOD Strategies: Downtown Petaluma SMART Station Area Plan <span style="float: right;"><b>CM   1.5</b> Room 205</span>
	Affordable Housing and Sustainable Communities: What Does it Take to Integrate Housing and Transportation? <span style="float: right;"><b>CM   1.5</b> Room 206</span>
	Between a Rock and a Hard Place: Navigating the Challenges of Hillside Development <span style="float: right;"><b>CM   1.5</b> Room 207</span>
	Flying Unicorns - Managing Your Social Media Expectations <span style="float: right;"><b>CM   1.5</b> Junior Ballroom 1, 2</span>
	Advancing Equity in Innovation Economies <span style="float: right;"><b>CM   1.5</b> Rooms 210, 211</span>
	Action Required In the Next Year: What California Cities Need to Know to Comply with New CEQA Transportation Guidance (W) <span style="float: right;"><b>CM   1.5</b> Junior Ballroom 3, 4</span>
	Fixing Up Your Project; Strategies and Tools for Revising and Retooling Previously Approved Projects <span style="float: right;"><b>CM   1.5   LAW</b> Grand Ballroom A, B, C</span>
	Vision Zero: Roots for Policy Change, Improved Public Health, and Safe Streets <span style="float: right;"><b>CM   1.5</b> Grand Ballroom F, G, H</span>
	Rethinking Local in Global Context: Experiments and Lessons in Cross-Cultural Collaboration and Participatory Design (W) <span style="float: right;"><b>CM   1.5</b> Room 208</span>
8:00 am - 12:00 noon	<b>Mobile Workshop #8</b> - Pedaling the Path of Progress <span style="float: right;"><b>CM   3.0</b> Additional \$45 fee applies includes lunch Meet at 10th Street at 7:45 am</span>
8:00 am - 11:45 am	<b>Mobile Workshop #9</b> - San Francisco Central Waterfront Transformation <span style="float: right;"><b>CM   2.25</b> Additional \$45 fee applies Meet at 10th Street at 7:45 am</span>



MONDAY, OCTOBER 5

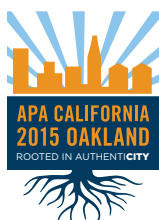
## CONFERENCE - AT - A - GLANCE

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<b>Session Block #6</b> 9:45 am - 11:15 am	Local Solutions for Affordable Housing: Legal Issues, Technical Approaches and Programmatic Responses <span>CM   1.5   LAW</span> <i>Junior Ballroom 1, 2</i>
	Oakland Makers: Planning for New and Creative Innovative Industries <span>CM   1.5</span> <i>Room 201</i>
	Physical & Social Integration: Planning for a Truly Mixed-Income Community <span>CM   1.5</span> <i>Room 202</i>
	Taking it to the Streets: When Communities Take Immediate Action to Improve Their Own Neighborhoods (S) <span>CM   1.0</span> <i>Room 203</i>
	Planning the Seed: Create a Thriving Downtown or Destination <span>CM   1.5</span> <i>Room 204</i>
	Better Together: Advancing Adaptation Planning Through Regional Collaboration (S) <span>CM   1.0</span> <i>Room 205</i>
	Live, Work, Play, Learn!: The Social Determinants of Health Model for Healthy Community Development (CPR Session) <span>CM   1.5</span> <i>Rooms 210, 211</i>
	Building a Bridge: ULI and APA <span>CM   1.5</span> <i>Room 206</i>
	Engaging Youth as a Spatial Activist in the Planning of HOPE San Francisco Housing (W) <span>CM   1.5</span> <i>Room 208</i>
	Ethically Navigating Shifting Roles of the AICP Planner in the Environmental Permitting Process <span>CM   1.5   ETHICS</span> <i>Grand Ballroom A, B, C</i>
	Lessons Learned from the Emerald Triangle: Marijuana Cultivation Impacts and Policy-Making <span>CM   1.5</span> <i>Grand Ballroom F, G, H</i>
	To Infinity ... and Beyond: Exploring Post-2020 GHG Reductions <span>CM   1.5</span> <i>Room 207</i>
<b>Session Block #7</b> 1:15 pm - 2:45 pm	How Can Leadership Skills Help Planners Minimize Hostile Public Opposition and Increase Civility? (CPR Session) <span>CM   1.5</span> <i>Junior Ballroom 3, 4</i>
	<b>Plenary Lunch - Planning 2.0: The Drivers of Regional and Global Change and Land Use Innovation</b> - Representatives from Google, Sungevity, Salesforce and Cisco will discuss the future of the live-work-play environments that both inspire innovation and connect the workforce with surrounding neighborhoods to create complete communities. <span>CM   1.0</span> <i>West Ballroom</i>
	Got a College? New Town/Gown/Industry Collaboration <span>CM   1.5</span> <i>Room 201</i>
	4% vs. 9% Project Location: How Can We Improve LIHTC Project Selection Process and Outcomes? <span>CM   1.5</span> <i>Room 202</i>
	From Sharing the Road to Sharing the Bikes - How to Create a Bikeshare System that Works in Your City <span>CM   1.5</span> <i>Room 203</i>
	Y-PLAN Youth Action Exchange: Engaging Youth as Critical Actors in Bay Area Planning and Policy Making (S) <span>CM   1.0</span> <i>Rooms 210, 211</i>
	Transforming Union Station and the City <span>CM   1.5</span> <i>Room 204</i>
	5 Innovations in Communicating Sea Level Rise Risks to the Public <span>CM   1.5</span> <i>Room 205</i>
	Utilizing Integrated Utility Systems to Deliver Restorative City Goals <span>CM   1.5</span> <i>Room 206</i>
	Avoiding Demolition of Historic Resources/Sustaining and Strengthening Neighborhood Character <span>CM   1.5</span> <i>Room 207</i>
	Resilience is the New Black - What Do We Mean by Resilience Planning, and Aren't We Doing it Already? <span>CM   1.5</span> <i>Junior Ballroom 1, 2</i>
	Trends, Opportunities, and Challenges for Integrating Green Infrastructure with Urban Design in the San Francisco Bay Area (W) <span>CM   1.5</span> <i>Room 208</i>

Session Block #7 continued on page 33



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Session Block #7 continued from page 32

<b>Session Block #7</b> 1:15 pm - 2:45 pm	Designing Protected Bikeways within Urban Streetscape Projects: Successful Collaboration Between Cities and Caltrans <div>CM   1.5</div> <div>Junior Ballroom 3, 4</div>
	General Plan Update – Keeping It Real, Current and Relevant <div>CM   1.5</div> <div>Grand Ballroom A, B, C</div>
	Current Planning Issues in California High-Speed Rail <div>CM   1.5</div> <div>Grand Ballroom F, G, H</div>
1:15 pm – 5:15 pm	<b>Mobile Workshop #11-</b> Discovering the Bay Bridge and Industrial Arts by Bike - <i>Additional \$45 fee applies</i> <div>CM   2.5</div> <div>West Ballroom</div>
1:15 pm – 5:15 pm	<b>Mobile Workshop #12-</b> Birth of the Cool... Land Use Planning: <i>Additional \$45 fee applies</i> <div>CM   3.5</div> <div>Meet at 10th Street at 1:00 pm</div>
1:15 pm – 4:45 pm	<b>Mobile Workshop #13-</b> Walking the Rainbow: A Tour of San Francisco's Castro Street - <i>Additional \$35 fee applies</i> <div>CM   2.5</div> <div>Meet at 10th Street at 1:00 pm</div>
2:45 pm - 3:15 pm	Afternoon Break <div>East Exhibit Hall</div>
<b>Session Block #8</b> 3:15 pm - 4:45 pm	It's a Gas - Producing BioEnergy from Organic Waste in California <div>CM   1.5</div> <div>Room 201</div>
	The City in Words: The Year's Best Books on Planning <div>CM   1.5</div> <div>Junior Ballroom 1, 2</div>
	Our Passion, Our Sports, Our Teams are Going Green <div>CM   1.5</div> <div>Room 202</div>
	NOAA's Office for Coastal Management and the NOAA Digital Coast - Increasing Resilience Along the California Coast (S) <div>CM   1.0</div> <div>Room 203</div>
	Neighborhood Violence, Criminal Justice, and the Planner's Role <div>CM   1.5</div> <div>Room 204</div>
	Tribal Consultation 101: Practical Approaches to Successful Tribal Consultations from Local & Tribal Government Perspectives <div>CM   1.5</div> <div>Room 205</div>
	why-PLAN? Engaging Young People and Schools as Critical Actors in Building Healthy, Equitable, and Vibrant Communities <div>CM   1.5</div> <div>Room 206</div>
	Purposeful APA Travel: Learning and Exchanging from International Planning Tours <div>CM   1.5</div> <div>Rooms 210, 211</div>
	The New Faces of Transportation - Recent Trends in Transit and Taxi Service Delivery <div>CM   1.5</div> <div>Grand Ballroom F, G, H</div>
	Sustainability Jeopardy! (W) <div>CM   1.5</div> <div>Room 208</div>
	Building Consensus for Sustainable Streets <div>CM   1.5</div> <div>Room 207</div>
	Manifest Density: A Reality Check for The Sustainable Communities Strategy <div>CM   1.5</div> <div>Grand Ballroom A, B, C</div>
	Establishing Your Roots in Planning Technology <div>CM   1.5</div> <div>Junior Ballroom 3, 4</div>
5:00 pm - 6:00 pm	<b>California Planning Roundtable Meeting</b> <div>Room 207</div>
5:00 pm - 6:30 pm	<b>Consultants' Reception</b> <div>East Exhibit Hall</div>
7:00 pm - 8:30 pm	<b>Section Directors and Local Section Board Mixer</b> <i>District, 827 Washington Street, Oakland</i>
6:30 pm - 9:00 pm	Exhibitors' Tear Down <div>East Exhibit Hall</div>

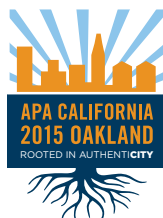


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7:00 am - 1:00 pm	Conference Attendee Registration	Atrium Foyer
7:00 am - 8:00 am	Continental Breakfast	West Ballroom
<b>Session Block #9</b> 8:00 am - 9:30 am	Vibrant Streets Start at the Edges	CM   1.5 Room 201
	The Dark Side of Planning: How Cities Can Open Their Eyes to Light Pollution	CM   1.5 Room 202
	Authenticity and Innovation: Oakland's Specific Plan Success Stories	CM   1.5 Junior Ballroom 1, 2
	Stand Up To The Bullies	CM   1.5 Room 203
	The Art of Community Revitalization	CM   1.5 Room 204
	Climate Action Planning and Urban Greening: Weaving Together Health, Resilience and Equity	CM   1.5 Room 205
	TOD = Transit Oriented Displacement? Innovative Methods to Detect and Prevent Displacement Associated with TOD	CM   1.5 Room 206
	Time Management for Harried Planners	CM   1.5 Room 207
	Popping Up in a Neighborhood Near You: Pop-Up and Temporary Retail	CM   1.5 Junior Ballroom 3, 4
	Bus Rapid Transit - Basic Design Information for Non-Transit Planners (W)	CM   1.5 Room 208
	Getting Graphic: Visualization Strategies for Today's Planning	CM   1.5 Rooms 210, 211
	Parking and Driverless Vehicle Innovations and Their Impact on Cities	CM   1.5 Grand Ballroom A, B, C
	After Property Rights, Takings, and Exactions: A Legal and Practical Update for Planners	CM   1.5   LAW Grand Ballroom F, G, H
8:00 am - 11:45 am	<b>Mobile Workshop #14</b> - A Tale of Two TODs <i>Additional \$35 fee applies</i>	CM   3.0 Meet at 10th Street at 7:45 am
8:00 am - 11:30 am	<b>Mobile Workshop #15</b> - Innovations in Downtown Planning <i>Additional \$35 fee applies</i>	CM   2.75 Meet at 10th Street at 7:45 am
<b>Session Block #10</b> 9:45 am - 11:15 am	Using Public Benefit Bonus Policies to Generate Community Support for Plans and Funding for Unmet Needs	CM   1.5 Room 201
	Innovations in Social Equity Analysis at a Regional Level: A Comparative Look across the State	CM   1.5 Room 202
	A Cyclist, a Health Advocate and a Planner Walk into a Bar.... The Power of Interdisciplinary Mobility Planning Today	CM   1.5 Room 203
	How Silicon Valley Tech Companies and Millennials are Changing Workplace Districts and Transportation Patterns	CM   1.5 Junior Ballroom 1, 2
	San Francisco's Pier 70: Transforming an Historic Shipyard into a Complete Neighborhood	CM   1.5 Room 204
	San Francisco's Sustainability Districts: Translating Policy Into Action	CM   1.5 Room 205
	Connected Cities: Planning for Fiber, Broadband, and WiFi	CM   1.5 Room 206

Session Block #10 continued on page 35



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Session Block #10 continued from page 34

<b>Session Block #10</b> 9:45 am - 11:15 am	Planning Across Borders <div>CM   1.5 Room 207</div>
	Growth Without Gridlock: How Mountain View is Changing the Silicon Valley Commute <div>CM   1.5 Rooms 210, 211</div>
	If You Plan It Will They Come? Lessons Learned in Community Engagement (W) <div>CM   1.5 Room 208</div>
	Drones, Phones, and Automobiles <div>CM   1.5 Junior Ballroom 3, 4</div>
	Ethics Jeopardy: Testing What We Know About Ethics <div>CM   1.5   ETHICS Grand Ballroom A, B, C</div>
	Annual CEQA Update <div>CM   1.5   LAW Grand Ballroom F, G, H</div>
9:45 am – 4:45 pm	<b>Mobile Workshop #16</b> - Company Town 2.0: How Facebook and Google are Rethinking the Corporate Campus - <i>Additional \$75 fee applies, includes lunch</i> <div>CM   6.0 Meet at 10th Street at 9:30 am</div>
11:30 am - 1:00 pm	<b>Closing Plenary Lunch</b> - Angela D. Brooks, AICP, Real Estate Development Manager, West Ballroom Chicago Housing Authority, Director-at-Large, APA National Board
1:15 pm - 5:00 pm	<b>California County Planning Directors' Meeting</b> <div>Room 208</div>



# GREAT PLACES IN CALIFORNIA

*The California Chapter of the American Planning Association celebrates excellence in planning.*

*The California Chapter of the American Planning Association is pleased to congratulate the three inaugural winners of Great Places in California for 2015. A Great Place in California is one that exemplifies character, quality and excellent planning. It can be anywhere from the beach to the mountains, from a large city to a small community. It can be a vibrant downtown, a suburban gathering place, a historic small town, a public park, or preserved open space. Most important, it must be a place where people want to be!*

*For more information on the winning entries, visit [apacalifornia.org](http://apacalifornia.org).*

## CONGRATULATIONS TO THE 2015 GREAT PLACES IN CALIFORNIA WINNERS!

### American River Parkway, County of Sacramento

The American River Parkway is the “Crown Jewel of Sacramento”. The Parkway is a blueprint for preservation of a naturalized environment while providing recreational activities for more than 5 million visitors each year. The 23-mile, 4900 acre Parkway extends from Folsom Dam at the northeast to the American River’s confluence with the Sacramento River at the southwest with easy access to recreational opportunities for over a million Sacramento residents. The Lower American River is the central focus of the American River Parkway and is classified as a “Recreation” river within the State and Federal Wild and Scenic River System. This unique wildlife and recreation area lures joggers, cyclists, strollers, naturalists, horseback riders, birdwatchers, picnickers, and fishermen. It is the place to be in the Sacramento area for a serene getaway in the middle of urbanization and for healthy active recreation.



### Balboa Park, City of San Diego

Celebrating its 100th birthday this year, Balboa Park exemplifies the criteria of what a Great Place in California is. Originally envisioned in 1868, San Diego civic leaders set aside 1,400 acres, which was referred to simply as “City Park.” Presently encompassing 1,200 acres, the entire region benefits from this regional focal point. The central portion of the park was constructed for the 1915 Panama-California Exposition, which is why 2015 marks the park’s centennial celebration. Balboa Park is a great place of contrasts: the core of the park is listed on the National Register of Historic Places and contains historic buildings from the first exposition, complemented by modern museum additions; while it is one of San Diego’s top tourist attractions, it is utilized as a neighborhood park by surrounding residents; it is a place to come to rest and relax and provides numerous passive recreation opportunities, or you can visit the San Diego Zoo, museums, ride a carousel, or miniature train. While it is a spectacular destination in the summer, crowds also flock to the park for December Nights, when the park is illuminated with lights and activities to mark the holiday season.



### Old Town Monrovia, City of Monrovia

Old Town Monrovia is a 10 square block area spanning from Olive Avenue on the south to Foothill Boulevard (formerly Route 66) on the north and Ivy Avenue on the east to Primrose Avenue on the west. Yet, within that small area resides the heart of the City of Monrovia. From historic preservation to environmental stewardship to public art to special events, Old Town Monrovia represents the values of the community in many important ways.

Old Town Monrovia has achieved its status as a retail, dining, and entertainment destination for the San Gabriel Valley and beyond by providing a safe environment that is welcoming for all; it is truly a 100-year overnight success. Monrovia is the fourth oldest city in Los Angeles County, and the downtown area attracted businesses from surrounding communities. Downtown Monrovia was a thriving central business district from the City’s incorporation in 1887, but by the early 1970’s, downtown was a vacant shell of its former self. The City of Monrovia embarked on a complete renovation of the streetscape along Myrtle Avenue, creating Old Town Monrovia with the focus to enhance and celebrate the history of Myrtle Avenue as the historic and emotional center of Monrovia.



**Submit your 2016 Great Places in California nomination!**  
**Visit [apacalifornia.org](http://apacalifornia.org) for details in February 2016**



APA California is pleased to announce the people, projects and planning efforts that have received 2015 awards. A distinguished jury selected this year's winners from almost 50 entries.

**Award of Excellence: Opportunity and Empowerment Award**

Courtyard at La Brea

West Hollywood Community Housing Corporation

**Award of Merit: Comprehensive Plan Award: Large Jurisdiction**

Harbor Mixed Use Transit Corridor Specific Plan

City of Santa Ana Planning Division

**Award of Excellence: Comprehensive Plan Award: Large Jurisdiction**

Jordan Downs Urban Village Specific Plan

City of Los Angeles Department of City Planning

**Award of Merit: Comprehensive Plan Award: Small Jurisdiction**

National City SMART Foundation

City of National City

**Award of Excellence: Comprehensive Plan Award: Small Jurisdiction**

North Bayshore Precise Plan

City of Mountain View

**Award of Merit: Implementation Award: Large Jurisdiction**

Devil's Slide Coastal Trail

San Mateo County

**Award of Excellence: Implementation Award: Large Jurisdiction**

Glendale Downtown Specific Plan and Mobility Study

City of Glendale Community Development Department

**Award of Merit: Implementation Award: Small Jurisdiction**

City of Piedmont Rent-Restricted Second Unit Program

City of Piedmont

**Award of Merit: Innovation in Green Community Planning Award**

City Heights Urban Greening Plan

City of San Diego Planning Department

**Award of Excellence: Innovation in Green Community Planning Award**

CAPtivate Western Riverside County, WRCOG's Subregional Climate Action Plan

Western Riverside Council of Governments (WRCOG)

**Award of Merit: Economic Planning and Development Award**

Salinas Economic Development Element

City of Salinas

**Award of Merit: Transportation Planning Award**

North Coast Corridor Public Works Plan and Transportation and Resource Enhancement Program

Caltrans District 11

**Award of Excellence: Transportation Planning Award**

Measuring Mobility in Pasadena – Beyond Level of Service

City of Pasadena

**Award of Merit: Best Practices Award**

Climate Change and Extreme Weather Adaptation Options Pilot Project for Transportation Assets in the Bay Area

Metropolitan Transportation Commission

**Award of Excellence: Best Practices Award**

People St, A Program of LADOT  
City of Los Angeles Department of Transportation (LADOT)

**Award of Merit: Public Outreach Award**

At Home in Encinitas: Developing Housing Solutions  
City of Encinitas

**Award of Excellence: Public Outreach Award**

Land Use Planning Awareness (LUPA) Project  
County of Riverside Department of Public Health

**Award of Excellence: Urban Design Award**

Warm Springs/South Fremont Community Plan  
Perkins + Will

**Award of Excellence: Planning Advocate Award**

James Rojas

**Award of Excellence: Planning Agency Award**

City of West Hollywood Community Development Department

**Award of Merit: Advancing Diversity and Social Change Award in Honor of Paul Davidoff**

Jurupa Valley Environmental Justice Element  
City of Jurupa Valley

**Award of Merit: Academic Award**

Cultivating Economic Prosperity and Creating Identity along Historic South Main Street  
in Santa Ana  
Kristin Kaczmarek, University of California, Irvine, Planning Policy and Design

**Award of Excellence: Academic Award**

Walking and Cycling in San Francisco: Identifying Underserved Locations that are  
Particularly Receptive to Non-Motorized Transport via the Pedestrian and Bicycling  
Survey  
Rebecca Walters, San Jose State University, Urban and Regional Planning

**Award of Excellence: Communications Initiative Award**

"Visualizing the Code" Video Series  
City of Anaheim Planning Department

**Award of Excellence: Hard-Won Victory Award**

Barrio Logan Gateway Sign  
City of San Diego Planning Department

**APA Awards Jury**

Carey Fernandes, AICP  
Esmeralda Garcia  
Kevin Gardiner, AICP  
Jeff Henderson, AICP  
Patrick Prescott, AICP

**State Awards Coordinators, APA California Board**

Mary P. Wright, AICP (Southern California)  
Diana Keena, AICP (Northern California)

Kristen Asp, AICP  
Vice President for Administration

**Planning Pioneer Awards Jury**

Gustavo N. Gonzalez, AICP  
Vivian Kahn, FAICP  
J. Laurence Mintier, FAICP  
Brian F. Mooney, AICP  
George Osner, AICP  
Steven A. Preston, FAICP

**State Chapter Historians**

J. Laurence Mintier, FAICP (Southern California)  
Steven A. Preston, FAICP (Northern California)



American Planning Association  
California Planning Foundation

The California Planning Foundation (CPF) is pleased to announce its 2015 scholarships and awards program for outstanding planning students in the State of California.

These major scholarships are awarded based on an application and selection process by the CPF Board. These scholarships are designed for continuing students entering their final year of an undergraduate or master's degree program. Criteria for the scholarships include academic performance, financial need, increasing diversity in the profession of planning, and a commitment to serve the planning profession in California.

Scholarships are also awarded to accredited and non-accredited schools in lesser amounts with the same criteria. Students are selected by either by faculty or the CPF Board.

Scholarships include a one year paid membership in the American Planning Association. Additionally, students not selected for financial aid are also awarded one year APA membership.

## **Outstanding Student Award (\$5,000)**

Jessica Medina, USC

## **Outstanding Student Award, Runner Up (\$3,000)**

Ryan Sclar, UCLA

Alison Ecker, UCB

Kate Bridges, UCLA

## **Diversity in Planning Award (\$3,000)**

Mimi Morisake, SDSU

## **Merit Scholarship (\$3,000)**

Brenna Callero, UCI

Nicole Bourgeois, UCI

Erick Tucker, SJSU

## **CPR Memorial Scholarship (\$1,000)**

Cassandra Gutierrez, USC

Ellen Keating, SLO

Paul Donegan, SLO

## **David Wilcox Scholarship (\$1,000)**

Sam Blanchard, UCB

## **Ken Milam Scholarship (\$1,000)**

Logan Phillippo, USC

## **Paul Wack Sustainability Scholarship (\$1,000)**

Andrew Stricklin, UCLA

## **Richard H. Weaver Scholarship (\$1,000)**

Michael Shilstone, USC

## **Section Awards (\$1,000)**

### **Central Coast Section Award**

Jana Schwartz, SLO

Vivon Crawford, UCSB (\$750)

Marie Laule, UCSB (\$750)

### **Inland Empire Section Award**

Nicole Bourgeois, UCI

David Mach, CPP

### **Los Angeles Section Award**

Nour Chaaban, CSUN

Camille Stewart, UCLA

Cassandra Gogreve, USC

Joanne Wong, UCLA

### **Northern Section Award**

Evelyn Saint-Louis, UCB

Alexandra Ball, CSUMB

Jaime Scott, SJSU

Mariaclara Zazzaro, SJSU

Colleen Courtney, CSUMB

### **Orange Section Award**

Joseph Cryer, UCI

Maria Christina Martinez, UCI

### **Sacramento Section Award**

Jeffrey Graham, UCD

### **San Diego Section Award**

Ginger Stout, UCSD

Georgiana Hale, SDSU

# 2015 Conference Program Presentations

In addition to the standard, 90-minute **Session** presentation format, two other types of presentations are included in this year's conference program for your learning objectives and enjoyment:

## **(S) - Salons**

Salons are indicated in the conference program with "(S)", and are envisioned to be shorter (60-minute), dynamic, thought-provoking, and idea generating conversations around a particular "hot" planning topic or issue. Don't miss what are sure to be exciting, rapid-fire, and energetic discussions.

## **(W) - Workshops/Design Charrettes**

Workshops/Design Charrettes are indicated in the conference program with "(W)", and are envisioned to be 90-minute long, highly-interactive presentations or engaging problem-solving workshops to address a particular planning topic or issue. *(Note: Seating is limited at workshops/design charrettes.)*

# 2015 Core Conference Tracks

Six core conference tracks relating to this year's conference theme of "**Rooted in AuthenticITY**" have been developed to help guide and facilitate your conference experience, including:



## **Roots and Foundations**

Includes foundational planning topics, such as planning 101-type issues, law and ethics-related presentations, planning commissioner trainings, code updates, long-range planning issues, AICP exam preparation, and other basic "nuts and bolts" presentations that planners at any stage of their career will find beneficial.



## **Rings and Form**

Includes presentations on place-making and design, new urbanism, smart growth, TOD, design guidelines, form-based codes, and planning history.



## **Branches and Specializations**

Includes presentations that comprise the wide array of planning specializations, such as transportation and alternative transportation planning, coastal and rural/agricultural planning/preservation, real estate and economic development, public safety/resiliency planning, and emergency management.



## **Green Canopy**

Includes topics about environmental planning, sustainability, and green practices within the planning and related professions, such as CEQA/NEPA, climate change, green house gas, energy/solar, air quality, stormwater management, and recycled/reclaimed water planning and design.



## **Harvest and Diversity**

Includes presentations celebrating cultural diversity/cultural richness and social change, including environmental justice, communities of color, urban authenticity, makers culture, gentrification, aging, changing communities, public health and land use, and inclusive community planning.



## **Beyond Forests - Innovation Frontier**

What's new? What's next? Presentations will explore inspirations and new and emerging innovations in planning and technology, including innovative work/projects/programs, social media, visual communication, big data and smart cities, mapping/modeling and predictive technologies, interpreting demographic data for critical economic, housing, and transportation needs, and new/emerging best practices.

8:30 am - 10:00 am • Atrium Foyer

Student Registration

8:30 am - 10:00 am • Junior Ballroom 1

Meet with APA California

Students Only

Coffee and light refreshments provided

Come meet the staff and volunteers that make APA possible. Learn about the various APA divisions, chapters and boards. APA representatives will set up booths/stations to mingle with students and provide information on the importance and benefits of participating in APA. Students will learn how they can get involved at the local, state and/or national levels.

Mobile Workshop #1

8:30 am - 6:00 pm

Meet at the rear of the West Ballroom at 8:15 am

Walkable Small Towns in Sonoma County

Additional \$75 fee applies, includes lunch. This mobile workshop includes 2.5 miles of walking. Please wear comfortable shoes and dress accordingly.

CM | 7.5

Four towns in Sonoma County have used creative planning to create different areas of walkability. Workshop participants will visit Petaluma's mixed-use Theater District on the waterfront and then travel to Sebastopol for a tour of "The Barlow," an adaptive re-use project that showcases the best wine makers, food producers and artisans in Sonoma County. The next stop will include a picnic-style lunch on the Windsor Town Green followed by a look at "Complete Street" improvements within the transit-ready downtown. The final stop will be Healdsburg Plaza where boutique hotels, trendy restaurants, shopping and wine tasting combine to create a one-of-a-kind experience. On the way home, visitors will enjoy wine tasting at Jackson Family Winery.

Moderator

Ned Thomas, AICP, Community Development Director, Town of Windsor

Speakers

Lois Fisher, LEED AP ND, President, Fisher Town Design; Heather Hines, Principal, Metropolitan Planning Group; Barbara Nelson, AICP, Planning and Building Director, City of Healdsburg; Peter Stanley, AIA, LEED AP, Principal, ArchiLOGIX; Kenyon Webster, Planning Director, City of Sebastopol

8:45 am - 2:45 pm • Room 201

PRE-CONFERENCE SESSION #1  
Management Institute 2015 (CPR Session)

Additional \$75 fee applies for conference attendees, Reduced to \$75 for non-attendees, includes lunch

CM | 5.5

Take your management skills to a new level through intensive and interactive training. Learn from colleagues who have been successful leading their teams in difficult circumstances. They will guide you through a day of inquiry, dialogue, practice and storytelling. You will leave this session informed, reenergized and ready to embrace and manage change.

In this all day session, you will learn about:

- Strategies to better manage people, team, politics and yourself
- Managing change in an ever-changing work environment
- Active listening skills
- The importance of having a strong vision/identity to make external connections and maintain external relationships
- How to make people feel connected either in a one-on-one setting or as a team
- Ways to manage conflict

Participants will receive a pre-conference survey to assess their interests and needs. This session includes an informal lunch with the seminar leaders so you can share your ideas and questions.

Moderator

Mike Moore, AICP, Planner, MIG Inc. and Adjunct Faculty, Sonoma State University, Former Community Development Director, Petaluma and Mill Valley

Speakers

Steve A. Preston, FAICP, City Manager, San Gabriel, Former Community Development Director, San Gabriel and La Verne, Chapter Historian, Southern California, APA California; Janet Ruggiero, FAICP, Director, De La Salle Institute, Former Community Development Director, City of Citrus Heights; Laura Stetson, AICP, Principal, MIG Inc. and Pasadena Planning Consultant, Former Public Sector Planner

Saturday, October 3, 2015

8:45 am - 2:45 pm • Room 211

## PRE-CONFERENCE SESSION #2

### What the FLUP? Future Land Use Planning for Safe, Smart and Sustainable Communities

*Additional \$75 fee applies for conference attendees, Reduced to \$75 for non-attendees, includes lunch*

#### CM | 5.5

Many communities are challenged to meet varying priorities that can at times seem unrelated to natural hazard mitigation or climate adaptation. However, whether you are undertaking economic or community development, urban renewal or infrastructure improvements, environmental restoration or public recreation, you can ensure future investments will be resilient by integrating hazards and climate planning into these efforts.

Built on the success of two Bay Area planning programs: the Association of Bay Area Governments' (ABAG's) Resilience Program and the San Francisco Bay Conservation and Development Commission's Adapting to Rising Tides (ART) Program, this workshop will walk participants through a road-tested process that can be used to incorporate natural hazards and climate resilience into community planning processes. Findings from a number of Bay Area hazard and climate planning efforts that will resonate with local planners will be shared, and a portfolio of planning tools will be explored both during the session and in a hand-on, engaging lunch-time "tools café."

This workshop will actively engage participants in understanding how they can undertake a stand-alone hazard mitigation and climate adaptation planning effort, or integrate resilience planning components into ongoing efforts. Staff from ABAG's Resilience Program, the ART Program, and their partners including NOAA's Office for Coastal Management, will lead participants through a number of different planning topic areas including:

- Community Engagement: effective approaches that appropriately inform and engages stakeholders and the public
- Risk Assessments: how to plan and conduct a risk assessment in an efficient and effective manner that will lead you to developing priority actions
- Mitigation and Adaptation Actions: selecting and evaluating actions that make a compelling case for creating a resilient community

#### Moderator

*Juliette Hayes, Risk Analysis Branch Chief, Federal Emergency Management Agency, Region IX*

#### Speakers

*Danielle Mieler, PE, Resilience Program Coordinator, Earthquake & Hazard Program Coordinator, Association of Bay Area Governments; Dana Brechwald, PE, Resilience Planner, Earthquake & Hazard Specialist, Association of Bay Area Governments; Michael Germeraad, Resilience Planner, Association of Bay Area Governments; Wendy Goodfriend, PhD, Senior/Coastal Planner, Bay Conservation and Development Commission; Lindy Lowe, Project Manager, Bay Conservation and Development Commission; Timothy Doherty, AICP, Coastal Specialist - Baldwin Group, National Oceanic and Atmospheric Administration; John Rozum, AICP, Coastal Specialist, Land Use & Geospatial Training Specialist, National Oceanic and Atmospheric Administration*

## STUDENT SESSION BLOCK #1

10:00 am - 11:30 am • Junior Ballroom 4



### Show Me the Money: Salary Negotiations for Planners (CPF Session)

Money: No one likes to talk about it but everyone thinks about it. Every planner needs salary negotiation skills, but most people only learn how to do it through trial and error. We will discuss what every planner needs to know about salary negotiations with the private, public and non-profit sectors.

#### Moderator

*Hilary Nixon, PhD, Professor and Chair, Department of Urban and Regional Planning, San Jose State University*

#### Speakers

*Linda F. Tatum, AICP, Planning Bureau Manager, Long Beach Development Services Planning Bureau; Darcy Kremin, AICP, Bay Area Environmental Practice Leader, Michael Baker International; Jo Ann Promponsatorn Farrant, Operations & Organizational Culture Director, TransForm*

10:00 am - 11:30 am • Junior Ballroom 1



### It's Plandamonium Out There: How to Use APA Resources for Career Advancement

As a young planner, navigating the field can be challenging. In this game show style session, learn how to use the American Planning Association and its affiliates to help advance your career. Don't miss out with the limitless opportunities it has to offer.

#### Moderator

*Nina Idemudia, Assistant Planner, City of Hawthorne, Young Planners Coordinator, APA California*

#### Speaker

*Christopher Palmer, AICP, Economic Development Manager, City of Hawthorne*

10:00 am - 11:30 am • Junior Ballroom 2, 3



### Planning Your Planning Career: The Early Years

The sustainability sector is growing rapidly. How do graduating students tap into this market? What are employers looking for in candidates? What skills should students develop? This workshop will bring together several practitioners to share their experiences crafting their sustainability-focused careers to provide students insight on preparing their careers.

#### Moderator

*Matthew Burris, AICP, LEED AP, Associate Principal, Raimi + Associates*

#### Speakers

*Paul Wack, AICP, Professor, Cal Poly SLO; Aaron Pfannenstiel, AICP, LEED AP, Urban Planner, Geologist, Senior Project Manager, Michael Baker International, Technology Director, APA California; Brynn McKiernan, Planner, Raimi + Associates*

9:00 am - 4:00 pm • Room 208

### Chapter Board Meeting

11:45 am - 1:00 pm • Skyline Room, 21st Floor

**The Richard Weaver Scholarship Luncheon****Registered Students Only**

Please join us as we present and honor the 2015-16 California Planning Foundation (CPF) scholarship winners. Each year CPF invites planning students to compete for a number of scholarships. Scholarships are offered to students enrolled in undergraduate and graduate planning and affiliated programs in California. Since its inception, CPF has awarded more than \$400,000 in scholarships and awards in support of planning students.

Established by APA California in 1970 as a nonprofit, charitable corporation with the goal of furthering the professional practice of planning in California, CPF provides scholarships and awards to university students in financial need. The scholarship recipients come from many backgrounds and are selected because they are talented and motivated and have demonstrated academic excellence at university planning programs in California. All members of APA California are automatically members of CPF.

**Sponsored by:**

**BAE Urban Economics • M-Group  
Rincon Consultants, Inc. • GHD  
California Department of Transportation (Caltrans)**

12:00 pm - 7:00 pm • Atrium Foyer

**Conference Attendee Registration****STUDENT SESSION BLOCK #2**

1:15 pm - 2:45 pm • Junior Ballroom 2, 3

**Choose Your Own (Career) Adventure**

Where will you be ten years out of planning school? Chances are there are surprises and detours in store! Come hear six planning professionals share their career stories, each a decade into their planning career, and each with a very different role to play in the planning industry.

**Moderator**

Jennifer (Kunz) Lynch, AICP, LEED-AP, Land Use Attorney, Best Best & Krieger

**Speakers**

Courtney Wood, AICP, Housing Planner, Michael Baker International; Kevin Torell, AICP, Area Permit Manager, Vulcan Materials Company; Jennifer M. Gates, AICP, CNU-A, Planner III, City of Tulsa, Oklahoma; Liz Habkirk, Principal Management Analyst, County of Napa; Chris Mateo, RLA, LEED AP ND, Landscape Architect, DES Architects + Engineers

1:15 pm - 2:45 pm • Junior Ballroom 4

**Getting to the Local Shopping District: Travel Patterns in the Temescal Neighborhood of Oakland****CM | 1.5**

How do shoppers and residents travel to neighborhood shopping districts? New studies show that local shoppers rely less and less on automobiles and more on active transportation and transit. Join panelists to discuss how the City of Oakland is adapting the streetscape to these trends.

**Moderator**

Sara Barz, Graduate Student, UC Berkeley

**Speakers**

Jamie Parks, Complete Streets Program Manager, City of Oakland; Dave Campbell, Advocacy Director, Bike East Bay; Jessica Nguyen, Graduate Student, UC Berkeley; David Weinzimmer, Researcher, UC Berkeley

1:15 pm - 2:45 pm • Junior Ballroom 1

**CPF Resume Clinic (W)**

Getting ready to look for a job and want to know how best to make a first impression? One page resume or two? CPF will be hosting an interactive forum for students, recent graduates and emerging planning professionals on how to navigate the application process and draft a clean, concise, and informative resume to best market your strengths and experience as an applicant. Drawing upon expertise, advice, and tips from a diverse panel of speakers that hold upper management level positions responsible for hiring new employees, you'll find out what works and what doesn't when it comes to the art of resume building and what it takes to get your resume noticed. The panel will share what they look for when reviewing resumes and highlight common mistakes often seen in resumes. Also, bring a hardcopy of your resume to our CPF Resume Clinic. If time allows, professional planners from all different disciplines and agencies/companies will give you a personalized review of it.

**Mobile Workshop #2**

1:30 pm - 4:30 pm

Meet at 10th Street at 1:15 pm

**The Three Faces of Lake Merritt: Exploring the Crown Jewel of Oakland**

Additional \$25 fee applies

This mobile workshop includes 3.6 miles of walking.  
Please wear comfortable shoes and dress accordingly.

**CM | 2.5**

Lake Merritt is the aesthetic and spiritual heart of Oakland. It is the one "must see" destination for all Oakland visitors. Planning for the Lake requires delicately balancing environmental, recreational, and development objectives, and this "walking workshop" shows how this balance is being achieved. The workshop will highlight the Lake's roles as a wildlife refuge and a major urban open space, as well as development issues along the shore.

**Moderator**

Barry Miller, FAICP, Principal, Barry Miller Consulting, Planning Consultant Chair, Oakland Park and Recreation Commission

**Speakers**

Gene Anderson, Coordinator, Oakland Urban Paths; Stephanie Benavidez, Supervising Naturalist, City of Oakland Parks & Recreation; Lesley Estes, Project Manager, City of Oakland Public Works

## SESSION BLOCK #1

3:00 pm - 4:00 pm • Room 210



### Big Wins from Big Losses: Leveraging Disasters to Achieve the Community Vision (S)

CM | 1.0

Disasters can change the very fabric of a community; creating an instantaneous, unplanned, mandated redevelopment. Planners are in a unique position to create opportunities from chaos. Hear how other communities have thrived in the face of difficulty and discuss what it takes to rebuild toward new possibilities.

#### Moderator

Emily Meyer, Recovery Planning Coordinator, Federal Emergency Management Agency

#### Speakers

Louise Bedsworth, PhD, Deputy Director, Governor's Office of Planning & Research; Danielle Mieler, PE, Resilience Program Coordinator, Earthquake & Hazard Program Coordinator, Association of Bay Area Governments; Victoria Salinas, Chief Resilience Officer, City of Oakland

3:00 pm - 4:30 pm • Junior Ballroom 4



### Building Better Streets through Better Data: A Panel on Innovative Approaches to Tackling Pedestrian Safety

CM | 1.5

This presentation brings together a panel of speakers involved in targeted pedestrian safety efforts across California. Our panelists will share the proactive, data-driven, city-wide strategies that they have developed to address specific pedestrian safety challenges.

#### Moderator

Dana Weissman, Transportation Planner/Engineer, Fehr & Peers

#### Speakers

Jonah Chiarenza, AICP, LEED Green Associate, Senior Planner, Livable Streets Subdivision, San Francisco Municipal Transportation Agency; Margot Ocanas, PE, Pedestrian Coordinator, Active Transportation Division, Los Angeles Department of Transportation; Afsaneh Yavari, Technical Program Engineer, UC-Berkeley, Institute of Transportation Studies; Wlad Wladimir, Transportation Services Division Manager, City of Oakland

3:00 pm - 4:30 pm • Room 202



### Placemaking on a Suburban Corridor: Walkability Through Nodal Development

CM | 1.5

Many suburbs are looking for ways to grow sustainably. One way is with higher-intensity nodes in transportation corridors, which promotes smart growth, walkable urbanism and healthy and economically vibrant communities. This session covers plans and projects that successfully enable nodal development in suburban corridors.

#### Moderator

Christopher Sensenig, AICP, Associate, Van Meter Williams Pollack

#### Speakers

Eric Anderson, Project Planner, City of Mountain View - Community Development; Sujata Srivastava, Principal, Strategic Economics; Aaron Welch, Senior Associate, Raimi + Associates

3:00 pm - 4:30 pm • Room 203



### Retooling the Outreach Toolkit

CM | 1.5

With numerous low- and high-tech outreach tools available, how do you ensure the one you choose entices the largest cross-section of participants? The City of San Mateo recently met the challenge, striking a balance between education and engagement, and is excited to share the lessons learned.

#### Moderator

Dave Javid, AICP, LEED AP, Principal Planner and Urban Designer, M-Group

#### Speakers

Marcus Clarke, Economic Development Manager, City of San Mateo; Rebecca Zito, Senior Management Specialist, City of San Mateo; Julia Klein, Senior Planner, City of San Mateo; Kenneth Chin, Project Manager, City of San Mateo

3:00 pm - 4:30 pm • Room 204



### CEQA Under Senate Bill 375: Set To Streamline?

CM | 1.5

Join us for an informal and interactive panel discussion on the status of regional planning efforts under Senate Bill 375, and the opportunities and challenges approved regional plans present for streamlining individual development projects under CEQA.

#### Moderator

Lynette Dias, AICP, Principal, Urban Planning Partners

#### Speakers

Tina Thomas, J.D., Founding Partner, Thomas Law Group; Kacey Lizon, Senior Planner, Sacramento Area Council of Governments; Trevor Macenski, AICP, Principal, Stantec; Duane Bay, Assistant Planning and Research Director, Association of Bay Area Governments; Alexa Washburn, Program Manager, Western Riverside Council of Governments

3:00 pm - 4:30 pm • Room 205



### Bringing the Sharing Economy Home

CM | 1.5

In the Bay Area's tight housing market, community-minded and tech-oriented entrepreneurs are applying sharing economy solutions to the housing market, resulting in more affordable housing that acts as a center for community and innovation. Panelists include cohousing, coliving, and microunit developers, as well as planners handling these unusual projects.

#### Moderator

Joanna Winter, AICP, Project Planner, PlaceWorks

#### Speakers

Jay Standish, Co-Founder, Open Door Development; Kathryn McCamant, President, CoHousing Partners; Kearstin Dischinger, Planner/Senior Community Development Specialist, San Francisco Planning Department; Patrick Kennedy, JD, President, Panoramic Interests

3:00 pm - 4:30 pm • Room 206



## Paradigm Shift in Water Reuse – Reworked Local & Global Water Policies & Programs

**CM | 1.5**

Increasing water productivity by using water more efficiently is the most reasonable and cheapest new source of water. Strategies initiated by San Francisco Public Utilities Commission and Santa Clara Valley Water District along with global precedents set the stage for a dialogue on future closed-loop water systems.

### **Moderator**

*Geeti Silwal, AICP, LEED AP, Associate Principal, Perkins+Will*

### **Speakers**

*Paula Kehoe, Director of Water Resources, San Francisco Public Utilities Commission; Jerry De La Piedra, Program Administrator Water Conservation, Santa Clara Valley Water District; Michelle Young, Program Manager, City of San Jose - South Bay Water Recycling*

3:00 pm - 4:30 pm • Junior Ballroom 2, 3



## The Future of the East Bay: Cooperation, Competition and Prosperity

**CM | 1.5**

The East Bay of the San Francisco Bay Area lies at the heart of the Northern California Mega-Region. Does the East Bay provide a model for sub-regional collaboration and success? Do the differences between communities act as a strength or a weakness? What does the future hold?

### **Moderator**

*Teifion Rice-Evans, Managing Principal, Economic & Planning Systems, Inc.*

### **Speakers**

*Darien Louie, Executive Director, East Bay Economic Development Alliance; Robert Ogilvie, PhD, Director, SPUR; Carol Johnson, Assistant General Manager, East Bay Regional Park District, Executive Director, Regional Parks Foundation; Tina Wehrmeister, Community Development Director, City of Antioch; Jeff Schwob, AICP, Community Development Director, City of Fremont*

3:00 pm - 4:30 pm • Junior Ballroom 1



## Cap and Trade and Disadvantaged Communities: How to Engage Residents and Plan Projects that Get Dollars and Make Sense (W)

**CM | 1.5**

California is testing how investments from the state's new Cap and Trade program can benefit disadvantaged communities. This interactive session will examine how successful local communities engaged their residents and crafted winning proposals that will both help the meet the state's ambitious climate goals and promote greater social equity.

### **Moderator**

*Steve Sanders, Sustainability Program Director, Institute for Local Government*

### **Speaker**

*Brad Raulston, Executive Director of Planning, Community Development Director, City of National City; Carolina Martinez, Policy Advocate, Environmental Health Coalition (EHC); Susan Riggs, Deputy Secretary for Housing Policy, Business, Consumer Services and Housing Agency, State of California*

3:00 pm - 4:30 pm • Room 207



## Out of the Mud: The Evolution of Treasure Island

**CM | 1.5**

Site of the 1939 Golden Gate International Exposition, the 400-acre, former naval base on a manmade island in the San Francisco Bay transformed into the leading international example of sustainable, large scale, mixed use development. How was this blueprint, one of the boldest projects in the country, developed?

### **Moderator**

*Keith Orlesky, AICP, Vice President, AECOM*

### **Speakers**

*Andrew Shanken, Associate Professor of Architecture, University of California Berkeley; Michael Tymoff, Senior Project Manager of Development, Boston Properties; Chris Meany, Partner, Wilson Meany*

4:45 pm - 6:15 pm • Grand Ballroom

## DIVERSITY SUMMIT

### Gentrification Mosaic: Conversations on Displacement of Economic and Social Capital

**CM | 1.5 | ETHICS**

Gentrification is often thought of as well-heeled outside investors displacing existing cultures and neighborhoods. This panel will explore these issues with local examples, share existing assessment, policy and implementation tools to address displacement risks, and identify effective best practices at the local and regional level.

### **Moderator**

*Vikrant Sood, Senior Equity Planner, Metropolitan Transportation Commission*

### **Speaker**

*Pilar Lorenzana-Campo, Policy Director, SV@Home; Karen Chapple, Professor, University of California, Berkeley; Cindy Chavez, Board of Supervisor, Santa Clara County; Remy De La Peza, Director of Planning and Policy Counsel, Little Tokyo Service Center; Laura Simpson, Planning Manager, City of Concord; Miroo Desai, AICP, Senior Planner, City of Emeryville, Membership Inclusionary Director, Northern California, APA California*

### **Sponsored by:**

**CH2M • TRC**

**West Coast Code Consultants  
Dinwiddie & Associates**

6:30 pm - 10:00 pm

*Badge required/ticketed event. The event will be held outdoors in the OMCA's courtyard, so please bring a jacket or sweater to stay warm.*

**OPENING RECEPTION AND  
STUDENT POSTER COMPETITION**  
**Oakland Museum of California**

Begin your time in Oakland with a taste of AuthenticITY at the Oakland Museum of California (OMCA). Stroll through the gardens and the Gallery of California History while enjoying locally sourced food and wine and local music and entertainment. The evening will include networking opportunities and a Student Poster Competition!

OMCA's multilayered and ever evolving galleries have no fixed narrative as they are shaped by the surrounding diverse community and urban landscape. It has been an Oakland Institution for over 40 years and its educational and outreach offerings further anchor the museum in the community. Before you start advancing your career, take a moment to explore the historic roots that continue to impact our work. Full registration includes one ticket. Extra tickets may be purchased for \$60/person or \$30/student.

While at the reception, make sure to visit the Student Posters before 8:00 and vote! Prizes will be awarded to the posters receiving the most votes.

*The Oakland Museum is located at 1000 Oak Street in downtown Oakland, seven blocks away or an approximately 15-minute walk from the Oakland Convention Center. Roundtrip shuttle buses will run continuously from the Convention Center (on 10th Street in front of the Exhibit Foyer) to the Oakland Museum starting at 6:15 pm. The last return trip will leave the Oakland Musuem at 10:15 pm. We encourage you to use the shuttle; if you must walk, please walk with a group. Limited parking is also available at the Oakland Museum garage; carpooling is highly encouraged. For more information on directions to the Opening Reception, please ask one of the student volunteers.*

**Sponsored by:**  
**MIG • Urban Planning Partners**  
**Perkins+Will • Rhoades Planning Group**  
**Impact Sciences**

7:00 am - 6:00 pm • Atrium Foyer  
Conference Attendee Registration

7:00 am - 8:00 am • Room 207

**Commission and Board Representative Breakfast**

*Open Only to Commission and Board Members.  
Special Speaker, Jim Moore, Chair, City of Oakland Planning Commission*

*A hot breakfast will be served.*

Join your fellow commissioners and other public officials for breakfast. Hear from your fellow commissioners and board members, including a special presentation from Jim Moore, Oakland's Planning Commission Chair. Talk about issues and get perspectives. Relax, meet your colleagues, and start the day off with this social event.

**Sponsored by:**  
**Cabouchon Properties, LLC**

7:00 am - 8:15 am • West Ballroom

**Continental Breakfast**

**Sponsored by:**  
**Fehr & Peers • EMC Planning Group  
Opticos Design, Inc. • ESA  
Lilley Planning Group**

8:00 am - 11:00 am

**Exhibit Set-up**

**Mobile Workshop #3**

8:00 am - 12:00 noon  
Meet at 10th Street at 7:45 am

**From Vision to a Thriving Neighborhood: Cultural Vibrancy and Economic Vitality in Mission Bay**

*Additional \$35 fee applies. Attendees will receive late seating at the Awards Luncheon*

**CM | 2.5**

Mission Bay, once an underutilized rail yard, has transformed into a thriving neighborhood. This mobile workshop will explore what it takes to transform a district. The tour will highlight a bevy of residential projects; successful urban planning and design techniques that create the attractive livable environment of Mission Bay; and landscape interventions that support the Mission Bay park system, restoring and nurturing ecological system. The group will discuss challenges and successes faced by the district as it rode waves of recession to become an almost built-out district, of over 40,000 jobs and 6,000 residential units.

**Moderator**  
*Geeti Silwal, AICP, LEED AP, Associate Principal, Perkins+Will*

**Speakers**  
*Fran Weld, LEED AP, Director of Real Estate, San Francisco Giants Mission Rock Development; Seth Hamalian, Managing Principal and Co-founder, Mission Bay Development Group; Kamala Subbarayan, AICP, LEED AP, Senior Planner, University of California, San Francisco*

8:15 am - 9:45 am • West Ballroom

**WELCOMING REMARKS** - Lynette Gibson McElhaney, Oakland City Council President

**OPENING KEYNOTE - A Downtown for Everyone: A Vision for the Future of Downtown Oakland**  
**Egon Terplan, Regional Planning Director, SPUR CM | 1.0**



Downtown Oakland is at an exciting moment. Cultural life and entertainment options are rich and diverse. Pedestrian activity is increasing as employment and population edge up. Vacancy rates are dropping as existing companies grow and as start-ups and other firms discover Oakland. But downtown is also at an inflection point. The economy is fragile. Many small businesses still struggle to raise capital. Perceptions about public safety or potential vandalism impact decisions to come downtown. Rent increases are forcing out long-standing residents, businesses and nonprofits. Yet, financing new development continues to be challenging. The next decade is a critical time for shaping the downtown. Along with a discussion of the historic context and trends, this opening keynote presents a strategy for downtown growth based on guiding principles that benefit longtime residents, organizations and businesses, while welcoming new ones. The sum of the principles is a vision: a downtown for everyone.

**Egon Terplan is the Regional Planning Director for SPUR**, a Bay Area urban policy think tank and civic group whose mission is to promote good planning and good government in the San Francisco Bay Area through research, education and advocacy. Egon is a regional planner and economic development specialist with more than 14 years of experience. He has authored or co-authored numerous reports and policy studies related to regional planning, economic development, transportation and government reform, including the first-ever report on the Northern California megaregion and a 2011 report on land use planning and high-speed rail in California.

**Sponsored by:**  
**Lea + Elliott, Inc.  
Michael Baker International  
Helix Environmental Planning, Inc.  
Meléndrez**

**SESSION BLOCK #2**

10:00 am - 11:30 am • Room 201



**Transit Oriented Development Implementation Strategy: A Case Study of the SANDAG Regional Challenge (PEN Session)**

**CM | 1.5**

The Regional Transit Oriented Development (TOD) Implementation Strategy prepared by the San Diego Association of Governments is the regional challenge. In a question and answer format with panel participants who worked on the plan, it will draw upon their experience from best practices across the nation.

**Moderator**  
*Stanley Hoffman, FAICP, President, Stanley R. Hoffman Associates, Inc., PEN President*

**Speakers**  
*Coleen Clementson, Principal Regional Planner, San Diego Association of Governments (SANDAG); William Anderson, FAICP, Principal/Vice-President, AECOM, San Diego; Dena Belzer, President, Strategic Economics*

SESSION BLOCK #2 (cont.)

10:00 am - 11:30 am • Room 202



**New Prescriptions for Health Considerations in Planning and CEQA**

**CM | 1.5**

Health has long had important influences on community planning. Recently, its influence has gained new momentum in General Plans and new attention in CEQA. This panel addresses the state's General Plan guidelines incorporation of health, air district approaches to toxic contaminants, and court direction on health impacts in CEQA.

**Moderator**

*Curtis Alling, AICP, Principal, Ascent Environmental, Inc.*

**Speakers**

*James Moose, Senior Partner, Remy Moose Manley, LLC; Elizabeth Baca, MD, Senior Health Adviser, Governor's Office of Planning and Research; Jean Roggenkamp, Deputy Air Pollution Control Officer, the Bay Area Air Quality Management District.*

10:00 am - 11:30 am • Room 203



**3 Corridors, 3 Unique Neighborhoods, 3 Unique Solutions: Richmond's Livable Corridors Initiative**

**CM | 1.5**

A discussion of the efforts to revitalize Richmond's commercial corridors by creating implementable context-sensitive solutions that respect the unique identity, history, and culture of the existing neighborhoods. The panel will discuss the team's multidisciplinary approach to moving beyond just corridor revitalization to the creation of Livable Corridors.

**Moderator**

*Daniel Parolek, AIA, Principal, Opticos Design, Inc.*

**Speakers**

*Richard Mitchell, Director of Planning and Building, City of Richmond; Edward Starkie, Principal, Urban Advisors; Coire Reilly, Manager, Community Wellness and Prevention Program, Contra Costa Health Services; Josh Meyer, Director, Community Planning Programs, Local Government Commission*

10:00 am - 11:30 am • Rooms 210 and 211



**SB 743 Legislative Intent vs. CEQA Practice**

**CM | 1.5 | LAW**

The legislative intent of SB 743 includes the desire to balance congestion relief with goals to encourage infill development, promote public health through active transportation, and reduce GHG emissions. Find out how current CEQA practice and lead agency discretion may compete with these objectives.

**Moderator**

*Ronald Milam, AICP, PTP, Principal, Director of Challenging the Status Quo, Fehr & Peers*

**Speakers**

*Darrell Steinberg, JD, Chair, California Government Law & Policy Practice, Greenberg Traurig; Chris Calfee, JD, Senior Counsel, CA Governor's Office of Planning & Research; Chris Ganson, Senior Planner, CA Governor's Office of Planning & Research; Gary Jakobs, AICP, Principal, Ascent Environmental, Inc.*

10:00 am - 11:30 am • Room 204



**Beyond CEQA Consultation: Bringing the Native Voice Into Planning**

**CM | 1.5**

Come explore stories of how Native Americans can be brought into planning early and often. We will share our stories of failures and successes and what we learned about getting planners and Native Americans together. During our open discussion, we want to hear from participants and together explore best practices.

**Moderator**

*Elizabeth Boyd, AICP, Project Manager/Outreach Specialist, Ascent Environmental, Inc.*

**Speaker**

*Stephen Weidlich, Ethnographer/Social Scientist, AECOM; Ann Marie Sayers, Tribal Chair, Indian Canyon Nation; Alicia Perez, Associate State Archeologist, California State Parks*

10:00 am - 11:00 am • Room 205



**A Discussion About Innovative Planning Models to Preserve Agriculture and Our Rural Legacy (S)**

**CM | 1.0**

A discussion of current trends and planning tools that address the continual loss of agricultural and rural lands. Panelists will use case studies from California and China's Yangtze Delta to compare and contrast two different and innovative planning approaches to solve the battle between saving rural lands and development.

**Moderator**

*Amie MacPhee, AICP, LEED AP, Founder and Principal, Cultivate LLC*

**Speakers**

*Ellen Lou, AICP, FAIA, LEED-AP, Director, Skidmore, Owings & Merrill, LLP; Bry Sarte, PE, LEED AP, Founder and Principal, Sherwood Design Engineers*

10:00 am - 11:00 am • Room 206



**Can Coastal Smart Growth Also Be Safe Growth? (S)**

**CM | 1.0**

New growth planned in the SF Bay Area may be smart from a greenhouse gas perspective but can we make sure this new growth, and its surrounding communities, can be made safe from sea level rise and earthquakes too?

**Moderator**

*Claire Bonham-Carter, LEED AP, Sustainability Principal, AECOM*

**Speakers**

*Dana Brechwald, PE, Resilience Planner, Earthquake & Hazard Specialist, Association of Bay Area Governments; Abby Hall, Office of Sustainable Communities, EPA; Wendy Goodfriend, PhD, Senior/Coastal Planner, Bay Conservation and Development Commission*

## SESSION BLOCK #2 (cont.)

10:00 am - 11:30 am • Room 207



### Regional Equity and Sustainability from the Ground Up: Tapping Community Wisdom in Land Use & Transportation Planning

#### CM | 1.5

The groundbreaking 6 Wins Network advocates for regional equity in land use and transportation in the Bay Area. Its community-developed Equity Environment and Jobs Scenario for the SCS/RTP was the environmentally superior alternative, proving that equity is best for everyone. Panelists will tackle regional organizing, cross-issue collaboration, and future advocacy.

#### Moderator

Sam Tepperman-Gelfant, JD, Senior Staff Attorney, Public Advocates

#### Speakers

Derecka Mehrens, Executive Director, Working Partnerships USA; Gloria Bruce, Interim Executive Director, East Bay Housing Organizations; Mary Lim-Lampe, Lead Organizer, Genesis; Bob Allen, Director of Policy and Advocacy Campaigns, Urban Habitat

10:00 am - 11:30 am • Grand Ballroom A, B, C



### Three Resilient Cities: Applying the Concept of Resiliency to Land Use Planning and Decision Making

#### CM | 1.5

The Rockefeller Foundation launched the 100 Resilient Cities initiative to enable cities to recover, adapt and thrive in response to sudden shocks and endemic stresses. Oakland, San Francisco, and Berkeley's Chief Resilience Officers discuss their participation, exploring the potential value of resilience in comprehensive land use, community, and sustainable planning.

#### Moderator

Micah Hilt, Associate Planner, City of San Francisco

#### Speakers

Patrick Otellini, Chief Resilience Officer, City of San Francisco; Timothy Burroughs, Chief Resilience Officer, City of Berkeley; Victoria Salinas, Chief Resilience Officer, City of Oakland; Marissa Aho, AICP, Chief Resilience Officer, City of Los Angeles, AICP Commissioner, Region 6, American Planning Association, Los Angeles Section Director, APA California

10:00 am - 11:30 am • Room 208



### How to Get Things Done (Strategic Thinking in the Planning Profession) (W)

#### CM | 1.5

This session is an intense interactive training by seasoned professionals who have successfully shaped, gained approval for and implemented dozens of innovative programs and cutting edge projects in a variety of very challenging environments. Learn how to improve your likelihood of success on every project.

#### Moderator

Marc Roberts, City Manager, City of Livermore

#### Speakers

Hanson Hom, AICP, ASLA, Community Development Director, City of Sunnyvale; Dan McIntyre, BCE, Engineering Services Manager, Dublin San Ramon Services District; Brooke Peterson, AICP, Senior Associate, PlaceWorks, Past President, APA California; Carol Barrett, FAICP, Assistant Director, City of Burbank, Community Development Department, President, California Planning Foundation

10:00 am - 11:30 am • Junior Ballroom 1, 2



### Setting Firm Roots: Innovative Partnerships for Healthy Development

#### CM | 1.5

How do we build partnerships to bring about healthy development that benefits all residents? This panel discussion will showcase a model for a unique partnership among residents, planners, developers and public health officials to create Healthy Development Guidelines for the City of Oakland; Jason Laub, Vice President, Nautilus Group; Esther Goolsby, Steering Committee Member, HOPE Collaborative; Anna Lee, Local Policy Coordinator, Alameda County Public Health Department- Place Matters

#### Moderator

Maria Perez, Campaign Lead, East Oakland Building Healthy Communities

#### Speakers

Darin Ranelletti, Deputy Director of Planning, City of Oakland; Nehanda Imara, Community Organizer, Communities for a Better Environment; Jason Laub, Vice President, Nautilus Group; Esther Goolsby, Steering Committee Member, HOPE Collaborative; Anna Lee, Local Policy Coordinator, Alameda County Public Health Department- Place Matters

10:00 am - 11:30 am • Junior Ballroom 3, 4



### Demystifying Density at All Scales

#### CM | 1.5

Density is a critical tool in the effort to shape more livable, transit-supportive, sustainable communities. This panel discussion focuses on developing a robust understanding of the subject through case studies illustrating innovative trends in multi-family housing and mixed-use neighborhood development.

#### Moderator

Allison Albericci, AICP, AIA, LEED ND BD+C, Associate, Skidmore, Owings and Merrill LLP

#### Speakers

Adrianne Steichen, AIA, Associate Principal, PYATOK | architecture + urban design; Mark Hogan, Open Scope Studio; Amit Price Patel, AIA, Principal, David Baker Architects

10:00 am - 11:30 am • Grand Ballroom F, G, H



### Planning for Diversity: Tools, Resources & Best Practices from the Field

#### CM | 1.5

The multicultural population in Los Angeles County is larger than ever and always evolving. By being sensitive to the distinct cultural attributes and diversity that exists within multicultural communities, planners can develop more inclusive planning and development practices.

#### Moderator

Erica Gutierrez, Regional Planner, County of Los Angeles Department of Regional Planning

#### Speakers

Monica Villalobos, Urban Planner, APA Latinos in Planning Division; Lilian De Loza-Gutierrez, Community Relations Manager, Los Angeles County Metropolitan Transportation Authority; Alejandro Garcia, Supervising Regional Planner, County of Los Angeles Department of Regional Planning Metropolitan Transportation Authority; Veronica Siranosian, AICP, LEED GA, Transportation & Land Use Planning Manager, AECOM; Manuel Huerta, Community Outreach Coordinator, Los Angeles Conservancy

Mobile Workshop #4

10:00 am - 2:30 pm  
Meet at 10th Street at 9:45 am

**Green Infrastructure Bay Area: Green Infrastructure Takes Root in the East Bay**

Additional \$50 fee applies, includes lunch

**CM | 3.5**

The East Bay is home to exciting green infrastructure projects that remove pollutants from stormwater while enhancing the public realm. Local experts will describe design issues, benefits such as pedestrian enhancements and localized flood control, sources of funding for construction and maintenance, and plans for “mainstreaming” green infrastructure. The tour showcases rain gardens with fast-draining bioretention soils, pervious paving, interceptor trees, and climate-adapted plantings. We will see how these facilities have been integrated into culturally diverse Emeryville, suburban El Cerrito, and pedestrian-oriented downtown Oakland. This mobile workshop is co-presented by the Bay Area Stormwater Management Agencies Association (BASMAA).

**Moderator**  
Laura Prickett, AICP, CPESC, QSD, Senior Associate, Horizon Water and Environment, LLC

**Speakers**  
Peter Schultze-Allen, AICP, LEED AP, Bay-Friendly Qualified Professional, Senior Scientist, EOA, Inc.; Josh Bradt, Environmental Planner, San Francisco Estuary Partnership; Kristin Hathaway, CSM, Watershed Program Specialist, City of Oakland; Nick Cartagena, P.E., Civil Engineer, City of Oakland; Sarah Sutton, ASLA, LEED-AP, Bay Friendly Rater, Principal, Placeworks

11:00 am - 7:00 pm • East Exhibit Hall  
**Exhibit Hall Open**

11:45 am - 1:00 pm • West Ballroom

Badge required/ticketed event.

**APA California Awards Luncheon**

This This year's Awards luncheon will highlight the best planning policies, project and people throughout the State. You will want to get a front table to enjoy the show, celebrate with friends and learn more about great achievements in the profession. The purpose of the APA California Awards Program is to encourage quality in planning and increase the public's awareness of the planning profession by recognizing outstanding achievement in the planning field. For each award, the highlights of its planning process and products will be presented. The people behind each project will also be acknowledged. In addition, professional planners and laypersons, including volunteers and elected officials, will be honored for demonstrations of dedication, service and planning achievement. The work they accomplished and the strategies they found effective will be noted. Attendees will be able to take away knowledge and resource links from jurisdictions and individuals who have found solutions to problems they themselves face.

**Sponsored by:**  
**Raimi + Associates • BKF Engineers**  
**LSA Associates, Inc. • PlaceWorks**  
**HR & A Advisors**

SESSION BLOCK #3

1:15 pm - 2:45 pm • Junior Ballroom 1, 2


**Tribal Cultural Resources and CEQA Roundtable: Time to Get Ready for AB 52**

**CM | 1.5 | LAW**

AB 52, which amended CEQA last fall, requires tribal consultation by cities, counties, and other CEQA lead agencies and an evaluation of a new environmental category, tribal cultural resources. Authoritative panels representing state government, Native American, local planning, and land developer interests will help you prepare for the new requirements.

**Moderator**  
Curtis Alling, AICP, Principal, Ascent Environmental, Inc.

**Speakers**  
Terrie Robinson, JD, General Counsel, Native American Heritage Commission; David Snow, AICP, JD, Planner, Local Government Attorney, Richards Watson Gershon; Laura Miranda, JD, Adjunct Faculty and Tribal Attorney, University of California, Los Angeles; Holly Roberson, JD, Staff Counsel, AB 52 CEQA Guidelines Team, Governor's Office of Planning and Research; Michael Zischke, JD, Real Party in Interest Attorney, Partner, Cox Castle & Nicholson, LLP

1:15 pm - 2:45 pm • Room 201


**Passing The AICP Exam: Who Wants to be a Certified Planner?**

Who wants to be a certified planner? If your final answer is yes, then this is your million dollar chance to learn how to take the AICP exam! Learn and participate in good fun and competition as planners display their planning knowledge while learning tips on preparing to take the AICP exam. Participants answer real past exam questions, followed by Q&A about the exam itself, study topics, and learn test-taking tips.

**Moderator**  
Kimberly Brosseau, AICP, Park Planner III, County of Santa Clara Parks and Recreation, AICP Coordinator, APA California

**Speakers**  
Asha Bleier, AICP, LEED BD +C, Project Manager, Dudek, Professional Development Officer for the San Diego Section, APA California; Stan Donn, AICP, City of Chula Vista; Darin Neufeld, AICP, Environmental Planner, County of San Diego, Planning and Development Services, San Diego Section Board, APA California; Rob Terry, AICP, Senior Regional Planner, Fresno Council of Governments; Jonathan Schuppert, AICP, Senior Planner, Alta Planning + Design

## SESSION BLOCK #3 (cont.)

1:15 pm - 2:45 pm • Room 202



### Rising Seas: Adaptation Planning for a Watery-Filled Future

**CM | 1.5**

Sea level rise is threatening the world's coastal communities. This session will present local and global perspectives on sea level rise planning, and present recommendations for jurisdictions considering an adaptation planning process to protect natural and built resources.

#### **Moderator**

Alex Westhoff, AICP, Planner, Marin County Community Development Agency

#### **Speakers**

Will Travis, Planning Consultant, Sea Level Rises; Kathrin Sears, PhD, Supervisor, District Three, Southern Marin, County of Marin Board of Supervisors; Kristina Hill, PhD, Associate Professor, UC Berkeley Department of Landscape Architecture and Environmental Planning; Bridgit VanBelleghem, AICP, Planner, Marin County Community Development Agency

1:15 pm - 2:45 pm • Room 203



### Next Generation Specific Plan for Vallejo: Top 5 Tips for Getting One for Your Community

**CM | 1.5**

Specific Plans can be powerful, articulate policy and implementation tools. However, often the results are lengthy, expensive plans lacking clarity, dependent upon future studies, leaving unresolved zoning issues. Hear about Next Generation Specific Plans that get the vision, policy direction, and regulation needed for daily and long-term implementation.

#### **Moderator**

Tony Perez, Director of Form-Based Coding, Opticos Design

#### **Speakers**

Andrea Ouse, AICP, Community & Economic Development Director, City of Vallejo, Northern Section Director, APA California; Alex Hinds, Co-Founder, Center for Sustainable Communities, Sonoma State University; Lisa Wise, AICP, Principal, Lisa Wise Consulting

1:15 pm - 2:45 pm • Junior Ballroom 3, 4



### Food Cities: Planning for the Regional Economy

**CM | 1.5**

The Food & Beverage economy in Oakland and San Francisco is a multi-million dollar industry. This session will explore the full range of land use activity types within the Food & Beverage sector, with specialists in the fields of land use planning, business development & operations, and food distribution.

#### **Moderator**

Margo Lederer Prado, Senior Business & Economic Development Specialist, City of Oakland

#### **Speakers**

Lisa Chen, Planner, San Francisco Planning Department; Esperanza Pallana, Director, Oakland Food Policy Council; Chef Jenny Huston, President and Founder, Farm to Table Services

1:15 pm - 2:45 pm • Rooms 210, 211



### Bay Area Sustainability: Wicked Planning and Conflict Identification at Local and Regional Scales

**CM | 1.5**

Climate change and sustainability are wicked problems, representing values conflicts about the greater good. Using Plan Bay Area and sustainability plans of 11 cities across the region, this session provides tools for conflict identification and methods for planners to help adversarial stakeholders find common ground while retaining their core values.

#### **Moderator**

Charisma Acey, PhD, Assistant Professor, University of California, Berkeley

#### **Speakers**

Karen Frick, PhD, Adjunct Assistant Professor, University of California, Berkeley; Scott T. Edmondson, AICP, Senior Planner, San Francisco Planning Department

1:15 pm - 2:45 pm • Room 204



### Health Indicators in Local Decision Making

**CM | 1.5**

Health indicators are your next tool to be integrated into planning and decision making. This session will discuss the value and role of health indicators and discuss how to incorporate them into existing planning processes. Every planner can benefit from health indicators, this session will explain why.

#### **Moderator**

Brynn McKiernan, Planner, Raimi + Associates

#### **Speakers**

Alexa Washburn, Program Manager, Western Riverside Council of Governments; Eric Yurkovich, Associate, Raimi + Associates; Neil Maizlish, PhD, Research Scientist, California Department of Public Health; Anandi Sujeer, Health Care Program Manager, Santa Clara County Public Health Department

1:15 pm - 2:45 pm • Room 205



### Forecasting for the Curious or Fearful

**CM | 1.5**

What do planners need to know about demographic implications for the economy, housing and transportation? Using information from recent reports and workshops, speakers will share the latest about population projections. This session will focus on the biggest changes, how to interpret data for the community, and critical demographic challenges.

#### **Moderator**

Linda Jackson, AICP, CTP, Principal, Linda M. Jackson

#### **Speakers**

Dowell Myers, PhD, Professor, University of Southern California; Cynthia Kroll, PhD, Chief Economist, Association of Bay Area Governments; Kim Anderson, Senior Regional Planner, San Joaquin Council of Governments; Simon Choi, AICP, PhD, Chief or Research, Southern California Association of Governments

SESSION BLOCK #3 (cont.)

1:15 pm - 2:45 pm • Room 206



**Creating a Cultural EcoDistrict for Generations to Come**

**CM | 1.5**

Sustainable Little Tokyo blends green urbanism and cultural preservation. District-scale green infrastructure investments can determine the future of a historic and cultural Los Angeles neighborhood.

**Moderator**

*Nwamaka Agbo, Director of Programs, EcoDistricts*

**Speaker**

*Kristin Fukushima, Project Manager, Little Tokyo Community Council; Collin Tateishi, Sustainability Associate & Community Planner, Little Tokyo Service Center*

1:15 pm - 2:45 pm • Room 208



**The Ecological City: A Design Workshop (W)**

**CM | 1.5**

This workshop will explore the challenges and opportunities of applying ideas from ecology to the planning of cities. We will discuss a framework for the application of ecological concepts and structure discussion around three goals: connecting humans to nature, connecting sites to ecosystems, and integrating systemic impacts into decision making.

**Moderator**

*Shellie Zias-Roe, AICP, Principal Environmental Planner/Project Manager, Timothy Krantz Environmental Consulting, LLC*

**Speakers**

*Austin Troy, PhD, Principal, Spatial Informatics Group, Associate Professor, University of Colorado; David Saah, PhD, Principal, Spatial Informatics Group, Associate Professor, University of San Francisco; Chris Starkey, LEED AP, Senior Researcher and Project Manager, Terrapin Bright Green; Chris Garvin, AIA, LEED AP, Principal, Terrapin Bright Green*

1:15 pm - 2:15 pm • Grand Ballroom A, B, C



**Latino Urbanism: La Salud y el Eterno Físico (Health and the Physical Environment) (S)**

**CM | 1.0**

As self-reliant Latinos migrate into California; they bring with them a palette of cultural lifestyles that alter in positive ways US physical environment that meet their diverse social, economic, cultural, physical needs. This panel will examine how can planners promote physical activity and mental health in Latino community.

**Moderator**

*James Rojas, Founder, Place It*

**Speaker**

*Miguel Angel Vazquez, AICP, Riverside County Department of Public Health; Rudy Espinoza, Executive Director of Leadership, Urban Renewal Network; Rodolfo L. Rodriguez-Avila, Healthy Communities Specialist, Office of Lancaster Mayor R. Rex Parris*

1:15 pm - 2:45 pm • Grand Ballroom F, G, H



**Thinking Inside the Box: New Solutions to Affordable Housing**

**CM | 1.5**

Learn how your city can meet its affordable housing needs by thinking small. Second units, co-housing, and home sharing are practical and simple ways to accommodate thousands of lower income households without changing the context of our neighborhoods. Four experts in the field will provide common sense solutions.

**Moderator**

*Barry Miller, FAICP, Principal, Barry Miller Consulting, Planning Consultant, Chair, Oakland Parks and Recreation Commission*

**Speakers**

*Kate Black, Planning Director, City of Piedmont; Kevin Casey, President and CEO, New Avenue Homes; Loni Gray, Collaborative Living Advisor, ZO Dwellings*

1:15 pm - 2:45 pm • Room 207



**Parklets and Pedestrian Plazas: Demonstrating and Learning from Interim Urban Design Strategies (S)**

**CM | 1.0**

Interim roadway treatments create new pedestrian public places in space- and budget-constrained situations. Programs creating parklets, pedestrian plazas, and other treatments provide pedestrian amenity and safety, support commercial activity, and are tools for public engagement and community-building. Evaluating these experimental spaces is critical in decision-making for permanent investments.

**Moderator**

*Robin Abad Ocuillo, Parklet Program Manager, San Francisco Planning Department*

**Speaker**

*Laura Kaminski, AICP, Planner III, Strategic Planning Division, City of Oakland*

Mobile Workshop #5

1:15 pm - 6:00 pm  
Meet at 10th Street at 1:00 pm

How Black Panthers and South Asians are Sharing Histories, Reclaiming the Streets, and Building New Movements

Additional \$50 fee applies

CM | 2.75 + CM | 1.5 ETHICS

The walking tour will narrate a history of important sites in Berkeley where South Asian radicals have been fighting for social justice for over 100 years and in North Oakland where the Black Panther Party (BPP) created a number of community programs. The walking tour will allow participants to hear re-enactments of social justice organizers, first-hand accounts from former Panther members, and long-time residents. These historical vignettes will be juxtaposed with explanations of current issues involving gentrification, rising regional housing costs, race and class-based tensions, and community-building challenges in North Oakland's neighborhoods. In light of the timely and powerful Black Lives Matter Movement, the tour aims to bring the issues of cross-cultural alliances, the strategic importance of public space, and improved community relations to urban planners' attention.

**Moderator**  
Anisha Gade

**Speakers**  
Anirvan Chartejee, Co-founder, Berkeley South Asian Radical History Walking Tour; Frances Moore, Founder, Self-Help Hunger Program; Max Cadij, Co-founder, Phat Beets; Melvin Dickerson, Black Panthers; Barnali Ghosh, Co-founder, Berkeley South Asian Radical History Walking Tour

Mobile Workshop #6

1:15 pm - 5:00 pm  
Meet at 10th Street at 1:00 pm

Mural Art and Historical Downtown Hayward Tour

Additional \$35 fee applies

CM | 3.0

Experience the transformative nature of art while touring Downtown Hayward. Learn how local artists have been enlisted to drive revitalization efforts, foster economic development, build civic pride and beautify the City of Hayward – all at the same time. Winner of a 2011 Helen Putnam Award and a 2010 Innovative Program Award from the California Association of Code Enforcement Officers, Hayward's Public Mural Art Program celebrates the history, culture and vibrant future of one of the most diverse cities in California. Each mural tells a story, and there's a story behind every mural, sometimes every bit as fascinating as the artwork itself. Participants in the Mural Art Tour will hear these stories from the artists themselves while learning how the program advances the City's goals of creating a safe, clean and green environment for residents and visitors.

**Moderator**  
Stacey Bristow, Deputy Director of Development Services, City of Hayward

**Speaker**  
Andy Kong Knight, Mural Artist, Hayward High School Art Teacher; Richard Patenaude, AICP, Principal Planner, M-Group

Mobile Workshop #7

1:15 pm - 5:00 pm  
Meet at 10th Street at 1:00 pm

Missing Middle Housing

Additional \$40 fee applies

CM | 3.0

Participants will explore two Oakland neighborhoods on foot and document the range of housing types referred to as Missing Middle Housing. The organizer will guide participants through documentation exercises using photo and sketch techniques and a unique template. This workshop will give participants the tools and knowledge to explore and document Missing Middle Housing types throughout their communities, to refine zoning and general plan policies and land use maps to remove barriers and to encourage high quality mixed density, to discuss housing choices without using the term "density," and to understand their role in responding to the growing demand for walkable urban living and household affordability. Fees included materials needed for sketching

**Moderator**  
Daniel Parolek, AIA, Principal, Opticos Design, Inc.

**Speakers**  
Bob Brown, AICP, Interim Planning Director, City of Novato; Darin Ranelletti, Deputy Director of Planning, City of Oakland; John Miki, LEED-AP, Associate, Opticos Design, Inc.

2:45 pm - 3:15 pm • East Exhibit Hall

Afternoon Break

Enjoy refreshments in our Exhibitors' area.

**Sponsored by:**  
Dyett & Bhatia Urban and Regional Planners  
Lisa Wise Consulting, Inc.

3:00 pm - 5:00 pm • Room 212

Planning Emeritus Network (PEN) Meeting

The Planner Emeritus Network (PEN) is an auxiliary of and resource support group for the APA California Chapter, the California Planning Foundation, and the California Planning Historical Society. PEN represents a body of long-tenured members of APA who are available to provide to the Board and to other APA California groups substantial knowledge of the profession as it has matured in California, in particular. PEN members also are available to provide their personal insights, experiences and planning history when requested by the Board or other organizations, groups and individuals.

3:15 pm - 6:30 pm • Grand Ballroom Extension

California Planning Foundation (CPF)  
Silent Auction

Numerous great items will be displayed for bid at the 2015 CPF Silent Auction. Bidding will start at 3:15 pm. So bid often and check back to see if anyone has outbid you! The Silent Auction will close at 6:30 pm and items will be available for pick-up after the Live Auction ends at 7:00 pm. Don't forget to purchase your raffle tickets for a chance to win great raffle prizes during the Live Auction too – just look for our student volunteers and signature red barrel!

SESSION BLOCK #4

3:15 pm - 4:45 pm • Room 201



**What Do Decisionmakers Really Want from Staff Reports and Presentations?**  
(Commission and Board Session - all welcome)

**CM | 1.5**

Planners often think they understand what information is needed by decision makers to make a clear-headed land use decision, but do they? Come hear directly from elected officials and planning commissioners on tips to be more effective in preparing staff reports and presentations.

**Moderator**

*Manira Sandhir, AICP, Planner II, Santa Clara County*

**Speaker**

*Michael T. Henn, AICP, Former Planning Commissioner, City of Piedmont; Scott LeFaver, AICP, Planning Commissioner, County of Santa Clara, Commission and Board Representative, APA California; Gustav Larsson, Councilmember, City of Sunnyvale*

3:15 pm - 4:45 pm • Room 202



**Climate Action Planning: Silver Bullets, Buckshot or Blanks?**

**CM | 1.5**

This session highlights opportunities and challenges planners face tackling climate change. Innovative, scalable model programs that actually reduce greenhouse gas emissions will be emphasized, along with the need for alternatives applicable to varying urban, suburban and rural contexts. Attendees will be encouraged to brainstorm and join in the conversation.

**Moderator**

*Alex Hinds, Managing Consultant, Sonoma State Center for Sustainable Communities*

**Speaker**

*Michael McCormick, AICP, Senior Planner and Advisor, OPR/White House Council of Environmental Quality; Ann Hancock, Executive Director, Center for Climate Protection; Dawn Weisz, Executive Director, Clean Energy; Jennifer Barrett, Deputy Director, Sonoma County Permit and Resource Management Department; James Caruso, Senior Planner, San Luis Obispo County Planning and Building Department*

3:15 pm - 4:45 pm • Room 203



**Planning Concepts of Native American Villages**

**CM | 1.5**

This session will explore the planning concepts and land use strategies utilized by Native Americans to understand the larger context of historic village sites, how they are integrated into the existing urban fabric and provide you with available tools and resources to effectively preserve California history.

**Moderator**

*Jane Clough, PhD, Senior Regional Planner/Tribal Liaison, San Diego Association of Governments*

**Speakers**

*Anna Hoover, Pechanga Band of Luiseno Mission Indians; Ebru Ozdil, Cultural Resources Planning Specialist, Pechanga Band of Luiseno Mission Indians; Jason Camp, Tribal Historic Preservation Officer, United Auburn Indian Community of the Auburn Rancheria; Marcos Guererro, Cultural Resources Manager, United Auburn Indian Community of the Auburn Rancheria*

3:15 pm - 4:45 pm • Room 204



**The Los Angeles River: Recalibrating the Role of Water, Infrastructure and Place**

**CM | 1.5**

This session will examine how collaborative planning, design, policy, and implementation tools can be employed to achieve multi-benefit outcomes for large-scale urban regeneration by using the Los Angeles River as a case study.

**Moderator**

*Mary Creasman, California Director of Government Affairs, The Trust for Public Land*

**Speakers**

*Mark Hanna, Principal Water Resources Engineer, Geosyntec Consultants; Peter Arnold, Co-Director, Arid Lands Institute; Benjamin Feldmann, ASLA, LEED AP, Senior Associate, Mia Lehrer + Associates*

3:15 pm - 4:45 pm • Room 205



**You Want to Put What Where? Siting Housing in Difficult Circumstances**

**CM | 1.5**

Cupertino's innovative community engagement and planning strategies resulted in acceptance of Housing Element policies and prospective housing sites that initially encountered extreme public opposition. The sites inventory approach provides flexibility and prods property owners to move forward with plans. Residents identified preferred sites via an interactive planning game.

**Moderator**

*Laura Stetson, AICP, Principal, MIG, Inc., Pasadena, Planning Consultant and Former Public Sector Planner*

**Speakers**

*Piu Ghosh, Senior Planner, City of Cupertino; Veronica Tam, AICP, Principal, Veronica Tam and Associates; Dan Amsden, Project Manager, MIG, Inc.*

3:15 pm - 4:45 pm • Room 206



**New Contexts for Aging and Livable Communities**

**CM | 1.5**

The context of aging and livable communities is changing as new tools, strategies and synergies at the policy and planning levels transform our thinking to forge place-based solutions. New lenses present opportunities that make communities more livable across generations.

**Moderator**

*Ramona Mullahey, Senior Management Analyst, U.S. Department of Housing & Urban Development - Honolulu Field Office*

**Speakers**

*Jana Lynott, AICP, Senior Strategic Policy Advisor, AARP; Lindsay Goldman, LMSW, Project Director, Age-friendly New York City, New York Academy of Medicine; Mildred Warner, PhD, Professor, Department of City & Regional Planning, Cornell University*

## SESSION BLOCK #4 (cont.)

3:15 pm - 4:45 pm • Room 207



### Think Like a Futurist // Use TrendLab+ to Debate VMT Trends

#### CM | 1.5

The average American drove 60% more in 2005 than in 1970. Then, ten years ago, that trend began to reverse and has continued to do so. It was not due to the recession, which didn't begin for another three years. We want to know why and whether it will continue.

##### Moderator

Eric Womeldorff, PE, Senior Associate, Fehr & Peers

##### Speaker

Ronald Milam, AICP, PTP, Principal, Director of Challenging the Status Quo, Fehr & Peers

3:15 pm - 4:45 pm • Room • Rooms 210, 211



### Going Downtown: New Centers for Suburban Communities

#### CM | 1.5

Is it possible to create vibrant new mixed use centers in suburban communities? You bet it is! California cities are taking bold steps and getting creative to create authentic new downtowns. Come learn how Fremont, San Marcos, and Cupertino are turning the vision into a reality.

##### Moderator

Ben Noble, Planning Consultant

##### Speaker

Jerry Backoff, Planning Division Director, City of San Marcos; Jeff Schwob, AICP, Community Development Director, City of Fremont; Aarti Shrivastava, Assistant City Manager, City of Cupertino

3:15 pm - 4:45 pm • Junior Ballroom 1, 2



### All In! Outreach Strategies for Engaging Diverse Populations

#### CM | 1.5

Historically overlooked and cut-out of the process, low-income stakeholders and communities of color are often not involved in shaping the decisions that directly affect their neighborhoods. This session will explore proven tactics for successfully engaging diverse populations in planning through the examination of case studies and best practices.

##### Moderator

Emily Gabel Luddy, FASLA, Council Member, City of Burbank

##### Speakers

Veronica Hahn, Esq, Executive Director, Los Angeles Neighborhood Initiative (LANI); Steve Rasmussen Cancian, Principal, Shared Spaces Landscape Architecture

3:15 pm - 4:45 pm • Room 208



### Express Clinics - Healthy Planning Tools for Diverse Communities (W)

#### CM | 1.5

This workshop offers tools that incorporate health and planning for diverse communities. The Orange County Health Care Agency will offer "Express Clinics" for participants to incorporate health and planning into practice. Clinics include: Resident Leadership and Health, Bike and Walk Audits, Using Data to Access Resources, and Getting City Council on Board.

##### Moderator

Jenna Tourje, AICP, Senior Planner, Michael Baker International

##### Speaker

Amy Buch, Health Promotion Division Manager, Orange County Health Care Agency; Jonathan Schuppert, AICP, Senior Planner, Alta Planning + Design; Susan J. Harden, AICP, LEED AP, CNU-A, CMSM, National Planning Practice Lead, Michael Baker International

3:15 pm - 4:45 pm • Junior Ballroom 3, 4



### Spirited Discussion: Planning for Wine, Beer, and Spirits Tasting Rooms

#### CM | 1.5

Tasting rooms have allowed local breweries, distilleries, and wineries to show their products, cultivate existing customers, and develop new customers. This session will discuss economic development opportunities for local governments, planning and legal challenges for a variety of communities, and regulatory approaches for these uses.

##### Moderator

Blake Roberts, AICP, PhD, Associate Environmental Planner, Delta Protection Commission

##### Speakers

Jim McDonald, AICP, CFM, Senior Planner, Long Range Planning, City of Sacramento; Barbara Nelson, AICP, Planning and Building Director, City of Healdsburg; Brian Russell, JD, Associate, Abbott & Kindermann, LLP; LeeAnn Edwards, Senior Vice President, Real Estate, Jackson Family Wines

3:15 pm - 4:45 pm • Grand Ballroom, A, B, C



### APA California 2015 Legislative Update

#### CM | 1.5 | LAW

This session will provide members with an update of planning-related legislation, regulations, and case law that APA California lobbied in 2015, including detailed information on legislation signed into law, implementation recommendations, regulations adopted during the year, and any case law or budget changes that impact planners and planning in California.

##### Moderator

John Terrell, AICP, Vice President of Policy & Legislation, APA California

##### Speaker

Sande George, Partner, Stefan/George Associates, Executive Director and Lobbyist, APA California; Lauren De Valencia, Executive Assistant, Stefan/George Associates, Lobbyist, APA California

SESSION BLOCK #4 (cont.)

3:15 pm - 4:45 pm • Grand Ballroom F, G, H



Infill Residential Development and Air Quality

CM | 1.5

Infill residential development is often located near major sources of air pollution (e.g., freeways). Examine the localized public health effects of this development. Learn how data-informed and performance-based policies can mitigate air quality and public health effects using environmental planning and policy experiences from San Francisco.

**Moderator**

Wade Wietgreffe, AICP, Senior Planner, City and County of San Francisco

**Speaker**

June Weintrauch, ScD, REHS, Manager of Air, Noise, Smoking, Water & Radiation, San Francisco Public Health Department; Philip Martien, PhD, Air Quality Engineering Manager, Bay Area Air Quality Management District; Virginia Lau, Advanced Project Advisor, Bay Area Air Quality Management District; Marc Babsin, JD, CPA, Principal, Emerald Fund, Inc.

5:00 pm - 7:00 pm • Grand Ballroom Extension

Badge required/ticketed event.

**California Planning Foundation (CPF)  
Reception and Live Auction**

Don't miss this lively annual event! Every year planners show their dedication and support to the California Planning Foundation by donating amazing items to help fund scholarships for planning students. Entertainment, food, drink and fun all in one place to support a great cause! Raffle tickets can be purchased beginning Saturday at 1:00 pm up to the start of the Live Auction event. Have your raffle tickets ready and come prepared to outbid your friends during the Live Auction to show your support for future generations engaging in our profession!

**Sponsored by:**  
**Golden Associates**  
**Kittelson & Associates, Inc.**  
**Wildlands • Mintier Harnish**

7:30 pm - 9:30 pm

Young Planners Group Mixer

Come and network with the planning leaders of tomorrow! The State Coordinator and Section leaders of the Young Planners Group are hosting a social mixer at Luka's Taproom & Lounge. Luka's is located at 2221 Broadway, which is a short walk from the convention center. Refreshments will be provided along with access to a cash bar. You will not want to miss this event!

Luka's Taproom & Lounge, 2221 Broadway, Oakland

7:00 am - 6:00 pm • Atrium Foyer

**Conference Attendee Registration**

7:00 am - 8:00 am • East Exhibit Hall

**Continental Breakfast**

**Sponsored by:**  
**Fehr & Peers • EMC Planning Group**  
**Opticos Design, Inc. • ESA**  
**Lilley Planning Group**

7:00 am - 6:30 pm

**Exhibit Hall Opens****Mobile Workshop #10**

7:45 am - 11:45 am

Meet at 10th Street at 7:30 am

**East Bay in Motion: Innovative Public Transportation Technologies**

*Additional \$45 fee applies. Attendees will receive late seating at the Plenary Luncheon*

**CM | 3.0**

With growing concerns for climate change and traffic congestion increase, two local public transit agencies have been working to create sustainable and innovative transit systems. Mobile Workshop participants will visit BART's extension to the Oakland International Airport (BART to OAK), a cable-propelled automated people mover system; the East Bay Bus Rapid Transit project under construction, and one of two AC Transit hydrogen fuel cell (zero emission) bus maintenance yards. During the half-day tour, participants will learn about the latest public transportation technologies and challenges in planning and designing a large transit system in an urban environment.

**Moderator s**

Jackie Yang, AICP, Manager of Planning Projects, Lea+Elliot; Mika Miyasato, AICP, Senior Transportation Planner, AC Transit

**Speakers**

Tom Dunscombe, P.E., Group Manager, Bay Area Rapid Transit (BART); Mike Forte, Superintendent, Bay Area Rapid Transit (BART); Mitra Moheb, Senior Project Manager, Bus Rapid Transit, AC Transit; Roland Factau, Assistant Director of Maintenance, AC Transit

**SESSION BLOCK #5**

8:00 am - 9:30 am • Room 201

**Housing in the New Millennium****CM | 1.5**

A holistic look at the issues and challenges facing "housing" in the San Francisco Bay Area. With a panel comprising designers, public officials, and developers, the panelists will present their individual viewpoints on what they see as major issues while highlighting potential solutions and successful examples.

**Moderator**

Ritu Raj Sharma, AICP, LEED AP, Senior Planner, Dahlin Group

**Speakers**

Lauri Moffet-Fehlberg, AIA, LEED AP, Senior Principal, Dahlin Group; Jan Lindenthal, Vice President, MidPen Housing; Daniel Zack, AICP, CNU-A, Assistant Director, City of Fresno

8:00 am - 9:30 am • Room 202

**Sustainable Groundwater Management Comes to California: Time for Planners to Get Their Feet Wet****CM | 1.5**

To understand the roots of planning in California, you must follow the water. The Sustainable Groundwater Management Act of 2014 introduces a seismic shift in California's water policy, with a huge role for planners. Come and get the low-down on the landmark new law from planners, engineers and legal experts!

**Moderator**

Pete Parkinson, AICP, Independent Consultant

**Speakers**

Iris Priestaf, PhD, President, Todd Groundwater; Mike Novo, Planning Director, County of Monterey; Richard Shanahan, Partner, Bartkiewicz, Kronick & Shanahan

8:00 am - 9:30 am • Room 203

**Hazard Mitigation Planning: Developing Roots for Community Resilience****CM | 1.5**

Hazard mitigation planning is the key to community resiliency. This session will focus on developing FEMA-approvable hazard mitigation plans, required for mitigation grant funding eligibility. Find out what FEMA looks for when reviewing/approving hazard mitigation plans and lessons learned for successful plan development and maintenance.

**Moderator**

Wynne Kwan, AICP, LEED APBD+C, Senior Planner, Michael Baker International

**Speakers**

Phillip Wang, Hazard Mitigation Planning Specialist, FEMA Region IX; Danielle Mieler, Resilience Program Coordinator, Earthquake & Hazard Program Coordinator, Association of Bay Area Governments; Edie Schaffer, CEM, Emergency Planner, San Francisco Department of Emergency Management; Aaron Pfannenstiel, AICP, LEED AP, Urban Planner, Geologist, Senior Project Manager, Michael Baker International, Technology Director, APA California

8:00 am - 9:00 am • Room 204

**Hear Me! Gen Z'ers with Millennial's Voices (S)****CM | 1.0**

This dynamic salon will offer an opportunity to hear very mature voices from very young social entrepreneurs and community organizers from northern California. This unconventional session will include story-telling and conversation atypical from traditional planning conferences.

**Moderator**

Miguel Angel Vazquez, AICP, Healthy Communities Planner, County of Riverside Department of Public Health

**Speakers**

Zelia Gonzalez, Founder, Sacramento Youth Transit Board; Maiti King, Co-Founder, Sacramento Young Feminist Alliance

SESSION BLOCK #5 (cont.)

8:00 am - 9:30 am • Room 205



**Incremental TOD Strategies: Downtown Petaluma SMART Station Area Plan**

**CM | 1.5**

Have the days of large-scale, single-phase, vertical mixed-use TOD projects passed? How can you plan for incremental development and phasing of your TOD without compromising future potential or your existing downtown? The Downtown Petaluma SMART Station Area Plan will be used as a case study in today's unpredictable economic climate.

**Moderator**

Daniel Parolek, AIA, Principal, Opticos Design, Inc.

**Speakers**

Lisa Wise, AICP, Principal, Lisa Wise Consulting; Edward Starkie, Principal, Urban Advisors; Teresa Barrette, Council Member, Petaluma City Council

8:00 am - 9:30 am • Room 206



**Affordable Housing and Sustainable Communities: What Does it Take to Integrate Housing and Transportation?**

**CM | 1.5**

The Strategic Growth Council's Affordable Housing and Sustainable Communities program is an attempt to implement the goals and objectives of AB 32 and SB 375. Hear about implementation challenges and opportunities in the first year and solutions to align state policy objectives with local implementation realities.

**Moderator**

Allison Joe, AICP, Deputy Director, CA Strategic Growth Council

**Speakers**

Jennifer Seeger, Housing Policy Manager, California Department of Housing and Community Development; Kevin Keller, AICP, Director of Planning and Housing Policy, Office of Mayor Eric Garcetti, City of Los Angeles; Kate White, Deputy Secretary, California State Transportation Agency

8:00 am - 9:30 am • Room 207



**Between a Rock and a Hard Place: Navigating the Challenges of Hillside Development**

**CM | 1.5**

Do you need some expert advice on how to address hillside development issues? If so, this session is for you! Bring your questions for our panel of planners, geologists, and designers and leave with new ideas for how to handle this complex issue in your community.

**Moderator**

Ben Noble, Planning Consultant

**Speakers**

Ted Sayre, Principal Engineering Geologist/Geological Engineer, Cotton, Shires and Associates, Inc.; Tom Vlasic, President (retired), Spangle Associates; Jane Sedonaen, Principal, Integrated Design Studio

8:00 am - 9:30 am • Junior Ballroom 1, 2



**Flying Unicorns - Managing Your Social Media Expectations**

**CM | 1.5**

This session will explore the challenges of managing expectations concerning social media for public outreach for those receiving information (the general public) and those generating content.

**Moderator**

Erik Balsley, AICP, LEED BD+C, Senior Consultant, Markon Solutions

**Speakers**

James Brasuell, AICP, Editor, Planetizen; Amalia M. Merino, Planning Assistant, City of Los Angeles Department of Public Works; James Castañeda, AICP, Planner III, San Mateo County; Marc Yeber, ASLA, Planning & Design Principal, Cont-X-Studio, Vice President for Public Information, APA California

8:00 am - 9:30 am • Rooms 210, 211



**Advancing Equity in Innovation Economies**

**CM | 1.5**

Many cities are experiencing, or hoping to create, a surge of innovation-related jobs and businesses, but too often low-income communities and communities of color aren't benefiting from this growth. Hear about successful programs and campaigns to advance equity in this sector.

**Moderator**

Chris Schildt, Senior Associate, PolicyLink

**Speakers**

Michelle Thong, Business Development Officer, City of San Jose; Derecka Mehrens, Executive Director, Working Partnerships USA; Brandon Nicholson, Executive Director, Hidden Genius Project

8:00 am - 9:30 am • Junior Ballroom 3, 4



**Action Required In the Next Year: What California Cities Need to Know to Comply with New CEQA Transportation Guidance (W)**

**CM | 1.5**

Experts on CEQA transportation analysis will discuss the benefits and challenges of changes brought on by SB 743 and the steps cities will need to take to comply with new statewide guidance, and they will lead a discussion among planners from cities that have already been through the process.

**Moderator**

Jeffrey Tumlin, Principal, Nelson\Nygaard Consulting Associates

**Speakers**

Ron Milam, AICP, PTP, Principal, Director of Challenging the Status Quo, Fehr & Peers; Fred Dock, Director, Pasadena Department of Transportation; Viktoriya Wise, AICP, LEED AP, Chief of Staff, Sustainable Streets Division, San Francisco Municipal Transportation Agency

## SESSION BLOCK #5 (cont.)

8:00 am - 9:30 am • Grand Ballroom A, B, C

**Fixing Up Your Project: Strategies and Tools for Revising Retooling Previously Approved Projects****CM | 1.5 | LAW**

With the end of the Great Recession, planners are confronted with proposals to alter previously approved projects to meet the constraints and opportunities of today's marketplace. The panel will discuss approaches that can be taken to study and process these project revisions and revised projects.

**Moderator**

Brian Boxer, AICP, SVP, Community Development Practice Leader, Environmental Science Associates

**Speakers**

David Kwong, Community Development Director, City of Stockton; Darin Ranelletti, Deputy Director, City of Oakland, Department of Planning and Building; Michael Zischke, JD, Real Party in Interest Attorney, Partner, Cox Castle & Nicholson, LLP

8:00 am - 9:30 am • Grand Ballroom F, G, H

**Vision Zero: Roots for Policy Change, Improved Public Health, and Safe Streets****CM | 1.5**

Vision Zero is the bold goal of eliminating all traffic fatalities to zero. San Francisco, Sacramento, Los Angeles, and San Diego nonprofits have led campaigns to have Vision Zero adopted in their cities. See how data collection, messaging, coordination, and the desire for improved public health make our streets safer.

**Moderator**

Maya Rosas, Policy Assistant, Circulate San Diego

**Speakers**

Deborah Murphy, Associate AIA, Executive Director, Los Angeles Walks; Nicole Schneider, Executive Director, Walk San Francisco; Kirin Kumar, Project Manager, WALKSacramento

8:00 am - 9:30 am • Room 208

**Rethinking Local in Global Context: Experiments and Lessons in Cross-Cultural Collaboration and Participatory Design (W)****CM | 1.5**

This workshop explores innovations in participatory planning and design in cross-cultural contexts. Drawing from case studies in San Francisco, Beijing, Shanghai, and Santiago de Cali, we will examine ways to adapt participatory processes and design tools to account for local needs and sensibilities.

**Moderator**

Deland Chan, Lecturer in Urban Studies, Stanford University

**Speakers**

Kevin Hsu, Associate Research Scientist, Walt Disney Imagineering; Mayra Madriz, LEED AP, Urban Planner, Gehl Studio

## Mobile Workshop #8

8:00 am - 12:00 noon

Meet at 10th Street at 7:45 am

**Pedaling the Path of Progress**

Additional \$45 fee applies. Bike and helmet included in the workshop fee. Lunch included. Participants will bicycle about six miles on a flat terrain. Please dress accordingly. The mobile workshop participants will have lunch together at the conclusion of the tour.

**CM | 3.0**

Pedal your way through Oakland and explore new infrastructure improvements, recent and proposed developments, and policies and plans that aim to further create more walkable, bikeable, and transit friendly environment. Leaders from the City of Oakland, BART, and MTC will address successes, challenges, and future prospects. Highlights will include the expansion plans for the Bay Area Bike Share system to the East Bay, Oakland's first complete streets protected bike lane on Telegraph Avenue, mixed-use village with affordable housing under construction near the MacArthur BART station, the transformation of the former Auto Row into a mixed-use neighborhood through the Broadway Valdez Specific Plan, and improvements to Snow Park and surrounding areas through Measure DD which focuses on waterfront improvements to Lake Merritt and the Estuary.

**Moderators**

Jonathan Schuppert, AICP, Senior Planner, Alta Planning + Design; Christopher Kidd, Senior Planner, Alta Planning + Design

**Speakers**

Robert Raburn, Board of Director, District 4, Bay Area Rapid Transit (BART); Jamie Parks, Complete Street Section Leader, San Francisco Municipal Transportation Agency; Joseph Forbes McCarthy, Director of Development, BRIDGE Housing Corporation; Sean Co, Senior Planner, Toole Design Group; Laura Kaminski, AICP, Planner III, City of Oakland Bureau of Planning; Joel Devalcourt, East Bay Regional Representative, Greenbelt Alliance; Lesley Estes, Project Manager, City of Oakland Public Works; Jason Patton, PhD, Bicycle & Pedestrian Program Manager, City of Oakland; Wlad Wlassowsky, Transportation Services Manager, City of Oakland

Mobile Workshop #9

8:00 am - 11:45 am

Meet at 10th Street at 7:45 am

### San Francisco Central Waterfront Transformation

Additional \$45 fee applies. Attendees will receive late seating at the Plenary Luncheon

**CM | 2.25**

Experience San Francisco's dynamic and booming central waterfront! This tour highlights the varying scales, stages, and styles of transformations occurring across 400 acres. We will explore the timelines, opportunities, and challenges between Mission Bay (300 acre, mostly blank slate, university / bio-tech anchor) and Pier 70 (70 acre historic district, active ship repair / dry dock, envisioned as a mixed-use hub). The adjacent Dogpatch neighborhood has been a center of innovation center since the late 19th century and today hosts some of the City's top makers, foodies, and incubator industries; tour provides an understanding of what these small-batch producers need to thrive.


**Moderator**  
*Lisa Fisher, LEED-AP, Urban Planner, Planning Department, City and County of San Francisco; Andrea Contreras, LEED-AP, Environmental/ Transportation Planner, City and County San Francisco Planning Department*

**Speakers**  
*Kelly Pretzer, Development Manager, Forest City Enterprises; Peter Albert, Manager, Urban Planning Initiative, San Francisco Municipal Transportation Agency; Diane Oshima, Assistant Director of Waterfront Planning, Port of San Francisco; Susan Gygi, P.E., Railyard Program Manager, City and County of San Francisco Planning Department*

**Sponsored by:**  
**Northern California Carpenters**

SESSION BLOCK #6

9:45 am - 11:15 am • Junior Ballroom 1, 2



### Local Solutions for Affordable Housing: Legal Issues, Technical Approaches and Programmatic Responses

**CM | 1.5 | LAW**

Funding for affordable housing continues to decrease while the need increases. Recently, the courts have limited the imposition of inclusionary requirements and related in lieu fees. With a lively exchange of stories and studies, this session will provide valuable tools for funding affordable housing while keeping you out of court.

**Moderator**  
*Jane Riley, AICP, Housing Planner, County of Sonoma*

**Speakers**  
*Barbara Kautz, FAICP, JD, Partner, Goldfarb & Lipman; Darin Smith, Managing Principal, Economic & Planning Systems; David Gouin, Director of Economic Development and Housing, City of Santa Rosa; Jeff Schwob, AICP, Community Development Director, City of Fremont*

9:45 am - 11:15 am • Room 201



### Oakland Makers: Planning for New and Creative Innovative Industries

**CM | 1.5**

Land use, real estate and facility constraints, regulation and zoning can all be barriers, or incentives for creative land revitalization for Maker Movement innovative technology and artistic creations. This session will share various perspectives from Oakland industrial artists, inventors, and custom manufacturers on growing a business in Oakland CA.

**Moderator**  
*Margo Lederer Prado, Senior Business & Economic Development Specialist, City of Oakland*

**Speakers**  
*Karen Cusalito, Founder, President, American Steel Studios; Hiroko Kurihara, Founder, Director, 25th St Collective; Jon Sarriagarte, President, Form and Reform*

9:45 am - 11:15 am • Room 202



### Physical & Social Integration: Planning for a Truly Mixed-Income Community

**CM | 1.5**

In a city known for its high-level of income disparity, how do we create a truly mixed-income community, both physically and socially, in one of San Francisco's wealthiest neighborhoods? The Rebuild-Potrero Initiative is a case-study in how a robust community design and engagement strategy prepares two communities for future integration.

**Moderator**  
*Christopher Sensenig, AICP, Associate, Van Meter Williams Pollack, LLC*

**Speaker**  
*Emily Weinstein, Director of Rebuild Potrero, BRIDGE Housing*

9:45 am - 10:45 am • Room 203



### Taking it to the Streets: When Communities Take Immediate Action to Improve Their Own Neighborhoods (S)

**CM | 1.0**

Tactical urbanism (also known as Guerilla urbanism) is becoming increasingly popular in cities throughout California. Communities that are eager to see improvements in their neighborhoods are making change happen. This salon will look at three examples where citizens have taken action to create their own livable, walkable, and bikeable places.

**Moderator**  
*Rosemary Dudley, Associate, PlaceWorks*

**Speakers**  
*Steve Rasmussen Cancian, Principal, Shared Spaces Landscape Architecture; Josh Meyer, Director of Community Design Programs, Local Government Commission; John Hykes, ASLA, Senior Associate, PlaceWorks*

## SESSION BLOCK #6 (cont.)

9:45 am - 11:15 am • Room 204

**Planning the Seed: Create a Thriving Downtown or Destination****CM | 1.5**

Time after time it has been proven that “feet on the street” creates an economically and socially desirable downtown environment or destination location. Our panel will share stories and strategies on how you can implement quality place-making and healthy living elements that will become catalysts to economic growth and change.

**Moderator**

Jami Williams, Principal, RRM Design Group

**Speakers**

Erik Justesen, ASLA, CEO, RRM Design Group; Brenda Wisneski, AICP, Deputy Community Development Director, City of Newport Beach; Cliff Jones, Associate Planner, City of San Clemente; Jim Holloway, Community Development Director, Retired, City of San Clemente

9:45 am - 10:45 am • Room 205

**Better Together: Advancing Adaptation Planning Through Regional Collaboration (S)****CM | 1.0**

The scale and extent of climate change impacts presents a planning challenge for communities. While land-use planning authority is often localized, climate change impacts are best addressed regionally. This session bring representatives from California's Regional Adaptation Collaboratives together with practitioners to explore regional approaches to climate change responses.

**Moderator**

Kif Scheuer, PhD, Climate Change Program Director, Local Government Commission

**Speakers**

Kerri Timmer, Government Affairs Director, Sierra Business Council; Amber Mace, PhD, Policy Fellow, UC Davis Policy Institute; Allison Brooks, Executive Director, Bay Area Regional Collaborative

9:45 am - 11:15 am • Rooms 210, 211

**Live, Work, Play, Learn!: The Social Determinants of Health Model for Healthy Community Development (CPR Session)****CM | 1.5**

Participants will learn how non-traditional collaboration around healthy communities is taking place across California. Through various perspectives and examples including state, regional, local and academic, the presenters will narrate how a paradigm shift is taking place towards advancing health as a key factor in the decision-making process.

**Moderator**

Miguel Angel Vazquez, AICP, Healthy Communities Planner, County of Riverside Department of Public Health

**Speakers**

Elizabeth Baca, MD, Senior Health Advisor, California Governor's Office of Planning and Research; Coleen Clementson, Principal Regional Planner, San Diego Association of Governments (SANDAG); Michael Osur, Deputy Director, County of Riverside Department of Public Health; Thomas Jacobson, FAICP, JD, Professor of Environmental Studies & Planning, Director, Center for Sustainable Communities, Sonoma State University

9:45 am - 11:15 am • Room 206

**Building a Bridge: ULI and APA****CM | 1.5**

This roundtable discussion features representatives from the Urban Land Institute and American Planning Association. Panelists will discuss their organization's approach to leadership on current issues and share the creative solutions they are using to address them. Audience participation is encouraged. Potential topics include: smart growth, corridor and infill development.

**Moderator**

Randal Jackson, President, PlaceWorks

**Speakers**

Gail Goldberg, FAICP, Executive Director Los Angeles, Urban Land Institute; Gary Halbert, AICP, City Manager, City of Chula Vista, San Diego Section Director, APA California; Dana Privitt, AICP, CEQA Practice Builder, Kimley-Horn and Associates, Orange Section Director, APA California; Mary Lydon, Executive Director San Diego, Urban Land Institute; Andrea Ouse, AICP, Community & Economic Development Director City of Vallejo, Northern Section Director, APA California

9:45 am - 11:15 am • Room 208

**Engaging Youth as Spatial Activist in the Planning of HOPE San Francisco Housing (W)****CM | 1.5**

What are ingredients that will make the Hunters View community a green and healthy neighborhood? How can youth become the planners of their own school grounds, neighborhood and community? How can youth become the planners of their own school grounds, neighborhood and community while engaging the developers of the Hunter View Hope San Francisco housing development?

**Moderator**

Prescott Reavis, NOMA, LEED AP, SEED, Project Manager, Asian Neighborhood Design

**Speaker**

Shirl Buss, PhD, Associate AIA, Creative Director, Y-PLAN Initiatives

9:45 am - 11:15 am • Grand Ballroom A, B, C

**Ethically Navigating Shifting Roles of the AICP Planner in the Environmental Permitting Process****CM | 1.5 | ETHICS**

This session explores ethical scenarios arising from the many roles of the planner in the environmental permitting process, including lead NEPA/CEQA agency project manager, applicant's consultant, and third-party consultant. The panelists will provide different perspectives and offer solutions on ethical dilemmas relating to the AICP Code of Ethics.

**Moderator**

Chris Moore, AICP, Senior Project Manager, TRC

**Speakers**

Devyani Jain, Senior Planner, City and County of San Francisco Planning Department; Kristen Castaños, JD, Attorney, Stael Rives, LLP; Elizabeth Copley, AICP, Senior Project Manager, TRC; Erin Degutis, AICP, RLA, LEED AP, Senior Project Manager, TRC

SESSION BLOCK #6 (cont.)

9:45 am - 11:15 am • Grand Ballroom F, G, H



**Lessons Learned from the Emerald Triangle: Marijuana Cultivation Impacts and Policy-Making**

**CM | 1.5**

This panel will consider the impacts of the marijuana cultivation industry on rural communities in Northern California, covering issues related to economics, housing, public lands and recreation, environmental impacts, fire hazards, and crime, and discuss strategies for policy-making.

**Moderator**

*Tanya Sundberg, Senior Associate, PlaceWorks*

**Speakers**

*Kason Grady, Water Resource Control Engineer, North Coast Regional Water Quality Control Board; Randy Johnson, Undersheriff, Mendocino County Sheriff's Office; Hezekiah Allen, Executive Director, Emerald Growers Association; Anthony Silvaggio, PhD, Assistant Professor, Humboldt State University, Department of Sociology*

9:45 am - 11:15 am • Room 207



**To Infinity ... and Beyond: Exploring Post-2020 GHG Reductions**

**CM | 1.5**

The AB 32 target year is fast approaching and California is anticipated to meet its goal. However, scientific evidence is supporting further reductions beyond 2020. This panel will explore the Scoping Plan update in process, new GHG thresholds, case law, and how post-2020 emissions in CEQA analyses could be affected.

**Moderator**

*Honey Walters, Principal, Ascent Environmental, Inc.*

**Speakers**

*Dave Vintze, Planning Manager, Bay Area Air Quality Management District; Dylan Johnson, Associate, Brownstein Hyatt Farber Schreck, LLP*

9:45 am - 11:15 am • Junior Ballroom 3, 4



**How Can Leadership Skills Help Planners Minimize Hostile Public Opposition and Increase Civility? (CPR Session)**

**CM | 1.5**

In this California Planning Roundtable sponsored session, a panel of professional and citizen planners and a leadership consultant will engage in a discussion with the audience of the leadership skills need to deal with the increasing polarization and hostility planners encounter, so they can minimize hostile public opposition and increase.

**Moderator**

*Elaine Costello, FAICP, Planning Consultant*

**Speakers**

*Mark Rhoades, AICP, Principal, Rhoades Planning Group; Steven A. Preston, FAICP, City Manager, San Gabriel, Former Community Development Director, San Gabriel and La Verne, Chapter Historian, Southern California, APA California ; Lynette Gibson McElhaney, Oakland City Council President, City of Oakland and Neighborhood Housing Services; Erik Yesayan, City Planner and Planning Commissioner, City of Glendale*

11:30 am - 1:00 pm • West Ballroom

*Badge required/ticketed event.*

**Plenary Lunch - Planning 2.0: The Drivers of Regional and Global Change and Land Use Innovation**

**Opening Remarks - Carol Rhea, FAICP, National APA President**

**CM | 1.0**

The moderated keynote panel will feature some of the most prominent drivers of change regionally and globally. These are the firms that are framing the future of the live-work-play environments that both inspire innovation and connect the workforce with surrounding neighborhoods to create complete communities.

**Moderator**

*Charlie Knox, AICP, Principal, PlaceWorks*

**Speakers**

*Danny Kennedy, Co-Founder, Senior Vice-President, Sungevity; Jim Laumann, Project Executive/Campus Architect, Google Real Estate Development; Alex Mehran Jr., President and Chief Operating Officer, Sunset Development Company; Jennifer Marko, Director, Office of the EVP, Salesforce*

**Sponsored by:**

**EPS • GHD**

**Kimley-Horn • KTGy Group, Inc.**

**Page/BMS Design Group**

SESSION BLOCK #7

1:15 pm - 2:45 pm • Room 201



**Got a College? New Town/Gown/Industry Collaboration**

**CM | 1.5**

Off-campus expansions; partnerships with high-tech, health, and other growing industries; student housing and 4-year degrees at 2-year colleges--and trends in college planning can affect local jurisdictions. This roundtable will explore the public benefits and new economic opportunities.

**Moderator**

*Joanna Jansen, AICP, LEED AP, Associate Principal, PlaceWorks*

**Speakers**

*Robert Fenning, Vice President for Administration and Finance, California State University, Dominguez Hills; Emily Marthinsen, Assistant Vice Chancellor, Campus Architect, UC Berkeley; Karen Gulley, Principal, Design, PlaceWorks*

**SESSION BLOCK #7 (cont.)**

1:15 pm - 2:45 pm • Room 202

**4% vs. 9% Project Location: How Can We Improve LIHTC Project Selection Process and Outcomes?****CM | 1.5**

This panel will use new research and case studies to explore whether the Low Income Housing Tax Credit program's 9 percent application process changes the location of affordable housing such that 9 percent projects are in more sustainable locations, and discuss the implications of the findings for program reform.

**Moderator**

Raphael Bostic, PhD, Director, Bedrosian Center on Governance, University of Southern California

**Speakers**

Seva Rodnyansky, PhD Student, University of Southern California; Bill Pavaio, Former Executive Director, California Tax Credit Allocation Committee; Alan Greenlee, Executive Director, Southern California Association of Non-Profit Housing; Robin Hughes, President and CEO, Abode Communities; Jan Breidenbach, PhD, Lecturer, Price School of Public Policy, USC

1:15 pm - 2:45 pm • Room 203

**From Sharing the Road to Sharing the Bikes - How to Create a Bikeshare System that Works in Your City****CM | 1.5**

It's growing in Europe and around the US, but Bikeshare is only starting to take root in California. This session shares Santa Monica, LA and Bay Area experiences, providing information about sustainability benefits, economics, regional issues and practical considerations for developing and launching your own community-supported Bikeshare system.

**Moderator**

Francie Stefan, Strategic & Transportation Planning Manager, City of Santa Monica

**Speakers**

Heath Maddox, Senior Planner, San Francisco Municipal Transportation Agency; Elizabeth Bar-El, AICP, Senior Planner, City of Santa Monica; Avital Shavit, Transportation Planning Manager, LA Metro

1:15 pm - 2:15 pm • Rooms 210, 211

**Y-PLAN Youth Action Exchange: Engaging Youth as Critical Actors in Bay Area Planning and Policy Making (S)****CM | 1.0**

In this interactive poster session, participants will hear directly from young people themselves about their experience as genuine participants in city planning and policy making through the Y-PLAN methodology. Students will present on a range of innovative planning projects that have activated youth-driven insight across the Bay Area.

**Moderator**

Jessie Stewart, Y-PLAN National Director, Center for Cities + Schools

**Speakers**

Deborah McKoy, PhD, Executive Director, Center for Cities + Schools; Gabino Arrendondo, Health and Wellness Director, City of Richmond; Melissa Avalos, Student, Richmond High School; Sadik Alshohatee, Student, MetWest

1:15 pm - 2:45 pm • Room 204

**Transforming Union Station and the City****CM | 1.5**

Learn how the Los Angeles Union Station team's Master Plan provided for the expansion of transit, enhanced the historic and iconic transit hub, integrated development, created places with new connective spaces and linkages that celebrate the diversity of the surrounding communities and the entire region. Sustainability is a guiding principle.

**Moderator**

Walker Wells, AICP, VP of Programs & Director of the Green Urbanism Program, Global Green USA

**Speakers**

Jenna Hornstock, Deputy Executive Officer Countywide Planning, Metro; Debra Gerod, FAIA, LEED AP, Partner, Gruen Associates; Jeremy Klop, AICP, Principal, Fehr & Peers; Paul D. Travis, AICP, Principal, Historic Resources Group

1:15 pm - 2:45 pm • Room 205

**5 Innovations in Communicating Sea Level Rise Risks to the Public****CM | 1.5**

This session highlights creative ways to communicate sea level rise threats to the public and facilitate adaptation planning, featuring the OWL® regional visualization installation, communicating flood risks through King Tides, the innovative "water marks" installation, and more designs from UC Berkeley students.

**Moderator**

Bridgit Van Belleghem, AICP, Planner, Marin County, Community Development Agency

**Speakers**

Aaron Selverston, CEO, Owlize; Jessica Ludy, CFM, Water Resources Planner, ARCADIS-US; G. Mathias Kondolf, PhD, Professor, UC Berkeley Landscape Architecture & Environmental Planning; Marina Psaros, Founder and CEO, Coravai

1:15 pm - 2:45 pm • Room 206

**Utilizing Integrated Utility Systems to Deliver Restorative City Goals****CM | 1.5**

This interactive session will examine a pioneering Integrated Utility System (IUS) model that planners can use to unlock new levels of environmental, social, and economic performance. It will outline a turnkey approach to assessing, designing, financing, and delivering an IUS at no cost to cities.

**Moderator**

Joshua Foss, LEED AP, MSC Strategic Sustainable Development, President, Ecala Group

**Speakers**

Bjorgvin Saevarsson, CEO, Ecala Group; Scott T. Edmondson, AICP, Senior Planner, San Francisco Planning Department

**SESSION BLOCK #7 (cont.)**

1:15 pm - 2:45 pm • Room 207



**Avoiding Demolition of Historic Resources/Sustaining and Strengthening Neighborhood Character**

**CM | 1.5**

Oakland is a leader in innovative solutions to historic preservation. Incentives and deterrents were incorporated into recent planning processes, the Green Building Ordinance and demolition findings, to retain historic resources. Typology studies were prepared as essential prequels to design guidelines. Finally, the City will help broker relocation, when appropriate.

**Moderator**

*Alicia Parker, AICP, Planner III, City of Oakland*

**Speakers**

*Christopher R. Andrews, Architect and Town Planner, Christopher Andrews; Laura Kaminski, AICP, Planner III, City of Oakland; Edward Manasse, Strategic Planning Manager, City of Oakland; Joann Pavlinec, LEED, AP, Historic Preservation Planner Former, City of Oakland*

1:15 pm - 2:45 pm • Junior Ballroom 1, 2



**Resilience is the New Black - What Do We Mean by Resilience Planning, and Aren't We Doing it Already?**

**CM | 1.5**

This discussion will start with an exploration of the city resilience framework developed by the Rockefeller foundation and Arup. Then we will bring the discussion to the local level, with examples of how the BART (regional transit) system and city of Oakland are taking concrete steps towards greater resilience.

**Moderator**

*Dahlia Chazan, AICP, LEED AP, Senior Urban Planner, Arup*

**Speakers**

*Aidan Hughes, Principal, Arup; Victoria Salinas, Chief Resilience Officer, City of Oakland; Norman Wong, Environmental Engineer, Bay Area Rapid Transit (BART)*

1:15 pm - 2:45 pm • Room 208



**Trends, Opportunities, and Challenges for Integrating Green Infrastructure with Urban Design in the San Francisco Bay Area (W)**

**CM | 1.5**

Green Infrastructure (GI) has a lot in common with New Urbanist principles. Come share in this roundtable conversation with GI experts around how and where GI and green city planning are trending, converging, and co-evolving and the obstacles to GI's unfolding and continuing integration with land use and transportation.

**Moderator**

*John Steere, AICP, Watershed Planner, Contra Costa Watershed Program*

**Speakers**

*Matthew Fabry, PE, Manager, San Mateo Countywide Water Pollution Prevention Program; Laura Prickett, AICP, CPESC, QSD, Environmental Project Manager, Parsons; Josh Bradt, Environmental Planner, San Francisco Estuary Partnership; Peter Schultze-Allen, LEED-AP, Bay-Friendly Qualified Professional, Senior Scientist, EOA, Inc.; Rosey Jencks, Manager, Urban Watershed Management and Stormwater, San Francisco Public Utilities Commission*

1:15 pm - 2:45 pm • Junior Ballroom 3, 4



**Designing Protected Bikeways within Urban Streetscape Projects: Successful Collaboration Between Cities and Caltrans**

**CM | 1.5**

Caltrans' endorsement of NACTO design guidance provides an exciting opportunity for cities to work with Caltrans to develop plans for protected bikeways and inviting streetscapes. Learn about the successful collaboration between the cities of Albany and El Cerrito and Caltrans to transform San Pablo Avenue to better serve both communities.

**Moderator**

*Sergio Ruiz, Acting Pedestrian & Bicycle Planning/Coordination Branch Chief, Caltrans District 4*

**Speakers**

*Melanie Mintz, Interim Community Development Director, City of El Cerrito; Yvetteh Ortiz, PE, Public Works Director/City Engineer, City of El Cerrito; Aleida Andrino-Chavez, Transportation Planner, City of Albany*

1:15 pm - 2:45 pm • Grand Ballroom A, B, C



**General Plan Update – Keeping It Real, Current and Relevant**

**CM | 1.5**

State law requires that each city adopt a general plan "for the physical development of a city and any land outside its boundaries which bears relation to its planning". The law is not so clear about maintenance and implementation. The City of Sacramento has adopted an innovative, urban-centric general plan, and has been proactive in ensuring that it is effective and up to date.

**Moderator**

*Antero Rivasplata, AICP, Technical Director, ICF International*

**Speakers**

*Tom Pace, Principal Planner, City of Sacramento Community Development Department; Remi Mendoza, Associate Planner, City of Sacramento Community Development Department; Ted Holzem, Senior Project Manager, Mintier Harnish; Mike Parker, AICP, Senior Environmental Planner, Ascent Environmental, Inc.; Shawna Purvines, Principal Planner, El Dorado County Community Development Agency, Long Range Planning*

1:15 pm - 2:45 pm • Grand Ballroom F, G, H



**Current Planning Issues in California High-Speed Rail**

**CM | 1.5**

After 20 years of planning for high speed rail in California, construction of the first high speed rail segment between Fresno and Madera has finally begun. Lessons learned from this initial phase can inform future planning along the corridor, as well as around station areas. This panel will cover two areas in current high-speed rail planning: station area planning and corridor planning, with examples and speakers from multiple cities who are currently involved in the process.

**Moderator**

*David Early, AICP, LEED AP, Principal, PlaceWorks*

**Speakers**

*Bruce Brubaker, LEED AP, Associate Principal, PlaceWorks; Michael Brilliott, Planning Division Manager, City of San Jose; Bonique Emerson, AICP, Planning Manager, Fresno's Development Services Division; Rodney Jeung, Principal, AECOM*

**Mobile Workshop #11**

1:15 pm - 5:15 pm

Meet at the rear of the West Ballroom

**Discovering the Bay Bridge and Industrial Arts by Bike**

Additional \$45 fee applies. Participants will bicycle about 15 miles. The terrain is mostly flat, the bridge incline is moderately challenging. The mobile workshop fee includes a bicycle and helmet. Please dress accordingly.

Attendees will meet in the back of the West Hall at the conclusion of the Plenary Luncheon.

**CM | 2.5**

This bike tour will explore the planning and engineering history of the Bay Bridge's New East Span and bicycle and pedestrian path that currently connects Oakland with Yerba Buena and Treasure Islands, and eventually with San Francisco. The participants will also learn about efforts to build Gateway Park at the Oakland touchdown of the Bay Bridge. This bike tour will include a ride on the Bay Bridge's new East Span with views of the entire bay, and a visit to American Steel Studios which leads the artistic reuse of the steel from the old bridge.

**Moderator**

Michele DiFranca, AICP, Principal Planner

**Speakers**

Andrew Fremier, PE, Deputy Executive Director, Bay Area Toll Authority; Sarah Kuehl, FAAR, LEED, BFL Certified, Registered Landscape Architect, Principal, Einwiller Kuehl; Karen Cusolito, Executive Director, American Steel Studio; Clive Endress, Senior Landscape Architect, Zoon Engineering

**Mobile Workshop #13**

1:15 pm - 4:45 pm

Meet at 10th Street at 1:00 pm

**Walking the Rainbow: A Tour of San Francisco's Castro Street**

Additional \$35 fee applies

**CM | 2.5**

Join us for a BART ride across the bay to the heart of San Francisco's famous Castro District where we will tour the recently redesigned Castro Street. This bustling neighborhood commercial street has long been a center of LGBT community life. In 2014 the City & County of San Francisco worked with the community to completely redesign the busiest two blocks of the street. Join the streetscape project's planners, designers, and community representatives as they lead you along Castro Street's newly widened sidewalks and over its rainbow crosswalks. Along the way they'll share stories about the neighborhood's history and offer behind the scenes insight into this iconic street's reconstruction.

**Moderator**

Nicholas Perry, Urban Design/Planner, City and County of San Francisco Planning Department

**Speakers**

John Dennis, ASLA, LEED-AP, Landscape Architect/Project Manager, City and County of San Francisco Public Works Department; Daniel Bergerac, President, Castro Merchants Association

**Mobile Workshop #12**

1:15 pm - 5:15 pm

Meet at 10th Street at 1:00 pm

**Birth of the Cool . . . Land Use Planning!**

Additional \$45 fee applies. Fees include food sampling. This mobile workshop includes 2 miles of walking. Please wear comfortable shoes and dress accordingly.

**CM | 3.5**

A walking tour of Uptown, one of America's hippest neighborhoods and a district in transition will be highlighted in ten stops, with food, music and art. This transition has involved the hard work of the Uptown community and many City departments. As a result of these efforts, Uptown was named among the nation's great neighborhoods by the APA in 2014. The tour will highlight how dynamic neighborhood development is a product of many disciplines working together. Participants will be inspired to challenge their thinking: how could Uptown rise like a phoenix from the urban decay that so many people believe is Oakland?

**Moderator**

Catherine Payne, Planner, City of Oakland

**Speakers**

Jens Hillmer, Staff, City of Oakland Office of Neighborhood Investment; Steven Huss, City of Oakland Cultural Funding Program; Laura Kaminski, AICP, Planner III, City of Oakland Bureau of Planning; Sarah Filley, Co-Founder and Executive Director, Pop-Up Hood; Abby Woods, Planner, Michael Baker International

**Sponsored by:**  
**Dudek**

2:45 pm - 3:15 pm • East Exhibit Hall

**Afternoon Break**

Enjoy refreshments in our Exhibitors' area.

**Sponsored by:**

**Dyett & Bhatia Urban and Regional Planners**  
**Lisa Wise Consulting, Inc.**

**SESSION BLOCK #8**

3:15 pm - 4:45 pm • Room 201

**It's a Gas - Producing BioEnergy from Organic Waste in California****CM | 1.5**

Understand California policy and funding opportunities that drive renewable energy development from municipal food, yard waste, and biosolids. Understand development challenges from recent Bay Area projects, including the nation's largest dry anaerobic digestion facility.

**Moderator**

Jeff Krump, Environmental Services Specialist, City of San Jose

**Speakers**

Julia Levin, Executive Director, Bioenergy Association of California; Eric Herbert, PE, Chief Executive Officer, Zero Waste Energy; Michael Gonzales, Environmental Services Specialist, City of San Jose

SESSION BLOCK #8 (cont.)

3:15 pm - 4:45 pm • Junior Ballroom 1, 2



**The City in Words: The Year's Best Books on Planning**

**CM | 1.5**

Many of the greatest urban ideas appeared in books long before they appeared in concrete. This panel will celebrate the thinkers, practitioners, and wordsmiths who chronicle, critique, and inspire the accomplishments of the planning profession, with a focus on the best writing of the past year.

**Moderator**

*Josh Stephens, Contributing Editor, California Planning & Development Report*

**Speakers**

*James Brasuell, Manager, Planetizen; William Fulton, AICP, Urban Planning Director, Kinder Institute for Urban Research; Heather Boyer, Senior Editor, Island Press; Mike Lydon, CNU-A, Principal, The Street Plans Collaborative; Paul Bogard, PhD, Assistant Professor, James Madison University*

3:15 pm - 4:45 pm • Room 202



**Our Passion, Our Sports, Our Teams are Going Green**

**CM | 1.5**

Professional sports are going green, providing unique opportunity for public engagement. The City of San Jose partnered with the San Jose Earthquakes to green their new stadium. Levi Stadium showcases state-of-the-art environmental innovation. Learn how green sports play are positioned to drive the public to make more environmentally friendly choices.

**Moderator**

*Emy Mendoza, Environmental Services Specialist, City of San Jose*

**Speakers**

*Erik Distler, Curriculum Development & Teaching Assistant, Presidio Graduate School; Jo Zientek, Deputy Director, City of San Jose; Payal Bhagat, Project Manager, City of Santa Clara*

3:15 pm - 4:15 pm • Room 203



**NOAA's Office for Coastal Management and the NOAA Digital Coast - Increasing Resilience Along the California Coast (S)**

**CM | 1.0**

Sea level rise is likely to dramatically alter the dynamic and unique California coast in the coming decades. A panel of planners and coastal managers from the National Oceanic and Atmospheric Administration (NOAA) and the Bay Conservation and Development Commission (BCDC) will discuss approaches to increasing resiliency in light of future risk to communities, ecosystems and the economy.

**Moderator**

*Gwen Shaughnessy, Senior Coastal Management Specialist, The Baldwin Group/National Oceanic Atmospheric Administration Office for Coastal Management*

**Speakers**

*Wendy Goodfriend, PhD, Senior/Coastal Planner, Bay Conservation and Development Commission; Sandi Potter, PG, CEG, Planner, Sonoma County Permit and Resource Management District; Sherrie Collins, CEM, Emergency Services Manager, Monterey County OES; Hilary Carey Batha, Coastal Planner, California Coastal Commission*

3:15 pm - 4:45 pm • Room 204



**Neighborhood Violence, Criminal Justice, and the Planner's Role**

**CM | 1.5**

Incarcerated individuals are disproportionately from our poorest neighborhoods of color. These geographic concentrations of incarcerated individuals have implications for how we plan and manage cities. This interactive section explores mass incarceration in the context of planning, state and local policy, architecture, public health, and civic engagement.

**Moderator**

*Beth Altshuler, Epidemiologist, Urban Planner, Raimi + Associates*

**Speakers**

*Nate Miley, JD, Supervisor, Alameda County - District 4; Juan Gomez, Co-Founder, MILPA, Policy and Strategy Analyst, The National Compadres Network; Deanna Van Buren, AIA, NOMA, LEED AP, Founding Partner, FORUM Design Studio; DeVone Boggan, JD, Director, City of Richmond, Office of Neighborhood Safety*

3:15 pm - 4:45 pm • Room 205



**Tribal Consultation 101: Practical Approaches to Successful Tribal Consultations from Local & Tribal Government Perspectives**

**CM | 1.5**

With laws such as AB-52 and SB-18, planners today must learn how to initiate, develop, and implement meaningful consultations with California Native American tribes. Practical strategies from planning and tribal perspectives will be discussed so that planners can foster a successful tribal consultation practice for their lead agencies.

**Moderator**

*John Hamilton, AICP, Environmental Planner, City of Vista Community Development Department*

**Speakers**

*Merri Lopez-Kiefer, JD, Tribal Legal Council, San Luis Rey Band of Mission Indians; Terrie Robinson, JD, General Counsel, Native American Heritage Commission; Angela Mooney D'Arcy, JD, Executive Director, Sacred Places Institute for Indigenous Peoples; Morning Star Gali, Tribal Historic Preservation Officer, Pit River Tribe; Heather Hostler, Chief Deputy Tribal Advisor, Governor's Office of the Tribal Advisor*

3:15 pm - 4:45 pm • Room 206



**whY-PLAN? Engaging Young People and Schools as Critical Actors in Building Healthy, Equitable, and Vibrant Communities**

**CM | 1.5**

This session will share why and how young people can be engaged as genuine actors in city planning through the Y-PLAN methodology. City and education leaders from Richmond, California will share how they engage youth in city planning to support the implementation of Richmond's Health in All Policies.

**Moderator**

*Jessie Stewart, Y-PLAN National Director, Center for Cities + Schools*

**Speakers**

*Bill Lindsay, City Manager, City of Richmond; Deborah McKoy, PhD, Executive Director, Center for Cities + Schools; Adam Lenz, LEED AP, Environmental Manager, City of Richmond; Angel Ponce-Larsen, Health Academy Lead, Y-PLAN Teacher, Richmond High School; Melissa Avalos, Student, Richmond High School*

**SESSION BLOCK #8 (cont.)**

3:15 pm - 4:45 pm • Rooms 210, 211

**Purposeful APA Travel: Learning and Exchanging from International Planning Tours****CM | 1.5**

APA California Northern Section has conducted international planning tours to Cuba, China, India, Brazil, and Eastern Europe. Each trip focused on connecting with local planning colleagues in those countries. The Section has also started a program to facilitate collaboration and sharing data with our international planning colleagues.

**Moderator**

Hing Wong, AICP, Senior Regional Planner, Association of Bay Area Governments (ABAG), President, APA California

**Speakers**

Elaine Costello, FAICP, Planning Consultant; Hanson Hom, AICP, ASLA, Director of Community Development, City of Sunnyvale; Alex Hinds, Managing Consultant, Sonoma State Center for Sustainable Communities; Juan Borrelli, AICP, Development Services Small Business Ally, City of San Jose

3:15 pm - 4:45 pm • Grand Ballroom F, G, H

**The New Faces of Transportation - Recent Trends in Transit and Taxi Service Delivery****CM | 1.5**

New players have entered the field of providing transportation services disrupting traditional project/service delivery models and attracting significant new funding from both the private and public sectors. The panel will provide an overview of three of these models: Modern Streetcar, Corporate Bus/Shuttle Systems and Transportation Network Companies.

**Moderator**

Nathan Conable, AICP, Principal, Fehr & Peers

**Speakers**

Brendon Harrington, Transportation Manager, Google, Inc.; Joshua Mello, AICP, Senior Associate, Alta Planning + Design

3:15 pm - 4:45 pm • Room 208

**Sustainability Jeopardy! (W)****CM | 1.5**

Come join your colleagues and test your knowledge on the theory, practice, and science of sustainability. Interactive voting will allow all the session attendees to play, covering topic from energy and climate change to social equity and green buildings. Memorable fun and learning guaranteed!

**Moderator**

Daniel Hamilton, LEED AP BD+C, Sustainability Program Manager, City of Oakland

**Speakers**

Josh Hohn, AICP, Project Planner, CH2M Hill; Wes Sullens, LEED AP, Manager, Green Building Policy & Advocacy, StopWaste.org

3:15 pm - 4:45 pm • Room 207

**Building Consensus for Sustainable Streets****CM | 1.5**

The City of San Mateo recently finalized its Sustainable Streets Plan, a 2-year effort focused on making its streets safer and more sustainable. This session explores how midsize cities can successfully integrate Complete and Green Streets into a single plan through educational public forums and collaboration across departments and agencies.

**Moderator**

Jessica Alba, Principal, Nelson\Nygaard Consulting Associates

**Speakers**

Kenneth Chin, Project Manager, City of San Mateo Public Works Department; Thomas Kronmeyer, Associate Principal, Community Design + Architecture; Marcus Clarke, Economic Development Manager, City of San Mateo Economic Development Division

3:15 pm - 4:45 pm • Grand Ballroom A, B, C

**Manifest Density: A Reality Check for the Sustainable Communities Strategy****CM | 1.5**

Cities across California are implementing State mandates for sustainable growth. Plans for millions of high density units have been drawn up in suburban communities. How will the real estate market will respond to this shift? Is the home-buying public ready for this new vision of suburbia?

**Moderator**

Barry Miller, FAICP, Principal, Barry Miller Consulting, Planning Consultant, Chair, Oakland Parks and Recreation Commission

**Speakers**

Dena Belzer, President, Strategic Economics; David Stark, Director of Public Affairs, Bay East Association of REALTORS; Jeff Schroeder, Vice President, Ponderosa Homes

3:15 pm - 4:45 pm • Junior Ballroom 3, 4

**Establishing Your Roots in Planning Technology****CM | 1.5**

Which technological skills are the most valued in today's planning workplace? Hear from a panel of tech-savvy urban planning professionals as they explore the essential planning technology toolkit for both digital natives and digital immigrants in the world of planning.

**Moderator**

Kayla Gordon, Planner, PlaceWorks

**Speakers**

Steve Kokotas, Technology Director/Urban Planner, MIG, Inc.; Chris Steins, CEO, Urban Insight; Jake Levitas, Senior Advisor, Market Street Prototyping Festival; William Riggs, AICP, PhD, LEED AP, Assistant Professor, Cal Poly San Luis Obispo

5:00 pm - 6:00 pm • Room 207

**California Planning Roundtable Meeting**

The California Planning Roundtable (CPR) is an organization of experienced planning professionals who are members of the American Planning Association (APA). Membership is balanced between the public and private sectors and between Northern and Southern California. CPR acts as a policy research and development resource for the California planning profession to enhance the sustainability and livability of California's communities. CPR addresses emerging policy issues with cutting edge solutions that can be widely applied in planning practice.

5:00 pm - 6:30 pm • East Exhibit Hall

*Badge required/ticketed event.*

**Consultants' Reception**

Take time to visit with our sponsors and exhibitors and learn about new innovations in planning. It will also be the last opportunity during the conference to visit the exhibitors' booths. While enjoying this fabulous happy hour, be sure to thank our sponsors for their support of the conference this year. We couldn't do it without them!

7:00 pm - 8:30 pm

**Section Directors and Local Section Board Mixer**

Join the Section Directors and Get to Know the Local Section Boards! The Section Directors are hosting a reception at District, a premiere bar and restaurant not far from the Convention Center. First beverage is compliments of the Sections; no-host bar thereafter. This is a wonderful chance to get to know your Local Section Boards in a relaxed and fun setting.

*District  
827 Washington Street  
Downtown Oakland*

6:30 pm - 9:30 pm

**Exhibitors' Tear Down**

7:00 am - 1:00 pm • Atrium Foyer

## Conference Attendee Registration

7:00 am - 8:00 am • West Ballroom

### Continental Breakfast

**Sponsored by:**  
Fehr & Peers • EMC Planning Group  
Opticos Design, Inc. • ESA  
Lilley Planning Group

## SESSION BLOCK #9

8:00 am - 9:00 am • Room 201



### Vibrant Streets Start at the Edges

**CM | 1.5**

We experience the street as one space, framed by buildings; what if we actually designed that way? It's a simple concept, but implementation requires coordination between public realm and private development. Join us for a conversation between the parties that together design the edge where street and building meet.

#### **Moderator**

*Kristen Hall, AICP, Urban Designer, Perkins + Will*

#### **Speaker**

*Joshua Switzky, Manager of Community Planning in the Citywide Plan, San Francisco Planning Department; Willett Moss, PLA, Partner, CMG Landscape Architecture; Gerry Tierney, LEED AP BD+C, Associate Principal, Perkins + Will; Jon Knorpp, Managing Director, Giants Development Services*

8:00 am - 9:30 am • Room 202



### The Dark Side of Planning: How Cities Can Open Their Eyes to Light Pollution

**CM | 1.5**

California cities have cleaned up their air, but their skies still need help. This session will explore impacts on health, safety, ecology, and sense of wonderment light pollution obliterates the night sky. And it will present tools that can help planners make their cities a little less bright.

#### **Moderator**

*Josh Stephens, Contributing Editor, California Planning & Development Report*

#### **Speakers**

*Paul Bogard, PhD, Assistant Professor, James Madison University; Mark Sawyers, AICP, Planning Manager, City of Flagstaff; Jack Sales, Director, California Chapter, International Dark-Sky Association; James Benya, Fellow, International Association of Lighting Designers, Principal, Benya Lighting Design*

8:00 am - 9:30 am • Junior Ballroom 1, 2



### Authenticity and Innovation: Oakland's Specific Plan Success Stories

**CM | 1.5**

In 2014, the City of Oakland completed specific plans for three historic, culturally-diverse neighborhoods adjacent to Downtown. In each plan, the City developed innovative tools to respond to the distinct needs and market forces of each area, resulting in implementable, community-supported plans to incite viable and authentic revitalization and growth.

#### **Moderator**

*Laura Kaminski, AICP, Planner III, City of Oakland, Strategic Planning Division*

#### **Speakers**

*Edward Manasse, Strategic Planning Manager, City of Oakland; Julie Donofrio, AICP, Associate Planner, WRT; Peter Winch, AICP, Senior Associate, Dyett & Bhatia; Christina Ferracane, Strategic Planner, City of Oakland; Art Clark, Architect, Project Manager, JRDV Urban International*

8:00 am - 9:30 am • Room 203



### Stand Up To The Bullies

**CM | 1.5**

Tired of... "This doesn't need to meet guidelines, get it to hearing!" - management. "There's too much traffic, and you're ruining my neighborhood!" - NIMBYist. "What do you mean I can't build whatever the heck I want on my own property?!" - developer. We're here to help!

#### **Moderator**

*Avril Baty, AICP, Supervising Planner, City of San Jose*

#### **Speakers**

*Licinia McMorro Ibarri, Real Estate Project Manager, San Francisco Municipal Transportation Agency; Jodie Clark-Gerhardt, AICP, Senior Planner, City of Palo Alto; Erin Morris, Senior Planner, City of Santa Rosa; Peter Gill, AICP, Planning Division Manager, City of Santa Maria*

8:00 am - 9:30 am • Room 204



### The Art of Community Revitalization

**CM | 1.5**

Learn how two very different cities - Oakland and Oroville - are revitalizing their downtown districts by integrating public, private, and non-profit arts organizations, as well as artists and real estate developers create an enhanced sense of place for living, working and leisure activities centered on the arts.

#### **Moderator**

*Michael Smiley, AICP, Principal, Page/BMS Design Group*

#### **Speakers**

*Don Rust, AICP, Director of Community Development, City of Oroville; Roderick Kiracofe, Founder and President of the Board of Directors, Oakland Art Murmur*

SESSION BLOCK #9 (cont.)

8:00 am - 9:30 am • Room 205

 **Climate Action Planning and Urban Greening: Weaving Together Health, Resilience and Equity**  
**CM | 1.5**

This session presents the recently completed Oakland Citywide Urban Greening Plan and with a panel of professional and community representatives, critically explores the successes and lessons of how this ambitious plan fulfills regional climate action planning goals of SB375 as well as local goals of sustainability, health, resiliency, and equity.

**Moderator**  
David Ralston, PhD, Program Manager, Bay Area Air Quality Management District

**Speakers**  
Robert Oglivie, PhD, Director, SPUR; Victoria Salinas, Chief Resiliency Officer, City of Oakland; Yassi Eskandari, City & Regional Policies Director, Sustainable Economies Law Center; Esperanza Pallana, Director, Oakland Food Policy Council; Beth Teper, Environmental Educator; Robin Freeman, Co-Director of the David R. Brower, Ronald V. Dellums Institute for Sustainable Policy Studies, Merritt College; Margaret Gordon, Co-Founder, West Oakland Environmental Indicators Project (EIP); Daniel Hamilton, LEED AP BD+C, Sustainability Program Manager, City of Oakland

8:00 am - 9:30 am • Room 206

 **TOD = Transit Oriented Displacement? Innovative Methods to Detect and Prevent Displacement Associated with TOD**  
**CM | 1.5**

Learn about the insights and tools researchers, planners and community groups are developing in the Bay Area and Los Angeles to better understand, predict and possibly even prevent the potentially negative consequences of displacement associated with transit investments and sustainable development.

**Moderator**  
Karen Chapple, PhD, Professor, UC Berkeley

**Speakers**  
Miriam Zuk, PhD, Project Director and Postdoc, Center for Community Innovation, UC Berkeley; Anastasia Loukaitou-Sideris, PhD, Professor, UCLA; Peter Cohen, Co-Director, Council of Community Housing Organization; Gloria Bruce, Interim Director, East Bay Housing Organizations; Daniel Chatman, PhD, Associate Professor, UC Berkeley

8:00 am - 9:30 am • Room 207

 **Time Management for Harried Planners**  
**CM | 1.5**

Time management techniques used in other career tracks don't work for planners. We don't have the luxury of turning off the application spigot. This session covers the nuts and bolts of saving time. From code amendments that streamline the review process to handling e-mail. Proven tools from experienced planners.

**Moderator**  
Christina Ratcliffe, AICP, Senior Planner, City of Orinda

**Speakers**  
Margaret Kavanaugh-Lynch, Development Services Manager, City of El Cerrito; Jennifer Carman, AICP, Planning and Environmental Review Director, City of Goleta; Scott Davidson, Project Director, MIG; Michele Rodriguez, AICP, LEED AP, Development Services Manager, City of San Pablo

8:00 am - 9:30 am • Junior Ballroom 3, 4

 **Popping Up in a Neighborhood Near You: Pop-Up and Temporary Retail**  
**CM | 1.5**

The increasingly high bar of brick-and-mortar is risky and out of reach for many entrepreneurs. A new take on the old tradition of street vending is pop-up and temporary retail, and it's providing many budding and experienced entrepreneurs with a crucial and affordable bridge into permanent and successful business ownership.

**Moderator**  
Andrea Baker, Principal, Andrea Baker Consulting

**Speakers**  
Ilana Lipsett, Co-Founder and Director, [freespace]; Craig Young, Managing Principal, Tidewater Capital; Sarah Filley, Co-Founder and Executive Director, Popup Hood; Jack Sylvan, Vice President of Development, Forest City

8:00 am - 9:30 am • Room 208

 **Bus Rapid Transit - Basic Design Information for Non-Transit Planners (W)**  
**CM | 1.5**

This workshop will focus on BRT design, infrastructure and operations information that should be known by non-transit planners and local government officials when BRT is being considered as an improved transit option. Participants will learn design elements and then apply them to a hypothetical project.

**Moderator**  
Paul Bignardi, AICP, JD, Transportation Planner IV, Principal Planner, San Francisco Municipal Transportation Agency

**Speakers**  
Graham Carey, AICP, PE, PhD, Owner, Carey BRT Consulting; Peter Gabancho, PE, Project Manager III, San Francisco Municipal Transportation Agency

8:00 am - 9:30 am • Rooms 201, 211

 **Getting Graphic: Visualization Strategies for Today's Planning**  
**CM | 1.5**

Are there ways to better understand plans and diagrams to help determine if a project meets the local agency's general plan, zoning regulations and other regulatory framework? The panel will introduce creative tips, strategies and methods to help isolate key elements critical to making findings during project approvals.

**Moderator**  
Marc Yeber, ASLA, Planning & Design Principal, Cont-X-Studio, Vice President for Public Information, APA California

**Speakers**  
Ric Abramson, AIA, RA, Principal Architect, WorkPlays Studio; Danny Castro, Community Development Director, City of Sausalito; Kevin Clausen, Planner, City of Anaheim Planning Department

**SESSION BLOCK #9 (cont.)**

8:00 am - 9:30 am • Grand Ballroom A, B, C

**Parking and Driverless Vehicle Innovations and Their Impact on Cities****CM | 1.5**

Driverless vehicles and innovative parking policies will potentially change our cities. Hear from a futurist about the possible impacts of driverless autos, and from practitioners with cutting edge parking innovations from San Francisco and Berkeley, and then move into a conversation about combined impacts and important policy implications.

**Moderator**

Valerie Knepper, Associate Planner Analyst, Metropolitan Transportation Commission (MTC)

**Speakers**

Lauren Mattern, Manager of Parking Policy & Technology, San Francisco Municipal Transportation Agency (SFMTA); Kamala Parks, Associate Planner, Public Works, Transportation, City of Berkeley; Ryan Snyder, President, Ryan Snyder Associates

8:00 am - 9:30 am • Grand Ballroom F, G, H

**After Property Rights, Takings, and Exactions: A Legal and Practical Update for Planners****CM | 1.5 | LAW**

Every year sees changes to the law governing property rights, "takings," and conditions to development approvals (impact fees, dedication requirements, and other "exactions"). This annual session covers the legal "state of the art" for these topics, discusses new pronouncements from federal and California courts, and offers practical advice for planners.

**Moderator**

Vivian Kahn, FAICP, Associate Principal, Dyett & Bhatia

**Speaker**

Thomas Jacobson, FAICP, JD, Professor of Environmental Studies & Planning, Director, Center for Sustainable Communities, Sonoma State University

**Mobile Workshop #14**

8:00 am - 11:45 am

Meet at 10th Street at 7:45 am

**A Tale of Two TODs: Oakland's Fruitvale and MacArthur BART Stations**

Additional \$35 fee applies. Attendees will receive late seating at the Closing Plenary Luncheon.

**CM | 3.0**

Visit two important Transit-Oriented Development (TOD) projects located at Bay Area Rapid Transit (BART) stations in Oakland, beginning with Fruitvale Village, Oakland's first BART station TOD project constructed in 2003, and concluding with MacArthur Station, Oakland's newest TOD project under construction. The workshop will cover how these projects were conceived and implemented, lessons learned, and how TOD projects have evolved in Oakland over the past decade. We will travel on BART to both projects and tour each development and the surrounding area with representatives from the City of Oakland, the project developers and BART.

**Moderator**

Daren Ranelletti, Deputy Director of Planning, City of Oakland

**Speakers**

Ross Ojeda, Director of Real Estate Development, Unity Council; Joseph Forbes McCarthy, Director of Development, BRIDGE Housing Corporation; Hannah Lindelof, Senior Planner, San Francisco Bay Area Rapid Transit District; Gabriela Juarez, Planner, City of Los Angeles, Planning Department; Mika Miyasato, AICP, Senior Planner, AC Transit

**Mobile Workshop #15**

8:00 am - 11:30 am

Meet at 10th Street at 7:45 am

**Innovations in Downtown Planning**

Additional \$35 fee applies

**CM | 2.75**

Through planning and commitment, Berkeley is revitalizing its downtown as a vibrant transit-oriented center. The tour will examine leading-edge issues and speak with people who are making "best practices" happen. It will:

- Describe downtown initiatives to address local livability and regional sustainability goals.
- Examine the Arts District and how it sparked revitalization.
- Consider on-going "ambassador host" and cleaning programs.
- Explore innovative high-density infill projects and the LEED Platinum Brower Center, which houses numerous environmental organizations.
- Look at UC Berkeley's new University Art Museum and Bio-Sciences Center.

**Moderators**

Matthew Taecker, AIA, AICP, Principal, Taecker Planning and Design; Aaron Welch, LEED AP, Senior Associate, Raimi + Associates

**Speakers**

Tom Bates, Mayor, City of Berkeley; John Caner, CEO, Downtown Berkeley Association; Michael Caplan, Economic Development Director, City of Berkeley; Patrick Kennedy, JD, President, Panoramic Interests; Lawrence Rinder, Director, Berkeley Art Museum/Pacific Film Archive; Jennifer McDougall, Principal Planner, Capital Projects, UC Berkeley; Carol Johnson, Planning Manager, City of Berkeley

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**SESSION BLOCK #10**

9:45 am - 11:15 am • Room 201

**Using Public Benefit Bonus Policies to Generate Community Support for Plans and Funding for Unmet Need****CM | 1.5**

Planners and developers who have created and implemented public benefit bonus policies and community benefit agreements will cover trends, opportunities, and issues in their use. Examples will highlight structuring planning efforts to consider public benefits from the beginning, working with developers to create feasible programs, and various implementation challenges.

**Moderator**

Ron Golem, Principal, BAE Urban Economics

**Speakers**

Justin Murphy, Assistant Community Development Director, City of Menlo Park; John Tarlton, President/CEO, Tarlton Properties; Mark Sawicki, Director of Economic & Workforce Development, City of Oakland; Mike Ghielmetti, Founder/President, Signature Development Group

**SESSION BLOCK #10 (cont.)**

9:45 am - 11:15 am • Room 202



**Innovations in Social Equity Analysis at a Regional Level: A Comparative Look Across the State**

**CM | 1.5**

Achieving social equity in the development of a comprehensive transportation system is vital to the sustainability goals for any region. Measuring this at a regional scale is challenging. Planners from the four major Metropolitan Planning Organizations will share innovations, challenges, and opportunities for improvement for regional social equity analysis.

**Moderator**

Victor Rubin, PhD, Vice President of Research, PolicyLink

**Speakers**

Jane Clough, PhD, Senior Regional Planner/Tribal Liaison, San Diego Association of Governments (SANDAG); Frank Wen, PhD, Manager of Research and Analysis, Southern California Association of Governments (SCAG); Joe Concannon, Data Services Manager, Sacramento Area Council of Governments (SACOG); Doug Johnson, Principal Planner, Metropolitan Transportation Commission (MTC)

9:45 am - 11:15 am • Room 203



**A Cyclist, a Health Advocate and a Planner Walk into a Bar....The Power of Interdisciplinary Mobility Planning Today**

**CM | 1.5**

The session will explore the collaboration between professionals from planning, civil engineering, public health, and transportation to implement active transportation projects and programs in Long Beach and how this model can be replicated throughout California. The panel will focus on innovative practice and implementation of the Long Beach Mobility Element.

**Moderator**

Ira Brown, Planner, City of Long Beach

**Speakers**

Nathan Baird, Mobility and Healthy Living Programs Officer, City of Long Beach; Lara Turnbull, CHES, Project Coordinator-Healthy Active Long Beach, City of Long Beach; Shannon Davis, Senior Urban Designer, Meléndrez

9:45 am - 11:15 am • Junior Ballroom 1, 2



**How Silicon Valley Tech Companies and Millennials are Changing Workplace Districts and Transportation Patterns**

**CM | 1.5**

An expert panel weighs the pros and cons of the Silicon Valley trend where Millennial tech workers are driving the movement for green offices, transit-oriented locations and company-provided transportation. Hear how Silicon Valley companies, developers and cities are responding in a big way.

**Moderator**

Gerri Caruso, AICP, Principal Planner, City of Sunnyvale

**Speakers**

Hanson Hom, AICP, ASLA, Community Development Director, City of Sunnyvale; Scott Jacobs, CEO, Landbank LLC; Eric Calloway, Principal, Freedman Tung + Sasaki; Aarti Shrivastava, Assistant City Manager, City of Cupertino

9:45 am - 11:15 am • Room 204



**San Francisco's Pier 70: Transforming an Historic Shipyard into a Complete Neighborhood**

**CM | 1.5**

This session is an in-depth look at the careful balance planners and developers must strike between history, industry, sustainability, affordability and vibrancy in the development of San Francisco's Pier 70. Experts in the areas of project development, environmental and transportation analysis, and cultural resources will share their strategies.

**Moderator**

Andrea Contreras, LEED AP, Environmental and Transportation Planner, San Francisco Planning Department

**Speakers**

Allison Vanderslice, Archaeologist and Preservation Planner, San Francisco Planning Department; Kelly Pretzer, Development Manager, Forest City Enterprises; Richard Sucre, Preservation Planner, San Francisco Planning Department; Manoj Madhavan, Transportation Planner, San Francisco Planning Department

9:45 am - 11:15 am • Room 205



**San Francisco's Sustainability Districts: Translating Policy Into Action**

**CM | 1.5**

San Francisco has some of the most aggressive sustainability policies in the nation. But how do bold citywide goals translate into action in the city's neighborhoods? This session will discuss how San Francisco's "eco-districts" are creating a more sustainable city - one neighborhood at a time.

**Moderator**

Claire Bonham-Carter, LEED AP, Sustainability Principal, AECOM

**Speakers**

Jon Swae, Sustainable Development Planner, San Francisco Planning Department; Cindy Wu, Community Planning Manager, Chinatown Community Development Center; Stan Lew, LEED AP, AIA, Principal, RMW Architecture & Interiors; Rosey Jencks, Manager, Urban Watershed Management and Stormwater, San Francisco Public Utilities Commission

9:45 am - 11:15 am • Room 206



**Connected Cities: Planning for Fiber, Broadband, and WiFi**

**CM | 1.5**

Businesses and residents see fast, reliable internet connectivity as a basic service like water or garbage. What role should your City have in providing this service? What are the logistical and regulatory challenges of involved? A panel of experienced City staff and private consultants will address these and other questions.

**Moderator**

Joanna Jansen, AICP, LEED AP, Associate Principal, PlaceWorks

**Speakers**

Tom Liao, Deputy Community Development Director, City of San Leandro; Peter James, Senior Strategic Planner, City of Santa Monica; Stephen Blum, President, Tellus Venture Associates

**SESSION BLOCK #10 (cont.)**

9:45 am - 11:15 am • Room 207

**Planning Across Borders****CM | 1.5**

A panel will present and share their planning experience in developing comprehensive transportation plans and studies in a binational context. The panel will discuss the importance of forming diverse working groups for successful planning.

**Moderator**

Jose I. Marquez-Chavez, AICP, Associate Transportation Planner, California Department of Transportation

**Speakers**

Sergio Pallares, Senior Transportation Planner, California Department of Transportation; Elisa Arias, Principal Planner, San Diego Association of Governments; Mark Baza, Executive Director, Imperial County Transportation Commission; Virginia Mendoza, Associate Transportation Planner, Imperial County Transportation Commission

9:45 am - 11:15 am • Rooms 210, 211

**Growth Without Gridlock: How Mountain View is Changing the Silicon Valley Commute****CM | 1.5**

Mountain View is reinventing how Silicon Valley commutes. With pioneering policies, complete streets designs, and public-private partnerships, Mountain View offers a new template for transportation innovation. Join city staff and Google's transportation team to hear how California's most comprehensive package of transportation projects will better serve the 21st century employee.

**Moderator**

Phil Olmstead, Senior Associate, Nelson\Nygaard Consulting Associates, Inc.

**Speakers**

Martin Alkire, Principal Planner, City of Mountain View; Jim Lightbody, Project Manager, City of Mountain View; Jeral Poskey, Manager - Long-term Transportation Planning, Google

9:45 am - 11:15 am • Room 208

**If You Plan It Will They Come? Lessons Learned in Community Engagement (W)****CM | 1.5**

Community involvement best practices used in the City of Oakland and other Bay Area plans, e.g. the award-winning International Boulevard Transit-Oriented Development Plan (IBTOD) and West Oakland Specific Plan. The goal is to learn to recruit and engage a community in meaningful conversations about the future of their neighborhoods.

**Moderator**

Ulla-Britt Jonsson, Principal, Crown Consulting

**Speakers**

Surlene Grant, Consultant, Envirocom; Sheryl Walton, Community Member, Self-employed; Matt Raimi, Principal, Raimi + Associates

9:45 am - 11:15 am • Junior Ballroom 3, 4

**Drones, Phones, and Automobiles****CM | 1.5**

The session will provide a substantive discussion of emerging technologies, from the basics of what these technologies are and what they purport to offer to the complex array of legal challenges they present for local governments. From sharing economy technologies like Uber, Airbnb, and Meal Sharing, to public safety developments such as drones, body-worn cameras, and automated license plate readers, these developments generate dynamic issues for localities hoping to implement and integrate them.

**Moderator**

Harriet Steiner, Partner, Best Best & Krieger LLP

**Speakers**

Jordan Ferguson, Associate, Best Best & Krieger LLP; Acquanetta Warren, Mayor, City of Fontana

9:45 am - 11:15 am • Grand Ballroom A, B, C

**Ethics Jeopardy: Testing What We Know About Ethics****CM | 1.5 | ETHICS**

This session will be a fun, lively and interesting session and a great way to refresh and learn about ethics in our profession. A great review of the Code will be given and real-life scenarios will take the Code and bring it to life.

**Moderator**

Brooke Peterson, AICP, Senior Associate, PlaceWorks, Past President, APA California

**Speakers**

Kevin Keller, AICP, Director of Planning and Housing Policy, Office of Mayor Eric Garcetti, City of Los Angeles; Darcy Kremin, AICP, Bay Area Environmental Practice Leader, Michael Baker International; Kim Prillhart, AICP, Director of Planning, County of Ventura; Jennifer Lilley, AICP, City Planner, City of Brea

9:45 am - 11:15 am • Grand Ballroom F, G, H

**Annual CEQA Update****CM | 1.5 | LAW**

This session will update California Environmental Quality Act (CEQA) practitioners and other planners about new CEQA legislation for 2016, progress on the CEQA Guidelines traffic impact amendments, and the latest in CEQA interpretations arising from court decisions in 2014-2015.

**Moderator**

Antero Rivasplata, AICP, Technical Director, ICF International

**Speakers**

Ron Bass, AICP, JD, Expert Consultant, ICF International; Margaret Sohagi, JD, Partner, Sohagi Law Group

**Mobile Workshop #16**

9:45 am - 4:45 pm

Meet at 10th Street at 9:30 am

**Company Town 2.0: How Facebook and Google are Rethinking the Corporate Campus**

*Additional \$75 fee applies, includes lunch*

**CM | 6.0**

Visit the world headquarters of tech giants Google and Facebook. See how these Silicon Valley-based firms have created full-service campuses for tens of thousands of employees. Learn how planners, real estate professionals, and municipalities are planning for continued tech industry growth in terms of office space, transportation, recreation, and amenities. During this all-day tour, we will travel by charter bus to each campus to meet with campus planners, architects, and real estate professionals. You will hear about the challenges of accommodating large workforces, see the latest innovations in workspace design, learn about strategies for mitigating sea level rise impacts on large-scale buildings, and gain insight into the continuing evolution of the way we work.

**Moderator**  
*Jean Eisberg, AICP, Principal, Lexington Planning*

**Speakers**  
*Charlie Knox, AICP, Principal, PlaceWorks; Jim Laumann, Project Executive/Campus Architect, Google Real Estate Development; Fergus O'Shea, Director of Campus Facilities, Facebook; Jim Cogan, Economic Development Manager, City of Menlo Park*

11:30 am - 1:00 pm • West Ballroom

*Badge required/ticketed event.*

**Closing Plenary Lunch**

**Angela D. Brooks, AICP, Real Estate Development Manager, Chicago Housing Authority, Director-at-Large, APA National**

**CM | 1.0**

The Closing Keynote will feature Angela Brooks, a real estate development manager for the Chicago Housing Authority and a member of the national board of APA. Ms. Brooks, who is spearheading the APA Ambassador Pilot Program, will highlight the importance of raising public awareness of what planning is, what planners do, and how APA is helping to do both. The APA Ambassador Pilot Program aims to inspire all types of future planners, including those with diverse racial and ethnic backgrounds, by promoting planning to the broader public and providing more opportunities for volunteerism. The program involves around 100 ambassadors nationwide and 22 in California. The program also includes five pilot programs at the chapter level, of which APA California is one.

Before her time at the Chicago Housing Authority, she served as associate director of real estate development for Heartland Housing and was program administrator for the City of Seattle Office of Housing. She has been an active member of APA since 1996 and has served on numerous committees, task forces, and as a Community Planning Assistance Teams member. She serves on the State of Illinois Geographic Information Council and has served on the City of Seattle Planning Commission, Martin Luther King County Boundary Annexation Board, and the State of Washington African American Affairs Commission. Brooks earned a BA from Jackson State University in Urban Studies and a Master of Urban and Regional Planning degree from the University of New Orleans.

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1:15 pm - 5:00 pm • Room 208

**California County Planning Directors' Meeting**

The California County Planning Directors Association (CCPDA) is a vital link between all California Counties to coordinate best management practices in the field of Planning. As an Association, we learn from each other's experiences. We welcome all county planning directors and manager to attend the Association meeting where we will be sharing our experiences in contemporary land use trends and how jurisdictions comply with ever evolving state laws.

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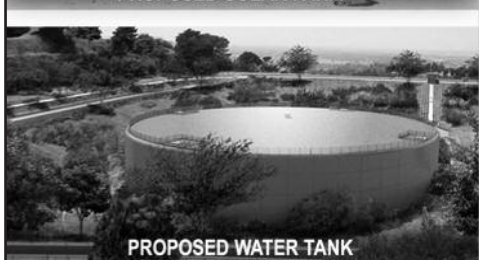
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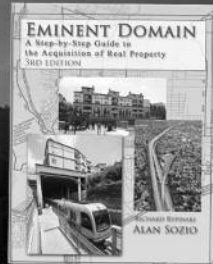
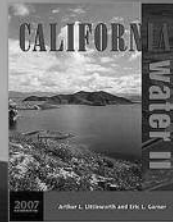
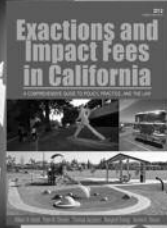
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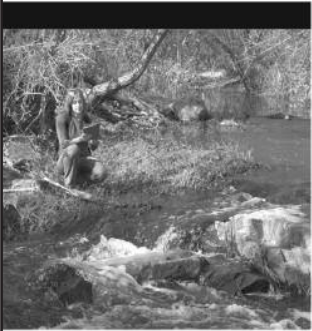
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- Aidan Hughes, Principal, Arup
- Victoria Salinas, Chief Resilience Officer, City of Oakland
- Norman Wong, Environmental Engineer, Bay Area Rapid Transit (BART)

#### Moderator

- Dahlia Chazan, AICP, LEED AP, Senior Urban Planner, Arup

MONDAY, OCTOBER 5 • 1:15PM-2:45PM  
SESSION BLOCK #7 • JUNIOR BALLROOM 1, 2



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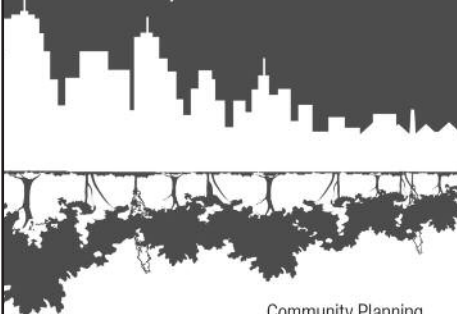
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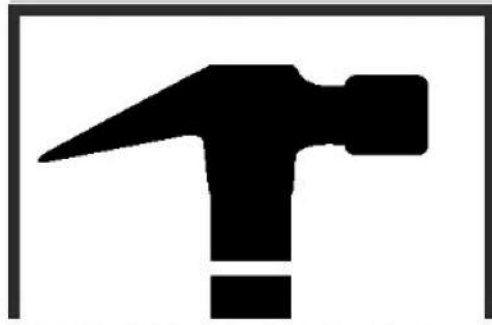
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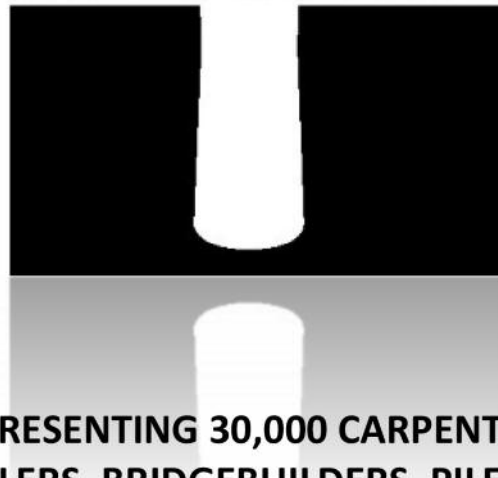
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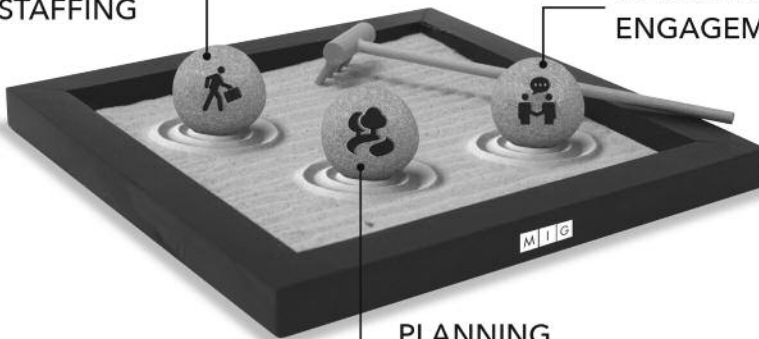
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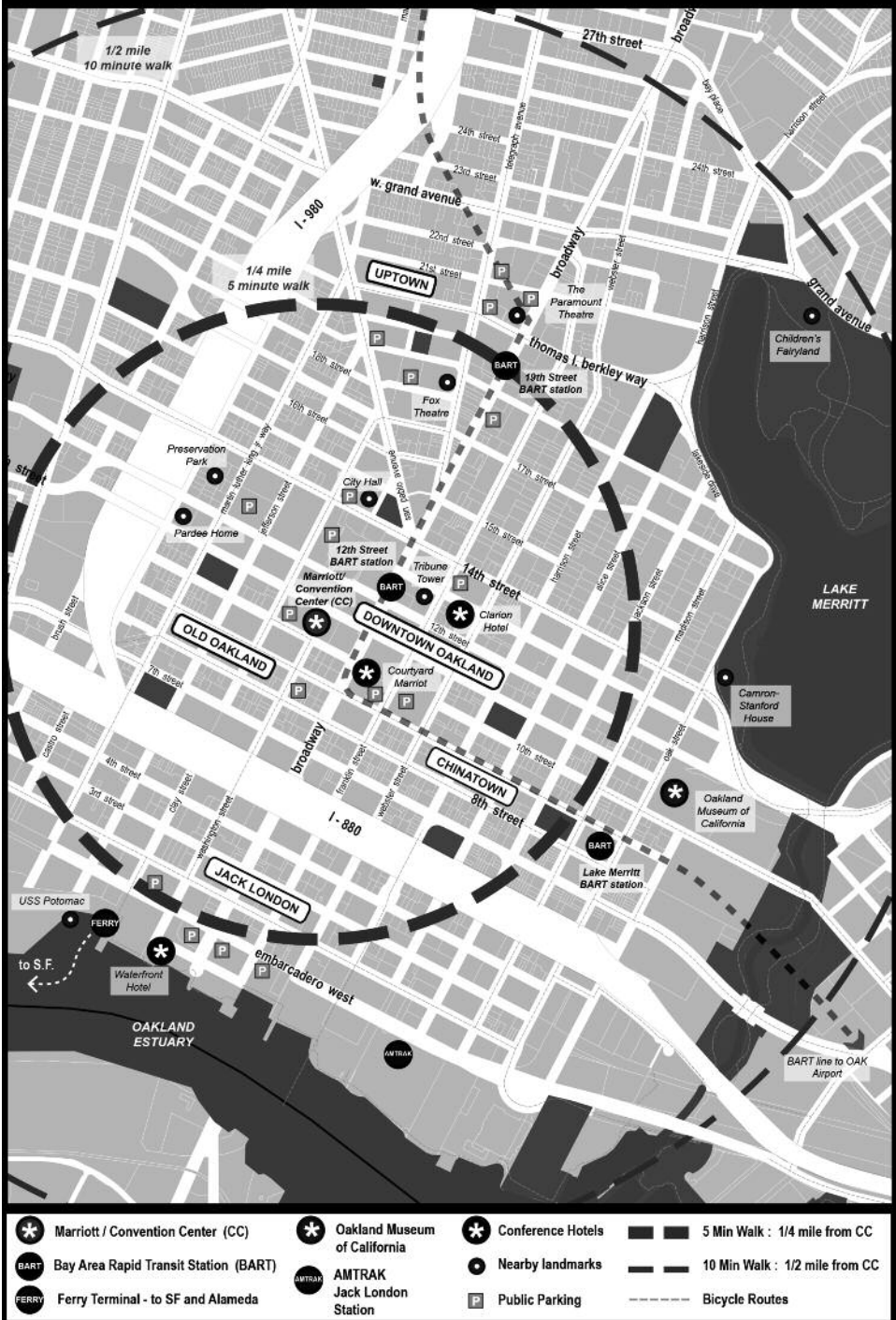
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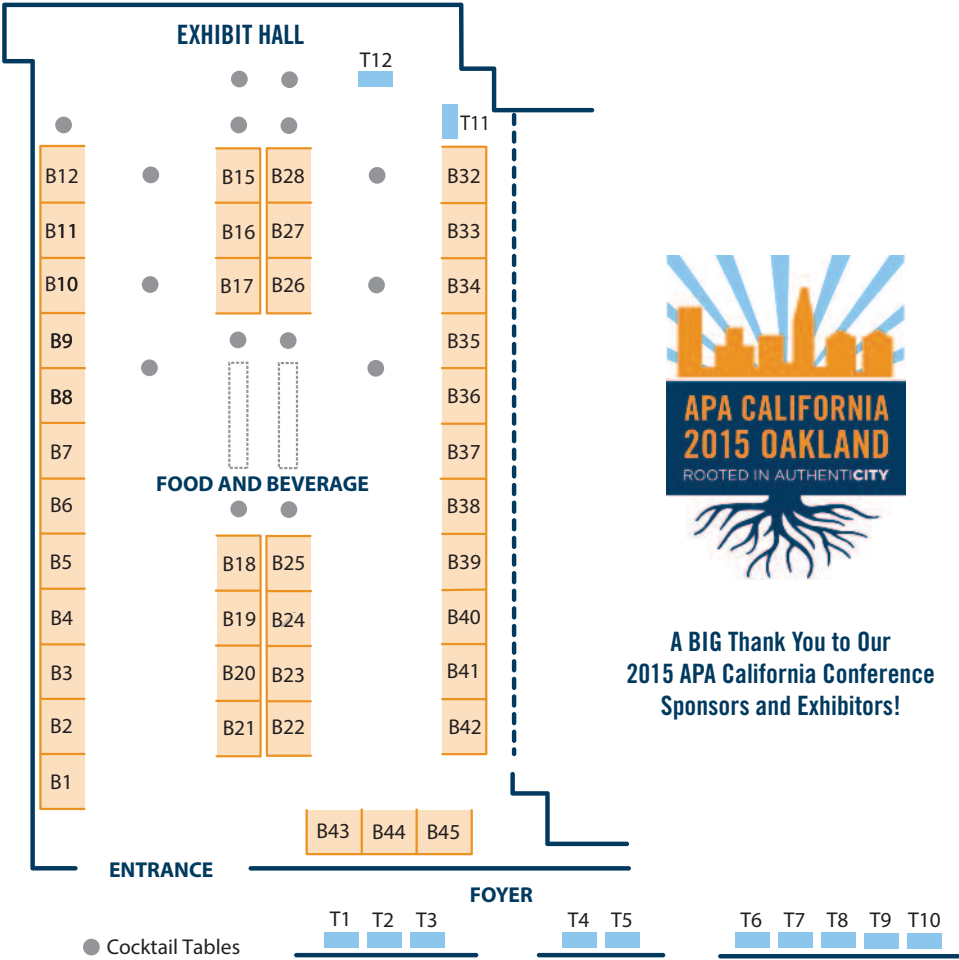


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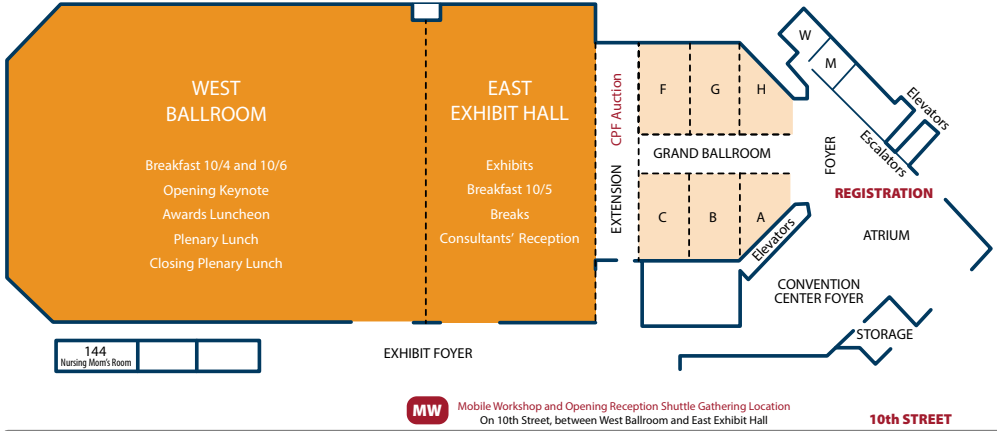
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