The California Chapter presents a statewide conference annually that provides networking and educational opportunities for its members. These popular conferences attract planning professionals from throughout California, the United States, and around the world.

Full registration includes all conference meals. Mobile workshops and additional meal tickets for guests are available for an additional fee.

After September 24, registration will be available onsite.

Program Part B

Sunday, October 6
Monday, October 7
Tuesday, October 8
Wednesday, October 9
APA California Board of Directors Meeting

Mobile Workshop, Student and Pre-Conference Workshop Registration

APA California Board of Directors Meeting

Pre-Conference Workshop #1
Management from the Ground Up

Pre-Conference Workshop #2
Urban Design for Planners by Planners

Battle of the Sectors: Public vs. Non-Profit vs. Private Sector Employment (CPF Session)

Moderator

Speakers

10:00 am - 11:30 am • Charter Oak Ballroom

Sunday, October 6, 2013

APA California 2013 Conference • VISALIA
APA California 2013 Golf Tournament
Ridge Creek Dinuba Golf Club

The APA 2013 Golf Tournament has been changed to individual play on Sunday, October 6 at 12:30 pm. We will set you up with other APA players that have signed up; however, a formal tournament will not take place.

We will honor the same green/cart fees and lunch is included for an $87 fee!

11:45 am - 1:00 pm
Visalia Convention Center Exhibit Hall
Student Awards Lunch (Students Only)

Students please join us as we present and honor the 2013-14 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 programs in California. Since its inception, CPF has awarded more than $300,000 in scholarships and awards in support of planning students.

Sponsor:
Caltrans

12:00 noon - 6:00 pm • Marriott Ballroom Foyer
Conference Registration

12:00 noon - 6:00 pm • Visalia Convention Center Foyer
Exhibitor Set-up

1:15 pm - 2:30 pm • Charter Oak Ballroom C
Are We in Jeopardy? A Field Guide to Climate Action Planning

Test your sustainability planning skills and learn the basics of climate action planning in this talk show style session! This Jeopardy style session will focus on providing the necessary tools and resources for preparing climate action plans for local communities. The panelists, will lead participants through the following climate action planning topics. - “It’s getting hot in here” – Climate change science - Walking the talk – Key terminology - Tools you can use - Reaching the target – Policies to reduce GHG emissions - Assessing the impacts –the threats of climate change and adaptation opportunities - Counting the co-benefits

Moderator
Leeanne Singleton, LEED AP, PMC

Speakers
Jillian Rich, LEED Green Associate, Pacific Gas and Electric Company; Tien-Tien Chan, LEED Green Associate, Fehr & Peers; Ian Peterson, Bay Area Air Quality Management District; Christopher Read, PMC

1:30 pm - 4:30 pm • Visalia Convention Center Foyer
Student Poster Display

Don’t miss this opportunity to see what California planning students are learning from academic institutions across the state. Numerous projects and papers were submitted this year for review and comment by seasoned APA planning practitioners. Two poster displays in particular will be featured. They are Sources of Urban Form and a six acre Urban Revitalization Plan. The students will be on-hand during this time to discuss their projects and answer questions.

1:15 pm - 2:30 pm • Charter Oak Ballroom B
Charting a Course in Sustainability: Steps Students Can Take Before Graduating

Sustainability is going mainstream and, everyday, new sustainability-focused jobs are created by both public agencies and private corporations. But what are employers looking for in candidates? What responsibilities do such positions entail? Where are these jobs advertised? What should interested candidates do to prepare for these positions? This workshop will bring together several sustainability experts to share experiences crafting careers focused on sustainable development to provide students with context and lessons learned. The short presentations by each professional will be followed by an interactive question and answer session to provide students with specific guidance and suggestions

Moderator
Matthew Burris, AICP, LEED AP, Raimi + Associates

Speakers
Paul Wack, AICP, Cal Poly San Luis Obispo; Aaron Pfannenstiel, AICP, LEED AP, PMC, Inland Empire Section Director, APA California
Form-Based Zoning Grows Up

CM | 1.5

Form-based zoning tools are becoming more varied. Instead of following a model, communities throughout the U.S. are picking, choosing, and tailoring elements of form-based zoning to produce a wide spectrum of hybrid codes. This session will review a 2012 APA PAS report on “The Rules that Shape Urban Form”, which evaluates how form-based zoning controls are being used around the U.S. and how well they are working. It will also review whether form-based controls are proving useful (or not) in addressing other important challenges facing today’s planners – including community sustainability, housing affordability, demographic change, and historic preservation.

Moderator
Don Elliott, FAICP, Clarion Associates

Speakers
Matt Goebel, AICP, Clarion Associates

Lost and Found: Creating Public Places in Overlooked Spaces

CM | 1.5

Opportunities for creating new public space in the densely-built inner-city are plentiful when planners look at existing unused and underused locations in creative and unique ways. This panel will explore three innovative projects that are not only repurposing the public right-of-way, but are integrally involving low-income and historically underrepresented stakeholders in the process of building truly livable neighborhoods, thereby helping them find a sense of community that may have previously been lost. Workshop attendees will emerge with real tools for engaging diverse communities, empowering stakeholders and approaching urban land-use in a fresh way.

Moderator
Emily Gabel-Luddy, FASLA, City of Burbank

Speakers
Veronica Hahni, Los Angeles Neighborhood Initiative; Tori Kjer, Trust for Public Land; Steve Rasmussen Cancian, Shared Spaces Landscape Architecture

2:45 pm - 4:15 pm • San Joaquin Ballroom D

Got a Digital Tool Box? Achieving Scenario Planning and Impact Assessments

CM | 1.5

The Got a Digital Tool Box? session will provide a workshop with audience participation that explores the types and capacities of relevant GIS-based scenario planning and impact assessment tools available to planners, and how the City of Fresno and the Fresno COG decided on, worked together, and are continuing to collaborate and explore the use of various technology tools for implementing both a General Plan and a SCS.

Moderator
Keith Bergthold, Assistant Planning Director, City of Fresno

Speakers
Kristine Cai, Senior Regional Planner, Fresno Council of Governments; Mike Bitner, T.E., Principal Regional Planner, Fresno Council of Governments; Kathy Chung, Senior Regional Planner, Fresno Council of Governments

Walking Audits: A Tool for a Successful Public Participation Process

CM | 1.5

Walking audits provide hands-on public interaction to gathering information and opinions about built environments. These 45- to 90-minute teaching events are also fun, healthy, democratic, and inspirational. While a walking audit is often used to discover pedestrian concerns regarding walking conditions, it can also be a successful tool to gather ideas for visioning, land use, urban design, and public safety. Hear the basics of a walking audit, and learn about a recent audit conducted in downtown Hanford. Then, take a walk with us in Visalia’s downtown, and provide your hands-on responses to a checklist of questions and opinions.

Moderator
Michael Ratajski, Quad Knopf, Inc.

Speakers
Steve Brandt, AICP, LEED AP, Quad Knopf, Inc.
2:45 pm - 4:15 pm • San Joaquin Ballroom B
Planning for Stormwater: Now and What About the Future?
CM | 1.5
Best available science suggests that a broad category of stormwater management practices that come under the heading of low impact development or green infrastructure can improve water quality and protection of receiving waters. From a planners perspective what are the current and future effects to spatial planning, zoning and entitlements that are and will be impacted with current and future storm water practices? The team will profile a 5 acre commercial infill project to gain perspectives from a Developer, Stormwater Engineer, Public and Private Planning practitioners as to how has the LiD stormwater permits impacted existing and future development.

Moderator
Martin Flores, ASLA, Director of Urban Design and Planning Division PLA, Rick Engineering Company

Speakers
Dennis Bowling, Principal-In-Charge of the Water Resources Division, Rick Engineering Company; David Chantaranusg, AICP Community Development Director, City of Laguna Hills; Aaron Hodgdon, President of Hodgdon Group, Hodgdon Group

2:45 pm - 4:15 pm • Charter Oak Ballroom A
Being a Better Project Manager: From Both Sides of the Counter
CM | 1.5
This session is designed for planners and consultants who find themselves ready to be vaulted into a management position and are wondering: How do I do this? More and more senior leaders are retiring or moving onto other opportunities. The session panelists are both the public and private sector practitioners who will share their experience managing projects in a constructive manner. You will come away from this session with useful tips and tools that will give you additional direction and guidance regarding the big world of project management.

Moderator
Susan Tebo, MPA, Impact Sciences

Speakers
Jeffrey Lambert, AICP, City of Ventura; Collette Morse, AICP, RBF Consulting

2:45 pm - 4:15 pm • Charter Oak Ballroom C
California High-Speed Rail: Moving from Paper to Concrete
CM | 1.5
This panel discussion will present the precursor accomplishments and crucial elements of transforming 16 years of planning for California’s High-Speed Rail into concrete implementation. The discussion will also describe the Authority’s dynamic process of continuous system and project planning improvement through feedback of lessons learned during implementation.

Moderator
Rebecca Kohlstrand, AICP, Parsons Brinckerhoff

Speakers
Diana Gomez, PE, California High-Speed Rail Authority; Karin Lilienbecker, CH2M Hill; Mark McLoughlin, Director of Environmental Services, California High Speed Rail; Jessica Auck, Environmental Planner, Parsons Brinckerhoff

3:00 pm - 5:00 pm
Sequoia Room, Visalia Convention Center
PEN Annual Committee Meeting

4:30 pm - 6:00 pm
Visalia Convention Center Exhibit Hall
Food Justice: Issues Impacting Urban and Rural Communities of Color: Diversity Summit 2013
CM | 1.5 | ETHICS
How do we ensure that everyone has access to fresh and healthy food options? How do we ensure that those who produce our food face just conditions? These are some of the questions of concern under the larger issue of “food justice”, which seeks to ensure that the benefits and risks of where, what, and how food is grown, produced, transported, distributed, accessed and eaten are shared fairly. It is a challenge that influences both rural and urban communities and disproportionately impacts low-income, minority groups. This panel will address different aspects related to “food justice” including access to fresh food in urban areas and issues faced by food workers. Our speakers’ research backgrounds include urban food deserts and the working conditions faced by farm laborers and restaurant workers. The panel will discuss how planners have addressed these issues and the challenges that they face. Some questions we hope to explore through our discussion include: changes in local level regulations needed to improve working conditions of farm laborers; strategies that have been successful in improving access to healthy food; and difference between a responsible farmer, restaurant or community organization and an irresponsible one.

Moderator
Anna M., Vidal, MPA, MPL, City of Los Angeles, Department of City Planning, Membership Inclusion Director, Northern California, APA California

Speakers
Mirollo Desai, AICP, City of Emeryville, Planning & Building Department; Gail Wadsworth, Executive Director, California Institute for Rural Studies; Sophia Cheng, Policy & Research Coordinator, Restaurant Opportunities Center, Los Angeles

6:30 pm - 9:30 pm
Marriott/Convention Center Courtyard
Opening Reception - APA Oktoberfest
This year’s APA California Oktoberfest is the “Welcome to the Conference” event in Visalia! The reception will be located in an urban setting in the beautiful courtyard, just outside the Visalia Convention Center and Marriott Hotel. An outdoor barbecue with all the fixings and soft tunes provided by our own APA All Star Band is just a sample of an unforgettable evening. Don’t miss this lively, fun and engaging evening as you meet old friends and are introduced to new friends and colleagues. After the reception, attendees who want to keep the fun going are welcome to enjoy the nightlife of downtown Visalia!

Sponsors:
Helix Environmental Planning
Edison International
LSA Associates, Inc.
7:30 am - 9:00 am
Visalia Convention Center Exhibit Hall

Continental Breakfast
Light Continental provided for conference attendees. A full complimentary breakfast is provided at each hotel location each day.

Sponsors:
FirstCarbon Solutions
Gruen Gruen + Associates
Impact Sciences

7:30 am - 7:30 pm • Marriott Ballroom Foyer
Conference Registration

7:30 am - 7:30 pm
Visalia Convention Center Exhibit Hall
Exhibits Open

7:30 am - 8:30 am • Marriott Sierra Ballroom
CA Planning Roundtable Committee Meeting

8:00 am - 12:00 noon
Meet in lobby of Visalia Marriott 15 minutes prior to departure

Mobile Workshop #12
Valley Habitats: Places and Preservation
Fee: $30
CM | 3.5

Perhaps more than any other region in California, intensive agricultural activities have eliminated almost all native land and habitat in the Central Valley. In recent decades land trusts have formed to preserve what is left of this resource for future generations. Tulare County is fortunate to have unique valley habitats created primarily by the Kaweah River delta, including the Kaweah Oaks Preserve – the last major remnant of a vast oak forest that once stretched across major portions of the County. Staff with the Sequoia Riverlands Trust will detail major activities of the trust and showcase key habitat preserves including Kaweah Oaks Preserve, Dry Creek Preserve (habitat mitigation bank) and the Herbert Preserve.

Moderator
Greg Collins, MCRP, Partner, Collins Schoettler Planning Consultants, Board Member, Sequoia Riverlands Trust

8:00 am - 5:00 pm
Meet in lobby of Visalia Marriott 15 minutes prior to departure

Mobile Workshop #7
A River Runs Through Us - in a Canoe
Fee: $52
CM | 5.0

In an arid area like the Central Valley a splash of water goes a long way toward making life more pleasant. This workshop will travel to the San Joaquin River on the north edge of Fresno to see the community efforts in play helping to restore and preserve the unique environment of the San Joaquin River for all to enjoy. Thanks to a group of far-sighted citizens, Fresno and Madera have taken actions to preserve their river and its riparian corridor as a major open space and recreational feature. A land trust and a State Conservancy were formed to establish recreational facilities and opportunities, along with habitat preservation. Attendees will learn and experience ongoing efforts to preserve, enhance, and make accessible this special resource. Attendees will be able to explore various river facilities, enjoy river trails, and canoe down the river!

Moderator
Eric VonBerg, Senior Project Planner, MRP, URS Corporation

Speakers
Dave Koehler, Executive Director, San Joaquin River Parkway & Conservation Trust

8:30 am - 9:45 am
Visalia Convention Center Exhibit Hall
Opening Keynote Speaker
Ken Alex, Senior Policy Advisor to Governor Jerry Brown & Director of the Office of Planning and Research
CM | 1.0

Before joining the Governor’s Office, Mr. Alex was the Senior Assistant Attorney General heading the environment section of the California Attorney General’s Office and the co-head of the Office’s global warming unit. From 2000 to 2006, Mr. Alex led the California Attorney General’s energy task force, investigating price and supply issues related to California’s energy crisis. During his tenure at the Attorney General’s Office, Mr. Alex handled cases under most federal and California environmental statutes. Mr. Alex negotiated dozens of significant settlements, including agreements with San Bernardino County and ConocoPhillips for the first required reductions of greenhouse gas emissions in the country. California Lawyer named Mr. Alex an “Attorney of the Year” in 2004 for his work in energy law and he received the ABA award for Distinguished Achievement in Environmental Law and Policy in 2007 for global warming work. He has taught courses on environmental law and policy at Stanford, Hastings, and Golden Gate University. Mr. Alex is a graduate of Harvard Law School and holds a B.A. in political theory from the University of California at Santa Cruz.

Sponsors:
BonTerra Consulting
Smart Cities Prevail
M O N D A Y

9:00 am - 5:00 pm • Marriott Nevada Ballroom
Commission & Board Lounge

SESSION BLOCK 2

10:00 am - 11:30 am • San Joaquin Ballroom A
Historic Corridor Project Comes of Age
CM | 1.5
Fourteen miles of overlooked historic highway extending through three cities can present quite a challenge. The Golden State Corridor was once part of U.S. Highway 99 that transported Depression Era farm workers up and down the Central Valley to pick crops. The challenge was to redesign the corridor to add new transportation modes and provide a catalyst to revitalize the adjacent land uses. Learn how the Golden State Corridor project took the best ideas from previous visioning studies, economic development, traffic engineering, urban design, and transit planning to redesign the Corridor for the 21st century.

Moderator
Steve Brandt, AICP, LEED AP, Quad Knopf, Inc.

Speakers
Michael Knopf, PLS, P.E., Quad Knopf, Inc.; Tony Boren, AICP, M.A., Fresno Council of Governments; Michael Ratajski, Quad Knopf, Inc.

10:00 am - 11:30 am • San Joaquin Ballroom B
Activating Your General Plan to Reduce GHG Emissions and Address Climate Change
CM | 1.5
This session examines how California’s leading edge general plans are refocusing approaches to long-range planning and climate change. Learn about the 2013 APA-Ball State University survey of over 100 U.S. cities that are addressing climate change issues through their comprehensive plans. The panel will share strategies for preparing innovative new general plans in place of comprehensive plans, or revamp a dust-covered regional blueprint, while allowing for healthy street design. We will also discuss collaborative efforts to reconcile the need for rapid emergency access equipm ent modifications and other practices that help to facilitate rapid emergency response while allowing for healthy street design. We will also discuss collaborative efforts to reconcile the need for rapid emergency response and healthy streets.

Moderator
Ted Holzem, Senior Project Manager, Mintier Harnish, Young Planners Coordinator, APA California

Speakers
Bruce Race, FAICP, FAIA, Principal, RACESTUDIO and Ball State University; Tom Pace, Long Range Planning Manager, City of Sacramento Community Development Department; Erik Pearson, AICP, Senior Planner, City of Hayward Community Development Department

10:00 am - 11:30 am • San Joaquin Ballroom C
Moving to Sustainability: Pulse of the Valley
CM | 1.5
How can planners work effectively engaging valley communities in topics of livability and quality of life? What have valley communities learned about their priorities and values? Is it possible to facilitate community conversations of substance that navigate the backlash to sustainability and results in meaningful dialogue? Learn about effective approaches and tools for planners to work with. Public and private practitioners will share experiences from Kern County, the San Joaquin Valley, and a range of valley cities, framing tested strategies that have worked to build community ownership and move closer to an engaged, more vibrant valley.

Moderator
Jennifer Venema, Associate Climate Protection Planner, PMC

Speakers
Karalee Browne, Program Coordinator, Institute for Local Government; Andrea Nelson, LEED, PMC; Robert Phipps, Kern Council of Governments; Betsy McGovern-Garcia, LEED AP, Natural Resource Management Analyst, City of Visalia

10:00 am - 11:30 am • San Joaquin Ballroom D
Reconciling Emergency Access with Healthy Streets
CM | 1.5
As transportation professionals seek to design living streets that address community goals well beyond transportation, we often face opposition from emergency access providers. Attempts to narrow streets, reduce the number of travel lanes and to calm traffic can conflict with efforts to have emergency responders reach their destinations rapidly. This session will cover land use planning, street design, emergency access equipm ent modifications and other practices that help to facilitate rapid emergency response while allowing for healthy street design. We will also discuss collaborative efforts to reconcile the need for rapid emergency response and healthy streets.

Moderator
Ryan Snyder, President, Ryan Snyder Associates

Speakers
Patrick Siegman, Nelson Nygaard

10:00 am - 11:30 am • Charter Oak Ballroom A
Give Your Plan a Face Lift: Practical Approaches to Data Visualization
CM | 1.5
Learn how to break free of boring and basic tables and charts and make our planning documents stimulating and appealing to the public with data interpretation and visualization! Find out how to make your planning documents accessible and engaging through this interactive presentation of data visualization methods, resources, and databases. Whether you are looking to add a few new graphics to your specific plan, or revamp a dust-covered regional blueprint, this panel will provide the information you need to engage in meaningful interpretation, story telling and plan making.

Moderator
Charlie Lewis, PMC

Speakers
Shawn Allen, Stamens Design; Jillian Rich, LEED Green Associate, Pacific Gas & Electric Company
mediation can be applied to such disputes currently specific past disputes, and will comment on how their positions in a non-confrontational way, and craft a mutually acceptable solution, with the aid of a trained mediator to meet in a less adversarial setting, explain how APA California can expand and improve what it does and how it serves its members.

Moderator
Brooke Peterson, AICP, President, APA California, Senior Associate, The Planning Center | DC&E

Speakers
Sande George, Partner, Stefan/George Associates, Executive Director and Lobbyist, APA California; Virginia Vlado, URS Corporation, Vice President of Administration, APA California; Marissa Aho, AICP, Senior Associate, The Planning Center | DC&E, Los Angeles Section Director, APA California; Ralph Kakachadourian, AICP, Community Economic Development Department, City of Chowchilla, Central Section Director, APA California

Everything You Wanted to Know About APA California
CM | 1.5
This session will focus on how APA California operates, outline current opportunities and challenges for the organization, highlight key initiatives and goals from the 2013-2014 Strategic Plan, and discuss ways to get involved. APA 101! This is an opportunity both to hear from APA leadership and staff as well as share with us how APA California can expand and improve what it does and how it serves its members.

Moderator
Brooke Peterson, AICP, President, APA California, Senior Associate, The Planning Center | DC&E

Speakers
Sande George, Partner, Stefan/George Associates, Executive Director and Lobbyist, APA California; Virginia Vlado, URS Corporation, Vice President of Administration, APA California; Marissa Aho, AICP, Senior Associate, The Planning Center | DC&E, Los Angeles Section Director, APA California; Ralph Kakachadourian, AICP, Community Economic Development Department, City of Chowchilla, Central Section Director, APA California

Solar Farms Cropping Up in California
CM | 1.5
Large scale solar facilities have been constructed in several southern California counties, and many more are being planned to meet the requirements of AB32, which requires that least 33 percent of California’s energy needs be met through use of renewable energy sources. Our five-member “Solar Panel,” comprised of a developer, a County Director of Planning and Development, a biologist working with state and federal agencies, a planner, and an engineer, will present practical examples of how the complicated process of planning and permitting is being applied to this growing industry. The panelists will discuss factors that have led to the growth in the solar facility industry, and provide insight into changes on the horizon. They will examine challenges presented in complying with CEQA and NEPA, challenges for protection of biological resources under FESA/CESA, and challenges related to mineral and agricultural resources. The panel will illustrate how these challenges constrain the size and location of the project. The panelists will present case studies outlining issues related to the siting of solar facilities, and provide examples of ways in which local jurisdictions can facilitate the entitlement process.

Moderator
Louise Palmer, AICP, Quad Knopf, Inc.

Speakers
Lorelei Oviatt, AICP, Kern County Planning and Community Development Department; Amber Adams, Quad Knopf, Inc.; Jeff Roberts, M.A., Granville Homes; Curtis Uptain, M.A., Quad Knopf, Inc.

Fee: $25
CM | 2.0
While many cities have undertaken strategies to invigorate their core areas, Visalia is renowned for its attractive and historic Downtown. This workshop will focus on comprehensive strategies used by the city, including historic preservation ordinance, and key projects that have contributed to making Downtown Visalia the “jewel of the valley”. Stops will include the fabulous Fox Theatre, new transit center, Visalia Rawhide baseball stadium, and Kaweah Delta Hospital campus, among others. Attendees will also learn about the Downtown Business Owners Association and its vital Business Improvement District.

Moderator
Paul Scheibel, AICP, City of Visalia

Speakers
Andrew Chamberlain, MURP, City of Visalia
The purpose of the APA California Awards Program is to encourage quality in planning and increase the public’s awareness of the planning profession through recognizing outstanding achievement in the planning field. This year’s Awards luncheon will highlight the best planning policies, projects and people in a large and diverse Chapter. The highlights of the planning processes and products will be discussed and presented visually. 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.

**Sponsors:**
- AECOM
- The Planning Center | DC&E
- RBF Consulting
- RRM Design Group
- URS Corporation
- Willdan

**SESSION BLOCK 3**

1:45 pm - 3:15 pm • Charter Oak Ballroom A
**SB 226: New Opportunities for Infill Project CEQA Streamlining**
**CM | 1.5 | LAW and MCLE | 1.5**
SB 226 and its CEQA Guidelines provide innovative new tools that go well beyond previous infill project streamlining attempts. SB 226 reduces or eliminates CEQA review for “good” infill projects that meet statewide performance standards and are located in areas with thorough plan-level EIRs. The objective of this panel is to review the major provisions of SB 226 and the SB 226 Guidelines, identify ways they can be implemented successfully, and put the spotlight on key implementation issues. Panelists include OPR’s lead attorney for the SB 226 Guidelines, a planning and infill development consultant, and a CEQA attorney.

**Moderator**
Al Herson, FAICP, Sohagi Law Group

**Speakers**
- Christopher Calfee, J.D., Senior Council, Governors Office of Planning and Research; Mark Rhoades, AICP, Rhoades Planning Group; Scott Morgan, Director, State Clearinghouse, Governor’s Office of Planning and Research

1:45 pm - 3:15 pm • Charter Oak Ballroom B

**Collaborating to Achieve Active Transportation**
**CM | 1.5**
Communities that collaborate to encourage bicycling and walking – also known as “active transportation” – produce multiple benefits for their residents. These include healthier lifestyles, less congestion and gasoline use, and reductions in greenhouse gas emissions. This workshop will examine successful city, county and school collaborations that resulted in more active transportation, as well as explore joint funding options available to support such programs. It will offer one of the first demonstrations of a newly released online toolkit designed to inform city, county and school decision-makers about funding, technical and policy options available for those considering adopting active transportation policies in their communities.

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

**Speakers**
- Kendra Bridges, MS, California Department of Public Health; Daryl K. Halls, Executive Director, Solano Transportation Authority

1:45 pm - 3:15 pm • Charter Oak Ballroom C

**Accommodating Future Growth Within Your Existing Footprint**
**CM | 1.5**
The City of Visalia is poised to adopt a new General Plan that reduces the footprint of its existing, 20-year old plan, while accommodating over 30,000 additional residents. Additionally, the general plan utilizes urban growth boundaries to guide growth in a concentric fashion coterminous with the construction of “backbone” infrastructure. This panel discussion will highlight the community outreach methods and design techniques utilized by City staff and the general plan consultant to facilitate these results.

**Moderator**
Josh McDonnell, AICP, City of Visalia

**Speakers**
- Michael Dyett, FAICP, Dyett & Bhatia; Sophie Martin, Senior Associate, Dyett & Bhatia
1:45 pm - 3:15 pm • Charter Oak Ballroom D

The Citizen Leader: Broadening the Ranks of Planning Leaders (CPR Session)

CM | 1.5

This California Planning Roundtable sponsored session explores the leadership skills needed to expand the number and diversity of citizen planners. Technology is enabling more citizens to become experts and leaders in planning. A panel of professional and citizen planners will engage in a discussion with the audience of what this new world of rapidly changing technology, diversity and citizen planning will look like. Who is empowered? Who is left out? And what are the leadership skills that planners need to enable citizen planners and themselves to thrive.

Moderator
Steven A. Preston, FAICP, City Manager, City of San Gabriel, Chapter Historian, Southern California, APA California

Speakers
Monica Hernandez, Community Outreach Specialist, Sacramento Area Council of Governments; Mindy Romero, California Civic Engagement Project Director, Center for Regional Change, UC Davis; Vince Bertoni, AICP, City of Pasadena; Miguel Vazquez, AICP, Riverside County Public Health; Christine Barker, Fresno Interdenominational Refugee Ministries, Inc.

1:45 pm - 3:15 pm • San Joaquin Ballroom A

The Future of Funding

CM | 1.5

Local government budgets for long-range planning are increasingly constrained, and State and federal grant programs that helped to make up this shortfall are now coming to an end. This session will look at possible future funding sources for long-range planning at the local, regional, state and federal levels.

Moderator
David Early, AICP, LEED AP, Principal, The Planning Center | DC&E

Speakers
William Fulton, AICP, Planning Director, City of San Diego; Al Zelinka, FAICP, Community Development Director, City of Riverside; Pete Calarco, Assistance Director, Butte County Development Services Department

1:45 pm - 3:15 pm • San Joaquin Ballroom B

Planning for California’s - and Your Community’s - Distributed Renewable Energy Future

CM | 1.5

California planners will be increasingly involved with distributed generation (DG) of renewable energy, as communities seek to capture the benefits of clean, locally generated power while addressing issues including siting, permitting, and aesthetics. Panelists will review the policies and political decisions that spurred the current boom in renewable energy, and will discuss why a more distributed system generation is already forming. Implications for project developers and planning agencies will be addressed. Finally, the case for a greater portion of our electricity to be “community power” will be made.

Moderator
Josh Hohn, AICP, CH2M HILL

Speakers
Kate Gordon, The Center for the Next Generation; Kristen Castarlos, Stoel Rives LLP; Osama Idrees, LEED AP, Chevron Energy Solutions; Al Weinrub, Local Clean Energy Alliance

1:45 pm - 3:15 pm • San Joaquin Ballroom C

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
Rob Terry, AICP, Fresno Council of Governments, Central Section, Director of Professional Development, APA California; Dann Neufeld, AICP, URS Corporation and San Diego Section APA Board; Stan Donn, AICP, City of Chula Vista, Former San Diego Section AICP Exam Coordinator, APA California
Connecting the Dots: Strategies and Tips for Making a Finding

CM | 1.5

Making a finding can be an allusive task when charged with reviewing stacks of materials for an upcoming public hearing. From the applicant materials, staff reports and accompanying exhibits to environmental documents, community plans and zoning code, being able to identify the most pertinent information in an informed and efficient manner is key to any decision. This session will help you develop strategies to identify the fundamental information and facts in order to relate it to your decision and minimize potential legal challenges.

Moderator
Marc Yeber, ASLA, Associate AIA, Commission and Board Representative, APA California

Speakers
Bob Lagomarsino, AICP, URS Corporation; Dwight Kroll, Director of Planning and Development Services, City of Clovis; Sara Allinder, AICP, Senior Planner, Pacific Municipal Consultants (PMC); Elisa Paster, Esq., Gilchrist & Rutter

2:00 pm - 4:00 pm

Mobile Workshop #5
Downtown Visalia Trolley and Walking Tour

Fee: $25

CM | 2.0

While many cities have undertaken strategies to invigorate their core areas, Visalia is renowned for its attractive and historic Downtown. This workshop will focus on comprehensive strategies used by the city, including historic preservation ordinance, and key projects that have contributed to making Downtown Visalia the “jewel of the valley.” Stops will include the fabulous Fox Theatre, new transit center, Visalia Rawhide baseball stadium, and Kaweah Delta Hospital campus, among others. Attendees will also learn about the Downtown Business Owners Association and its vital Business Improvement District.

Moderator
Paul Scheibel, AICP, City of Visalia

Speakers
Andrew Chamberlain, MURP, City of Visalia

3:15 pm - 3:45 pm
Visalia Convention Center Exhibit Hall

Break

Sponsors:
Analytical Environmental Services
GPA Consulting
Green DOT Transportation Solutions
KTGY Group, Inc.
Omni-Means, Ltd.
PCR
Rincon Consultants, Inc.

3:15 pm • Visalia Convention Center Exhibit Hall

CPF Silent Auction Opens

Winning bids will be posted during the Live Auction at 7:00 pm.

Numerous items will be available for bid at the 2013 CPF Silent Auction beginning at the afternoon break. The Silent Auction will end at 7:00 pm, so bid often and check back to see if anyone has outbid you! The Live Auction and Raffle Drawing begins at 7:00 pm. Raffle tickets can be purchased beginning on Sunday and through Monday at the Live Auction event. Look for CPF Representatives throughout the conference venue to purchase raffle tickets for a chance to win great prizes! An Early Bird Raffle Prize of $100 will be drawn during the Live Auction for those who purchase tickets on Sunday.

SESSION BLOCK 4

3:45 pm - 5:15 pm • Charter Oak Ballroom A

Roundabouts: Put Environment and Safety First

CM | 1.5

The benefits that roundabouts can provide for roadways and the communities they serve are not all that well understood. With the expansion of the “Complete Streets” movement roundabouts have the potential to fill many roles as they are *green*, environmentally friendly thru emission reductions, can often result in a reduced roadway cross section, provide opportunities for landscaping and streetscape, as well as improve the overall neighborhood aesthetics. Roundabouts improve total safety by reducing or eliminating many crash types; and provide significant safety benefits for motorists, bicyclists and pedestrians. Roundabouts calm traffic while maintaining or enhancing roadway capacity.

Moderator
Matt Bullis, P.E., Deputy Director, Tulare County Resource Management Agency

Speakers
Greg Collins, Partner, Collins & Schottler, Planning Consultants; John Liu, P.E., Deputy Director, Caltrans District 6; Mark T. Johnson, P.E., President, MTJ Engineering; Ronald Boyle, P.E., Principal, OMNI-MEANS, Ltd. Engineers and Planners
3:45 pm - 5:15 pm • Charter Oak Ballroom B
Program EIRs: Moving Beyond General Plan Analyses
CM | 1.5 | LAW and MCLE | 1.5

Are Program EIRs serving their purpose in these tough economic times? Some agencies have found that Program EIRs can be used to streamline CEQA review for a series of related projects. How can you most effectively use a Program EIR for your projects? Is a Program EIR the right path for your city or county? Are you certain a Project EIR is the best choice? Come learn about the benefits of Program EIRs and how various cities have successfully implemented Program EIRs for projects other than General Plan Updates.

Moderator
Rachel Struglia, AICP, Ph.D., Dudek

Speakers
John Conley, AICP, City of Vista; Carrie Tai, AICP, City of Lake Forest; Alisha Winterswyk, CEQA and Land Use Attorney, Best, Best, and Krieger, LLP

3:45 pm - 5:15 pm • San Joaquin Ballroom D
Fiscal Implication of Land Use Development
CM | 1.5

Paying for growth and development requires more than simply attracting big box retailers. This session will provide a detailed discussion the effect of land use and development on the generation of municipal revenues and demands for public facilities and services. The session will use the soon-to-be-adopted Clovis General Plan Update and its robust fiscal and economic analyses as a foundation for the discussion. The panel will address costs and revenues associated with various land uses, ways to analyze future fiscal impacts, and municipal operational strategies to address the fiscal implications of growth and development.

Moderator
Steve Gunnells, The Planning Center | DC&E

Speakers
David Fey, AICP, City of Clovis, Deputy City Planner; John Holt, Assistant City Manager / City Clerk, City of Clovis

3:45 pm - 5:15 pm • San Joaquin Ballroom A
Meeting Your RHNA: Getting High Quality Density with Form-Based Codes
CM | 1.5

More and more communities across California are struggling with the challenging task of meeting RHNA projections and other State Housing Element requirements in a way that dovetails with other community goals, promotes economic objectives, and protects community character and context. Well-prepared form-based codes offer an HCD-compliant regulatory solution to meet these challenges with developer incentives, predictable results in the built environment, more durable communities, and engaging public spaces.

Moderator
Lisa Wise, AICP, Lisa Wise Consulting, Inc.

Speakers
Melinda Coy, Housing Specialist, CA Department of Housing and Community Development; Anthony “Tony” Perez, Director of Form Based Coding, Opticos Design

3:45 pm - 5:15 pm • San Joaquin Ballroom B
Climbing the Planning Ladder
CM | 1.5

Seasoned professionals can often find it just as challenging to be in the job market as a new planner. With job opportunities coming back in the industry are you prepared to go after the job you really want? Is your resume in good shape? Are you ready for the panel interview? And are you prepared to answer the tough questions that are bound to be asked? Our discussion will help you maneuver the critical waters of networking, help you build your presence on line and look for opportunities to ensure you are staged for the job you want.

Moderator
Kim Prillhart, AICP, Director, County of Ventura

Speakers
Darcy Kremin, AICP, Environmental Planning Group Manager, URS Corporation; Jennifer Lilley, AICP, CEO/President, Lilley Planning Group, Orange Section Director, APA California
3:45 pm - 5:15 pm • San Joaquin Ballroom C
Balancing Competing Interests in a Regional Plan: The SFO Land Use Compatibility Plan
CM | 1.5
California law requires the establishment of airport land use commissions (ALUCs) in most California counties. ALUCs must prepare Airport Land Use Compatibility Plans to ensure that airports can continue to operate and expand and to protect residents from noise and safety hazards. The City/County Association of Governments of San Mateo County (C/CAG), the ALUC for San Mateo County, recently adopted an ALUCP for San Francisco International Airport (SFO). The small cities around the Airport have pressing housing and commercial/industrial redevelopment needs. The challenge of the ALUCP process was to balance the needs of the Airport and the local municipalities.

Moderator
Mark R. Johnson, AICP, Ricondo & Associates, Inc.

Speakers
David Carbone, Transportation Systems Coordinator, City/County Association of Governments of San Mateo County; John Bergener, San Francisco International Airport; Mark Sullivan, AICP, City of San Bruno

3:45 pm - 5:15 pm • Charter Oak Ballroom D
APA California 2013 Legislative Update
CM | 1.5 | LAW and MCLE | 1.5
This session will provide members with an update of planning-related legislation and regulations that APA California lobbied in 2013, including detailed information on legislation signed into law, implementation recommendations, and regulations adopted that directly impact planners and planning in California.

Moderator
David Snow, AICP, Richards|Watson|Gershon, Vice President of Policy & Legislation, APA California

Speakers
Sande George, Partner, Stefan/George Associates, Executive Director and Lobbyist, APA California; Curtis Alling, AICP, Principal, Ascent Environmental, Inc.

5:30 pm - 8:30 pm
Visalia Convention Center Exhibit Hall
California Planning Foundation (CPF) Reception and Silent/Live Auction
CPF Reception - Silent Auction closes at 7:00 pm, Live Auction begins at 7:00 pm.
Come join the party! Every year planners show their dedication and support to the California Planning Foundation which funds student scholarships in the planning sector. Don’t miss this annual event. Lots of food, drink and fun all going to a great cause! Please participate in the CPF Auction event and show your support.
7:30 am - 9:00 am
Visalia Convention Center Exhibit Hall
Continental Breakfast
Light Continental provided for conference attendees. A full complimentary breakfast is provided at each hotel location each day.

Sponsors:
FirstCarbon Solutions
Gruen Gruen + Associates
Impact Sciences

7:30 am - 6:00 pm • Marriott Ballroom Foyer
Conference Registration

7:30 am - 6:30 pm
Visalia Convention Center Exhibit Hall
Exhibits Open

8:00 am - 12:00 noon
Meet in lobby of Visalia Marriott 15 minutes prior to departure
Mobile Workshop #10
Where There’s a Will, There’s a Way: Downtown Fresno
Fee: $30
CM | 2.0
The Fulton Mall in Downtown Fresno was the second pedestrian mall built in the United States in the early 1960’s. Did the ensuing decades of decline of the Central Business District happen because of the Mall, or despite it — or both? While evidence of the Mall’s economic failure has been clear, the role of various causes has been debated ever since. The City is currently preparing the EIR for their Fulton Corridor Specific Plan that includes alternatives to bring the automobile back to Fulton and plan for a future High Speed Train Station. Attendees will see the new housing and public art being built downtown and go on a walking tour of Downtown Fresno’s pedestrian malls, including City Hall, historic buildings, a baseball stadium, and the planned location of Fresno’s high speed train station at the historic Santa Fe Depot. City Staff involved in these downtown planning efforts will lead this tour.
Moderator
Eric VonBerg, Senior Project Planner, MRP, URS Corporation
Speakers
Elliott Balch, AICP, Downtown Manager, Downtown and Community Revitalization, City of Fresno

8:00 am - 12:00 noon
Mobile Workshop #11
Water Management in the Central Valley
Fee: $30
CM | 3.5
Throughout California, water is a precious resource that must be managed wisely. Tulare County has the dual challenge of managing potentially devastating floods and conserving water supplies in an arid climate. This workshop will meet with representatives of the Kaweah Delta Water Conservation District who will explain the mission and activities of this agency, including flood control and groundwater recharge. Attendees will visit Lake Kaweah and Terminus Dam and examine giant “fusegates” that were recently installed to expand the storage capacity of the lake.
Moderator
Karl Schoettler, City Planning Consultant, Collins & Schoettler Planning Consultants
Speakers
Larry Dotson, RCE, Kaweah Delta Water Conservation District

SESSION BLOCK 5
8:00 am - 9:30 am • San Joaquin Ballroom A
A New Paradigm for Keeping Tahoe Blue
CM | 1.5
The Tahoe Regional Plan Update was adopted December 2012, saving the TRPA from dissolution. This session will explore reasons for and implications of the Plan’s new approach to environmental protection and regulation and provide insight on the respective roles of regional and local agencies in achieving planning and environmental objectives.
Moderator
Martha Miller, AICP, Dyett & Bhatia, Urban and Regional Planners
Speakers
Crystal Jacobsen, Placer County Community Development Resources Agency; Shannon Eckmeyer, Esq., League to Save Lake Tahoe; Shay Navarro, Tahoe Regional Planning Agency
8:00 am - 9:30 am • San Joaquin Ballroom B

Urban Transformation: Linking Past, Present and Future Plans for the City of Riverside
CM | 1.5

All planners will gain great insight into how city planning in a community evolves through this thirty-plus year transect of planning practice and politics in the City of Riverside, including a presentation and discussion of the range of plans prepared over time, as well as planning influences (including ballot box planning), that have transformed the City from an agricultural center into the sixth largest city in Southern California. The panel includes a former city council member and mayor, a long-time planning consultant to the city, a former planning director (now interim city council member), and a current community development director.

Moderator
Al Zelinka, FAICP, Community Development Director, City of Riverside

Speakers
Larry Morrison, AICP, AIA, The Arroyo Group; Ken Gutierrez, AICP, City of Riverside

8:00 am - 9:30 am • San Joaquin Ballroom C

The New California Dream: Responding to the Demand for Smaller Walkable Urban Living Environments
CM | 1.5

According to the new report “The New California Dream: How Demographic and Economic Changes May Shape the Housing Market,” authored urban planner Arthur C. Nelson, the demand for small-lot and attached housing exceeds the current supply by 35 million units. And increased demand for multi-family housing, as well as townhomes, duplexes, three-plexes and four-plexes on small lots will dominate the housing markets of California’s four largest Metropolitan Planning Organizations. What planning tools can California’s communities use to address these dramatic shifts? What does it mean for your community’s General Plan, zoning code, and other future planning efforts?

Moderator
Daniel Parolek, Principal, Opticos Design Inc.

Speakers
Mott Smith, Principal, Civic Enterprise Associates

8:00 am - 9:30 am • Charter Oak Ballroom A

Property Rights, Takings, and Exactions: A Legal and Practical Update for Planners
CM | 1.5 | LAW and MCLE | 1.5

This session will cover the law of property rights, “takings,” and conditions to development approvals and its application to planning practice. It will highlight the relationship between private property rights and community interests. In addition to covering the basics of these topics and the authority of local governments under their “police power,” it will cover recent legislative changes and court cases, as well as the evolution of these topics in an era of heightened environmental, economic, and social demands.

Moderator
Vivan Kahn, FAICP, Dyett & Bhatia

Speakers
Thomas Jacobson, AICP, J.D., MCP, Sonoma State University

8:00 am - 9:30 am • Charter Oak Ballroom B

Ethics Jeopardy: Testing What We Know About Ethics
CM | 1.5 | ETHICS

This session will be a great refresher or in some cases an opportunity to become acquainted with the Code of Ethics. As practicing planners it is important to know what the Code actually says about Ethics, rather than work off of what we “think” is ethical and what is not. During this game show type session, we will start with Planners’ Jeopardy and then break into discussion groups where the audience will have an opportunity to test their knowledge of Ethics, and then learn and challenge themselves, the panel and each other through friendly debate of Ethical situations. A great review of the Code will be given and real-life scenarios will take the Code and bring it to life. This is a fun, lively and interesting session and a great way to refresh and learn about ethics in our profession.

Moderator
Brooke Peterson, AICP, President, APA California, Senior Associate, The Planning Center | DC&E

Speakers
Darcy Kremin, AICP, Environmental Planning Group, Manager, URS Corporation; Kevin Keller, AICP, Senior Planner, City of Los Angeles, Past President, APA California; Jennifer Lilley, AICP, CEO/President, Lilley Planning Group, Orange Section Director, APA California; Kim Pillhart, AICP, Planning Director, County of Ventura

8:00 am - 9:30 am • San Joaquin Ballroom D

Grand Boulevard Initiative: Lessons Learned in Corridor-Wide Planning
CM | 1.5

The Grand Boulevard Initiative is a successful example of regional and inter-jurisdictional planning across 19 cities and 2 counties along the 43-mile El Camino Real corridor (State Route 82) in the San Francisco Bay Area. Insight relative to complete street designs on a State highway, economic development, and infrastructure planning and financing will be addressed through the lessons learned and recommendations from the Initiative’s Complete Streets Project, Economic and Housing Opportunities Assessment, and Infrastructure Needs Assessment and Financing Strategy. These innovative projects are funded by a federal TIGER II Planning grant and seek to remove barriers to developing sustainable communities.

Moderator
Corinne Goodrich, Strategic Development Manager, San Mateo County Transit District

Speakers
Nadine Fogarty, Principal, Strategic Economics; Carlos de Melo, Community Development Director, City of Belmont; Megan Wessel, AICP, LEED AP, Associate Planner, ICF International; Terry Bottomley, AICP, ASLA, Principal, Bottomley Associates Urban Design and City Planning
8:00 am - 9:30 am • Charter Oak Ballroom C
General Plans in the San Joaquin Valley: A New Era of Sustainability
CM | 1.5
There is a new wave of general plans sweeping the San Joaquin Valley! Cities in the San Joaquin Valley are preparing cutting-edge general plans that promote sustained economic growth, protect environmental resources, and provide equal access to opportunity for all residents. Panelists will cover innovative outreach strategies, effective use of technology, navigating financial and political challenges, and other key issues. Come prepared to leave this session inspired, entertained, and equipped to promote an effective sustainability agenda in your own community!
Moderator
Ben Noble, MCRP, The Planning Center | DC&E
Speakers
Patrick Kelly, AICP, City of Modesto; Keith Bergthold, AICP City of Fresno; Debbie Whitmore, City of Turlock; Paul Scheibel, AICP, City of Visalia

8:00 am - 9:30 am • Charter Oak Ballroom D
Using Carbon Offsets to Mitigate Your Project’s GHGs Under CEQA
CM | 1.5 | LAW and MCLE | 1.5
Using Carbon Offsets to Mitigate GHGs Under CEQA - Purchasing and Retiring Carbon Offsets Equal to Projected Project Emissions to Facilitate Your Project Under California’s Legal Process for Environmental Review - In what circumstances can offsetting of a project’s emissions expedite CEQA approval? - Where do you draw the line: how to quantify and mitigate GHG emissions using carbon offsets? - Principles of Offset Quality: commonly accepted standards for purchasing and retiring carbon offsets - Apples and Oranges: A guide to credible, high quality offsets that represent true environmental integrity.
Moderator
Joel Levin, Vice President, Business Development, Climate Action Reserve
Speakers
David Vintze, Bay Area Air Quality Management District; Katherine Young, General Counsel, Climate Action Reserve; Christopher Cafae, J.D., Senior Counsel, Governor’s Office of Planning and Research

9:45 am - 11:15 am • San Joaquin Ballroom A
Achieving Smart Growth through Context: Sensitive Parking Strategies in Sacramento
CM | 1.5
This session focuses on the parking zoning code update recently enacted in Sacramento to comprehensively stimulate economic growth, promote infill development, and enhance multi-modal transportation while meeting the community’s parking needs. The session will discuss the standards and their anticipated impacts both in Sacramento and how similar provisions have been received in other communities. It will demonstrate effective solutions to parking requirement challenges and offer tools to address similar issues faced by cities across California. The innovative, transferable parking standards can be applied in a range of communities to enhance infill development and economic growth while accommodating parking demand.
Moderator
Tom Pace, Principal Planner, City of Sacramento
Speakers
Brian Canepa, Principal, Nelson\Nygaard Consulting Associates, Inc.; Greg Sandlund, Associate Planner, City of Sacramento; Mott Smith, Principal, Civic Enterprise Associates

9:45 am - 11:15 am • San Joaquin Ballroom B
From Compulsory to Creative: Changing the Complete Streets Paradigm for General Plans
CM | 1.5
Complete Streets – check the box or fully embrace the requirement. This panel will discuss the requirements and how different cities are incorporating Complete Streets into their General Plans. However, the panel will focus on the City of Carlsbad, which is implementing (potentially) the most robust Complete/Livable Street program in the State. Come learn what others are doing and understand how one jurisdiction embraced the effort to improve the quality of life for its citizens.
Moderator
Tamar Fuhrer, AICP, Fehr & Peers
Speakers
Bryan Jones, AICP, TE, PTR, City of Carlsbad; Matthew Burris, AICP, LEED AP, Raimi + Associates; Jason Pack, P.E., Fehr & Peers

9:00 am - 5:00 pm • Marriott Nevada Ballroom
Commission & Board Lounge
9:45 am - 11:15 am • Charter Oak Ballroom A

The General Plan Guidelines: Into the 21st Century
CM | 1.5 | LAW and MCLE | 1.5

Come check out the General Plan Guidelines for the 21st Century. OPR has developed a new web-based GPGs that provide templates and interfaces with GIS data and other online sources of information. See a demonstration of the new GPGs and provide feedback and suggestions to make the GPGs more useful and informative before OPR releases the document to the public.

Moderator
Seth Litchney, General Plan Guidelines Project Manager, Governor's Office of Planning and Research

Speakers
Christopher Calfee, J.D., Senior Council, Governor's Office of Planning and Research; Scott Gregory, State GIO, California Technology Agency

9:45 am - 11:15 am • San Joaquin Ballroom D

So You Want to Be a Community Development Director?
CM | 1.5

What does it take to be an effective CD Director? In the highly politicized environments of local land use, a Community Development Director must have political savvy, be a visionary and a leader without alienating elected leaders, have a 20 year time frame in the context of 4 year political horizons, motivate staff even when their work is ignored or maligned, and manage a department that is underfunded and often under fire? What are the lessons and skills we can share? What do Directors look for in planners and how do planners prepare themselves to move up in the field?

Moderator
Dan Marks, AICP, Management Partners

Speakers
Alex Hinds, SSU Center for Sustainable Development; Elaine Costello, FAICP, Consultant; Joan Malloy, City of Union City

9:45 am - 11:15 am • Charter Oak Ballroom B

Planning in an Adversarial Environment
CM | 1.5

The Tea Party, the Occupy Movement and other similar organizations have become frequent attendees at public meetings, sometimes as vocal participants and sometimes hoping to disrupt the proceedings. This conference session will discuss how to anticipate engagement by these groups, while sharing strategies to ensure productive participation instead of process failure.

Moderator
David Early, AICP, LEED AP, Principal, The Planning Center | DC&E

Speakers
Ben Noble, Associate Principal, The Planning Center | DC&E; Kim Espinosa, Planning Manager, City of Merced; Barry Miller, FAICP, Principal, Barry Miller Consulting

9:45 am - 11:15 am • San Joaquin Ballroom C

"Just the Facts, Ma'am": Navigating the Politics of Planning
CM | 1.5

Planning commissions and boards today face an increased stakeholder influence and an amplified discourse. Straddling the politics of the community and the policy of good governance, appointed officials are often caught in a vortex of tangled interests and contradictory objectives. How can commissions and boards navigate the planning process in a direction that is considerate yet meaningful? Is there a role for politics in planning? Where does policy start and politics end? How can one prevent politics from hijacking sound community objectives? Don't miss this dynamic presentation and discussion on the political pitfalls and strategies that can help steer the planning decision-making process in a sensible manner.

Moderator
Marc Heber, ASLA, Associate AIA, Commission and Board Representative, APA California

Speakers
John Keho, AICP, Planning Manager, Current Planning and Historic Preservation, City of West Hollywood; David Snow, AICP, Richards|Watson|Gershon, Vice President, Policy and Legislation, APA California; Pamela Kimball, Councilmember, City Council, City of Lindsay; Jaime Holt, Chairperson, Planning Commission, City of Fresno

9:45 am - 11:15 am • Charter Oak Ballroom D

Leveraging Value: Planning and Funding Strategies to Catalyze Great Places
CM | 1.5 | LAW and MCLE | 1.5

Now more than ever, California communities must creatively leverage and build upon their core strengths to catalyze great places. Research has demonstrated that property values are higher in well-planned communities, in areas near parks and open space and where residents and workers have convenient access to high quality public transit. Case studies will demonstrate how the cities of San Francisco, Pasadena and San Diego have capitalized on these key property value drivers to capture and then reinvest revenues back in to their downtowns and neighborhoods through property tax increment and development impact fees. We will describe how parking diets and street diets not only create healthier residents but produce healthier project economics, which in turn leads to better development.

Moderator
Elizabeth (Libby) Seifel, AICP, Seifel Consulting Inc.

Speakers
Kearstin Dischinger, Project Manager, Green Connections and Senior Community Development Specialist, City of San Francisco; William Anderson, FAICP, AECOM, APA National President; Richard Bruckner, Director of Regional Planning, Los Angeles County
10:00 am - 12:00 noon
Meet in lobby of Visalia Marriott 15 minutes prior to departure

Mobile Workshop #5
Downtown Visalia Trolley and Walking Tour
Fee: $25
CM | 2.0

While many cities have undertaken strategies to invigorate their core areas, Visalia is renowned for its attractive and historic Downtown. This workshop will focus on comprehensive strategies used by the city, including historic preservation ordinance, and key projects that have contributed to making Downtown Visalia the “jewel of the valley”. Stops will include the fabulous Fox Theatre, new transit center, Visalia Rawhide baseball stadium, and Kaweah Delta Hospital campus, among others. Attendees will also learn about the Downtown Business Owners Association and its vital Business Improvement Program.

Moderator
Paul Scheibel, AICP, City of Visalia

Speakers
Andrew Chamberlain, MURP, City of Visalia

11:30 am - 1:00 pm
Visalia Convention Center Exhibit Hall
Keynote Luncheon Speaker
Paul Rodriguez, Chairman, California Latino Water Coalition
CM | 1.0

Paul Rodriguez is a standup comedian and accomplished actor of film and television. He is also an accomplished advocate in seeking solutions for the issues confronting California’s water future. He has been voted one of the most influential Hispanics in America and has received numerous awards for his accomplishments. Paul learned first hand the importance of water and its relationship to the land while living and working at an early age in California’s Central Valley farm land. His passion for water issues eventually resulted in his position as chairman of the California Latino Water Coalition.

1:00 pm - 5:00 pm
Meet in lobby of Visalia Marriott 15 minutes prior to departure

Mobile Workshop #2
Foothill Growth Management Plan
Fee: $30
CM | 3.5

Located below the mountain snow and above the valley fog, the oak-covered Sierra foothills have become an attractive place to live. The natural beauty of the area attracts visitors and residents every year. There is a great interest to move future development away from the prime farmlands of the valley floor into the foothills, yet the area faces many challenges to planning and developing. Among these challenges are scarcity of water, difficult topography, and abundant natural and cultural resources. Tulare County adopted its Foothill Growth Management Plan to direct growth into the foothills while protecting resources. The City of Porterville has likewise directed growth into the foothills while protecting valuable resources in its award winning General Plan.

This workshop will tour some of the key areas of the foothills where growth is being managed and directed, including a stop in Porterville for a discussion with their Planners.

Moderator
Pamela Kimball, City Council Member, City of Lindsay

Speakers
Greg Collins, MCRRP, Collins & Schoettler Planning Consultants

1:00 pm - 5:00 pm
Meet in lobby of Visalia Marriott 15 minutes prior to departure

Mobile Workshop #4
From Farm to Plate
Fee: $35
CM | 3.0

Central California is the world’s fruit basket and Tulare County is one of the leading agricultural areas in the nation – including having the status of the nation’s number one dairy county. Producing basic commodities constitutes the bulk of agricultural activities but making finished food products is an increasingly important activity. This fun and informative workshop will stop at a farmstead cheese factory and a winery to observe the process of making both. Tasting will be offered of various products.

Moderator
Bonnie Simoes, Principal Planner, City of Tulare

Speakers
Victor Flores, Owner/Wine Maker, Bella La Vina Winery

Sponsors:
ESA
EMC Planning Group
Provost & Pritchard Consulting Group
Quad Knopf, Inc.
Wildlands, Inc.
SESSION BLOCK 7
1:15 pm - 2:45 pm • San Joaquin Ballroom A
**Working Together: A Creative Solution for Updating Community Plans and Preparing EIR’s**

CM | 1.5

Planners from the cities of San Diego and La Mesa will discuss experiences in applying a creative shared workload method with AECOM and San Diego Association of Governments representatives. The San Diego Barrio Logan Community Plan Update and EIR, and the La Mesa 2012 General Plan Update and EIR will be highlighted. Participants will learn effective techniques to utilize city staff resources as a key component in updating the community plan and general plan “in-house” including the EIR, under the direction of consultant experts. Sources of grant funding for new general plan elements will be discussed that help pay for consultant costs.

**Moderator**
William Chopyk, AICP, City of La Mesa

**Speakers**
Yara Fisher, AICP, AECOM; Carolina Gregor, San Diego Association of Governments; Lara Gates, City of San Diego

1:15 pm - 2:45 pm • Charter Oak Ballroom A
**So You Wanna Be a Rock’n Roll Star...er...City Councilperson: The Pros, Cons and Ethical Considerations of Becoming an Elected or Appointed Official**

CM | 1.5 | ETHICS

An interactive multi-media presentation that will explore the political ramifications and ethical considerations for practicing planners considering running for public office and serving as an elected official, or Planning Commissioner. The presenter panel will be comprised of a professional planner in private practice who served on a City Council, a professional planner at a municipality who ran for City Council and an attorney specializing in land use law and ethics.

**Moderator**
Karen Haluza, AICP, City of Santa Ana

**Speakers**
Ken Ryan, AICP, KTGY Group; Sonia Carvalho, Best, Best & Krieger

1:15 pm - 2:45 pm • San Joaquin Ballroom B
**Current Trends in Historic Resource Surveys for Preservation Planning**

CM | 1.5

Historic resource surveys an important tool in historic preservation planning. Using three recent city-wide surveys as case studies, this session will illustrate current trends and best practices of the comprehensive survey approach, new technologies, and a focus on Modernism. SurveyLA, Los Angeles’s first comprehensive historic resources survey, is an enormous undertaking only feasible with a custom designed, GIS-based field database. Tablets and databases were also used in Chula Vista, for more efficient data collection, post-field data synthesis, and integration with City GIS. Fresno prepared a Midcentury Modernism context for “newer” resources that present a unique challenge in preservation planning.

**Moderator**
Shannon Davis, Senior Architectural Historian, M.A., ASM Affiliates

**Speakers**
Katie Horak, Senior Architectural Historian, MHP, Architectural Resources Group; Karana Hattersley-Drayton, Historic Preservation Project Manager, M.A., City of Fresno

1:15 pm - 2:45 pm • San Joaquin Ballroom C
**Infill Development: A Fanciful Vision for the Future, or Reality? (CPR Session)**

CM | 1.5

The planning profession has embraced infill development as an antidote to urban sprawl and a solution to achieve climate change targets, improve livability and public health, make great pedestrian places, and stimulate a vigorous economy. Are these wishful ideas, or can they be realistically implemented? We are challenged by public opposition; costs of land assembly, infrastructure improvements, and construction, constrained financing options; and non-supportive policies, zoning regulations, development standards, and CEQA. Join the California Planning Roundtable in a facilitated discussion where audience members share their perceptions of the critical challenges impacting infill development and ideas to overcome these.

**Moderator**
Woodie Tescher, The Planning Center | DC&E, Member, California Planning Roundtable

**Speakers**
William Anderson, FAICP, AECOM, California Planning Roundtable Member, APA National President; Stanley Hoffman, FAICP, Stanley R. Hoffman Associates, Inc., Planner Emeritus Network President; Vivian Kahn, FAICP, Dyett & Bhatia
Planning It Forward: Mentoring the Next Generation of Planners
CM | 1.5

Providing the support, resources, and tools necessary so that planning remains a viable career choice for young planners is critical. Mentorship develops technical, leadership, and networking skills that leads to career advancement. This session will feature the PLAN Sac Valley mentorship program as one example of how to build a mentoring program for young planners. Hear from PLAN organizers, mentors, and mentees as they share their experiences. Learn lessons from the development and evolution of the PLAN program in creating Planning, Leadership, Advancement, and Networking opportunities that make a difference for the next generation of young planners.

Moderator
Tracey Ferguson, Project Manager, Atkins

Speakers
Julia Lave Johnston, Director, UC Davis Extension Land Use and Natural Resources; Janet Ruggiero, FAICP, Director of Board Formation, De La Salle Institute; Jenny Woods, Project Associate, Local Government Commission

Beer, Basketball & Boats: CPF’s Tour of The Port of San Francisco (CPF Session)
CM | 1.5

Join the California Planning Foundation as we revisit our spectacular walking tour of the Port of San Francisco held on May 3, 2013. We visited the Pier 70 Mixed Use Development, Mission Bay and Pier 48, the historic Ferry Building, the brand new Exploratorium, the Cruise Terminal Port, and seawall lot (SWL) 337. Share our exclusive behind-the-scenes tour of a number of the Port’s existing and planned facilities.

Moderator
Darcy Kremin, AICP, Environmental Planning Group Manager, URS Corporation

Speakers
Alexander Quinn, AECOM

Plowing New Ground: Agriculture for a Modernizing California
CM | 1.5

Throughout the state, agriculture faces growing pressures from urbanization and environmental degradation, as well as production costs, lower commodity prices, and increased regulations. The loss of productive farmlands impacts the local economy, food production, the livelihood and lifestyle of communities, wildlife habitat, groundwater recharge, flood protection, and carbon sequestration. Learn about how state, regional, and local agencies are exploring creative ways to protect prime agricultural lands and strengthen the important connections to the rural-urban interface.

Moderator
Allison Joe, AICP, Strategic Growth Council

Speakers
Monica Hernández, RUCS Program Coordinator, Sacramento Area Council of Governments; Samantha Lui, Consultant, California Senate Committee on Governance and Finance; Harnet Lai Ross, Community Planning Program Manager, ESA

Annual CEQA Update: What’s New Under the CEQA Sun
CM | 1.5 | LAW and MCLE | 1.5

This session is to update planners on the past year’s CEQA happenings. It will cover the latest in case law, the new CEQA Guidelines amendments for urban infill development, and the news on pending CEQA legislation.

Moderator
Antero Rivaplata, AICP, IC F International

Speakers
Margaret Sohagi, J.D., Sohagi Law Group; Jonathan Riker, J.D., LEED AP, IC F International

Break
3:15 pm - 4:45 pm • Charter Oak Ballroom A
Why Wait for CEQA Reform: Do it Yourself Right Now!
CM | 1.5 | LAW and MCLE | 1.5
“Business-Friendly” is the goal for many communities wishing to spur economic activity and address ongoing fiscal challenges. Many communities are looking for incentives that would help to facilitate development, including, in some cases, streamlining the environmental process through CEQA Reform. But why wait? Whether or not CEQA Reform is successful, some of the most powerful tools for streamlining projects have already been a part of CEQA and the Guidelines for years. This presentation will review strategies that can be employed to: (1) appropriately address environmental effects; (2) reduce administrative burdens; and (3) reduce expense and risk for applicants.

Moderator
Matthew Gerken, AICP, AECOM

Speakers
Daniel Cucch, Senior Advisor, California State Senate

3:15 pm - 4:45 pm • Charter Oak Ballroom C
Gladiators, Litigators, or Collaborators? Implementing SB 375 in the Arena of Shifting Solutions
CM | 1.5
The Gladiators, Litigators, or Collaborators session brings planning and land use law practitioners and SB375 advocates with regional expertise and strongly different perspectives together for an engaging debate on how to achieve regional planning coordination among cities and counties and implement SB375 in the central San Joaquin Valley. Given actions like Sacramento County’s in January 2013 to approve the Cordova Hills project which was inconsistent with SACOG’s recently approved SCS for that six-county region, this session is relevant to all planners concerned about the feasible implementation of SB375 and smart growth.

Moderator
Keith Berghold, Assistant Planning Director, City of Fresno, Development and Resource Management Department

Speakers
Norman Allinder, AICP, Planning Director, Madera County; Jeff Reid, McCormick Barstow et al LLP; Virginia Madueno, President, IMAGEN LLC; Jeffrey Roberts, Granville Homes; Sara Hedgpeth-Harris, Esq., Law Office of Sara Hedgpeth-Harris

3:15 pm - 4:45 pm • San Joaquin Ballroom B
So You Think You Want to Start Your Own Business? The Pros and Cons of Being an Entrepreneur
CM | 1.5
This session will be a unique opportunity to hear from diverse leaders in the industry on their unique and detailed journey starting their own business in the planning field. Come hear from these entrepreneurs why they chose the path they did, what they have learned along the way and what advice they would give to others. Our panel represents various sections of our State and facets of the profession so we will provide for you an eclectic look into this journey from a wide variety of perspectives.

Moderator
Jennifer Lilley, AICP, CEO/President, Lilley Planning Group, Orange Section Director, APA California

Speakers
Dana Privitt, AICP, Partner/Principal, BonTerra Consulting; Brooke Peterson, AICP, President, APA California, Senior Associate, The Planning Center | DC&E; Nick Bowden, Co-Founder, Mindmixer

3:15 pm - 4:45 pm • San Joaquin Ballroom C
Beyond the Buzz Word: The Practical Realities of the Smart Growth Movement
CM | 1.5
From the Ahwahnee Principles and the Smart Growth Movement to Sustainable Community Strategies, Climate Action Plans to Regional Blueprints, what has really been accomplished? Come hear the history and evolution of these critical planning principles and how the practical application has changed, and can still change, the communities we live in for the better. Also hear first hand from planning practitioners, what the results were.

Moderator
John Wilbanks, AICP, CNU-A, RRM Design Group

Speakers
Paul Zykosky, Local Government Commission; Betsy McGovern-Garcia, LEED AP, City of Visalia; Stephanie Ocasio, City Planner, City of Newman
3:15 pm - 4:45 pm • San Joaquin Ballroom D

**Behind the Dais - 2: Taking the Mystery Out of Commission and Board Meetings**

**CM | 1.5**

Public hearings don’t always go as planned and some even take a turn that catches all by surprise. It is these unexpected twists that cause a hearing to be hijacked from the planned path leaving stakeholders to scratch their heads. So how can planners uncover some of the unknowns in advance to better prepare for hearings that focus on the pertinent information and not irrelevant testimony? What are some of the challenges commission and board members face in considering a proposal? Join us for a lively presentation and discussion on some of the factors that go into the decision-making process.

**Moderator**
Marc Yeber, ASLA, Associate AIA, Commission and Board Representative, APA California

**Speakers**
Danny Castro, City of Sierra Madre, State Awards Coordinator, Southern California, APA California; Matthew Burris, AICP, LEED AP, Raimi + Associates; Adam Peck, Chair, Planning Commission, City of Visalia

3:15 pm - 4:45 pm • Charter Oak Ballroom D

**Section Director’s Round Table and Section Board Meet & Greet**

**CM | 1.0**

The APA California Section Directors invite members and other interested parties to learn about the breadth and depth of the professional development opportunities, strategic partnerships, innovative programs and other services that each of the Sections provide as well as highlights from these efforts throughout 2013. And participate in a discussion to provide feedback to the Section Directors and identify how each of the Sections may be able to tailor their services and initiatives to better serve you and to inform and promote planning efforts in communities throughout California. All Section Board members are encouraged to attend.

**Moderator**
Marissa Aho, AICP, Senior Associate, The Planning Center | DC&E, Los Angeles Section Director, APA California

**Speakers**
Section Directors or Representatives from all 8 Sections: Central, Central Coast, Inland Empire, Los Angeles, Northern, Orange, Sacramento Valley, and San Diego

3:15 pm - 4:45 pm • San Joaquin Ballroom A

**What Can Fresno Learn from the Pedestrian Mall Experiment in the U.S.?.**

**CM | 1.5**

Fresno has the oldest remaining downtown pedestrian mall in the US. Rather than having an interior debate based on local opinion, how can Fresno learn from the actual experiences and information from other cities. Should downtown property and business owners have more voice than a resident who lives 10 miles away from downtown? Why? How do you weigh the needs of historic building and historic landscapes? How can planning foster information-based decision-making rather than opinion-based decision-making?

**Moderator**
Craig Scharton, Business Development Director, City of Fresno

**Speakers**
David Fey, AICP, City of Clovis; Sevak Katchudurian, Pacific Southwest Building

5:00 pm - 6:30 pm

Visalia Convention Center Exhibit Hall

**Wine and Cheese Reception**

Celebrate with over 30 planning consultant exhibitors and find out how they can assist you in the future. Great food, drinks and networking!

6:30 pm - 8:30 pm • Downtown Visalia

**APA Dine-a-Round**

8:30 pm - 10:30 pm • Crawdaddy’s Pub and Grill

**APA All Star Band**
7:30 am - 9:30 am  • San Joaquin Ballroom B
Intergenerational Neighborhoods: A New Paradigm for Diversity
CM | 1.5
As the Central Valley’s population increases and ages, more thought needs to be given to the concept of intergenerational housing. This session will explore intergenerational housing at the community, neighborhood and home level from the perspectives of a city Planning Director, a private sector Planner and an Architect. The discussion will cover ways in which active adult and conventional housing can successfully co-exist and methods for future-proofing senior housing. Presenters will also emphasize the importance development regulations containing the right balance of prescriptive measures and flexibility.
Moderator
Gena Guisar, AICP, Danielian Associates Architecture and Planning
Speakers
Dwight Kroll, AICP, City of Clovis; Joe Digrado, AIA, CAASH, Danielian Associates Architecture and Planning; Jeff Stevens, ASLA, LEED AP, CGBP, Danielian Associates Architecture and Planning; Terry Broussard, ASLA, Broussard Associates Landscape Architects

8:00 am - 9:30 am  • San Joaquin Ballroom C
Facts Behind Demographic Change in California: How Planners Can Respond (CPR Session)
CM | 1.5
California is known for its rich diversity, welcoming waves of immigrants over generations and being open to communities with a range of cultural characteristics and lifestyles. Yet individual communities struggle when they experience significant internal demographic change. While understanding what specific demographic changes are occurring and why they matter is important, the session will focus on how planners can help communities in transition. This California Planning Roundtable session will highlight the dramatic changes that are expected to continue to occur in California communities and look to the audience to share lessons learned and successful strategies for communities in transition.
Moderator
Jeanette Dinwiddie-Moore, FAICP, Dinwiddie and Associates, APA National Board Director, Region 6
Speakers
Keith Bergthold, Assistant Director, Planning and Development Department, City of Fresno; Mindy S. Romero, Ph.D. (Candidate), UC Davis; Victor Rubin, Vice President for Research, PolicyLink
8:00 am - 9:30 am • San Joaquin Ballroom D

Diverse Communities, Diverse Strategies: Lessons in Multicultural Outreach
CM | 1.5

This session presents lessons from multicultural engagement efforts in San Diego, Honolulu, Sacramento Valley, and other Bay Area and Central Valley cities. Speakers will discuss challenges and opportunities associated with participatory planning, with topics including outreach methods, gaining trust, garnering meaningful feedback, partnering with community leaders and institutions, and developing an iterative, flexible process.

Moderator
Sophie Martin, AICP, Dyett & Bhatia

Speakers
Jean Eisberg, AICP, Urban Planning Partners, Inc.; Charles Mason Jr., Ubuntu Green

8:00 am - 9:30 am • Charter Oak Ballroom A

Turn Community Vision Into Community Action
CM | 1.5

Kern County has recently participated in a number of Community Vision Planning projects in close collaboration with community members. Each plan outlines actions for the County and the community members to undertake to improve their town. These visioning plans describe a clear strategy for what physical improvements their community wants to see and where, how to implement the vision, who to involve, and when each implementation action should be initiated. Project team members, including County Planners, Supervisors and PMC planning consultants will give their perspective on Vision Planning, and how to apply the process to improve your community.

Moderator
Nora De Cuir, Community Engagement and Facilitation Services, PMC

Speakers
Loreli Cappel, Director, Urban Design & Facilitation Services, PMC; Lorelei Oviatt, AICP, Director of Planning and Community Development, Kern County

8:00 am - 9:30 am • Charter Oak Ballroom B

Doing the Right Thing: Ethical Practices for a Diverse Population
CM | 1.5 | ETHICS

Diversity abounds in the planning environment. Issues of race, culture, language, and gender can divide us or be the foundations for building bridges that make the community planning process more effective and our communities stronger. This session examines some of the changing demographic and diversity trends in California and the importance of having the profession respond with new paradigms for planning practice which reflect the planner’s ethical commitment to social justice and ethical planning practice. Using the AICP Code of Ethics and emphasizing the Code's aspirational components, attendees will explore options for how they can respond to these ethical challenges.

Moderator
Kurt Christiansen, AICP, Director of Economic and Community Development, City of Azusa, Vice President of Conferences, APA California

Speakers
Carol Barrett, FAICP, City of Burbank, California Planning Foundation President; Lance Schulte, AICP, AICP Commission Region 6; Veronica Tam, AICP, VTA Planning

9:45 am - 11:15 am

Visalia Convention Center Exhibit Hall

Closing Keynote Speaker

Michael Madrid, Principal, Grassroots Lab

CM | 1.5

Michael Madrid, a graduate of Georgetown University, is a nationally recognized expert on Latino voting trends. Mr. Madrid developed an expertise in local governments in California. He served as the public affairs director to the League of California Cities and was a strategic adviser to the California Redevelopment Association. Mr. Madrid also helped develop the Leadership California Institute, an organization dedicated to educating and training future legislators before they get in office. He founded the California Ballot Measure Training Academy and is the editor and publisher of California City News. Mr. Madrid will be joined by his associate, Robb Kornike, who leads campaign activities in Southern California and serves as Executive Director of the Los Angeles League of Cities. Mr. Kornike is the Publishing Editor of California City News and a veteran of candidate and ballot measure campaigns across California.

10:30 am - 12:30 pm • Visalia Convention Center Foyer

Exhibits Tear-down