**December 13, 2018**

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**Date: December 13, 2018**

**To: Hanson Hom, AICP, Vice President for Conferences, APA California**

**From: Carey Fernandes AICP, Brooke Peterson AICP, and Betsy McCullough FAICP, Conference Host Co-Chairs**

**Subject: Report to the California Chapter from the 2018 Chapter Conference Host Committee Co-Chairs**

We are pleased to present this report and its attachments from the CHC to the Chapter and to the 2019 Conference Host Committee. We hope these observations are helpful, and we are available to answer any questions.

Good luck 2019 CHC!

*Please contact Betsy McCullough at* *betsy92106@gmail.com* *if any questions or to assist in reaching Subcommittee Chairs.*

**CHC Co-Chair Overall Comments**

*Carey Fernandes, Brooke Peterson, Betsy McCullough*

1. Best thing we did that was successful
* Location of the Opening Reception: The USS Midway knocked it out of the park for space, timing, shuttles, and entertainment.  Rave reviews. Timing of shuttles was well-thought-out and worked well
* Exhibitor space was spacious and well located; there was room for the Consultants’ Reception in and among the sponsors.
* Programs were really well received: credit to the Programs Subcommittee. They worked really hard to align sessions with the theme.
* We had a well-chosen Opening Keynote Speaker. Assembly Member Todd Gloria set the perfect tone for the conference.
* On the last half-day, we did not try to direct remaining attendees into 8-10 sessions. Instead, we selected 3 very popular topics, plus an Ethics session, so there were only 4. It didn’t increase or decrease the number of attendees remaining, but it kept rooms full so the last-day speakers didn’t dread presenting their session that day. Suggest thinking of creative formats for last day sessions.
1. Things that worked out well that we suggest the 2019 subcommittee continues or pursues
* Lunch on your own one day/and a more casual lunch another day: this has been used since 2016 in Pasadena and the 1 free lunch period has not caused complaints either about programming the time or providing the food. The casual lunch was a buffet and there was plenty of opportunity for conversations at the well-sized tables plus the well-utilized outdoor eating areas.
* Provide some breakfast for each of the conference days after the ½ day start day. Provide alternative to a continental breakfast: a heavy breakfasts each day can be breakfast burritos: they are a healthy alternative along with fruit and were a huge hit – those have been done several years now in response to complaints about sugar-filled pastries. Deene is aware of the goals to provide healthy and not-expensive.
* We succeeded in drawing people outdoors as much as possible – for yoga and for eating.
* Water filling stations are a must.
* The first attempt at an online mobile planners guide: we got great reviews of it.
* Promoting use of mobile app and keep reminding them that you are going all electronic. I think the post-conference survey missed an opportunity to inquire about which social media platforms attendees viewed prior to the conference because that question was not included. You may want to do a follow-up on use of electronic media to the 2018 attendees because while I feel we made significantly increased outreach this year, there’s room for improvement and change for sure.
* Minimize the number of full day mobile workshops; for morning and afternoon MWs schedule them so that attendees can take advantage of onsite lunch opportunities if other attendees are being provided lunch, or being given the opportunity to purchase lunch.
* Assign each subcommittee to work most closely with a CHC Co-Chair and CHC Co-Chairs will coordinate as necessary.
* Come up with creative sponsorships. We started too late, but a key card sponsorship seems like a natural for the conference hotel.
* One of our Subcommittees set up an email address that both subcommittee co-chairs could use to respond to inquiries and communicate with the CHC Co-Chairs. We recommend that each subcommittee set up a similar email.
1. Things that were a challenge and what to do differently or how to change how we did it
* APA National registration – hiccups that bled into comments onsite:
* People did not receive registration in the mail
* People forgot at home
* Printer onsite for reprinting incorrect or forgotten badges was not working.
* Registration set up was late so work with Deene to assure timely setup.
* Provide clearer signage for which line to get in at Registration.
* CPF Auction this year was a high investment with low return.  It is time to ask CPF to rethink it. The expense to the conference for food/beverage & a/v was approximately $30,000 and the income for scholarships was about $20,000. CPF operates the Auction separately from the CHC generally: ask for accountability.
* Awards Program had some challenges – acknowledgements, A/V, timing.
* Mobile workshops attendees need ongoing communication if there is information attendees need other than show up to board the bus at a certain time. Be sure to give clear information about whether lunch is included or they eat onsite. We used emails to registered attendees but despite specific information in the emails and on the mobile app, there were many questions. For events with specific logistics, there is no such thing as reminding someone too many times via social media or emails or mobile app.
* Mobile workshop attendees should be escorted from the minute the event starts to the end, and begin and end at the conference site. Make sure that there is someone on the bus departing the conference site and on the bus to return them to the conference site. ALSO, work with the Registration staff to contact via phone –i.e., actually speak to - each and every mobile workshop leader the day before their MW to make sure they or someone will be on the bus, confirm drop off location, or discuss other details specific to that MW. Coordinate between Registration staff and Mobile Workshop Subcommittee Co-Chairs to determine who will make those contacts.
* Insist that mobile workshop descriptions and speakers and times/dates/costs be completed at the same time as the regular sessions descriptions and session block assignments are completed – MWs are part of what needs to be programmed into the registration form and must be final. This is a big effort and may feel that it is early to have it tied down, but changes to schedule later caused rippled problems.
* Be sure to understand the needs/desires of the Volunteer Coordinator. Some are willing to stay and manage volunteers for the whole conference, but if they want to attend sessions, make sure there’s an agreement among the coordinators of volunteers who will show up.

1. Something we didn’t expect and it was the most challenging thing we had to deal with
* Registration: Details here and in the report from the Volunteer Coordinator.
* An item that was surprising distressful to attendees was them not receiving all the ribbons they wanted to hang from their badges to display memberships or achievements. We understood that ribbons were to be mailed to pre-registered attendees, but it did not seem to be consistent; plus, a number of attendees forgot their packets so were looking for not only new badges but for ribbons onsite. Suggestion is to NOT send out ribbons and let everyone pick them up when they arrive. They can be in the registration area away from the lines of those trying to register or with registration issues.
1. Documents or guides that you prepared that you recommend the 2019 subcommittee uses – either attach it/them or offer to send them.

We are attaching a script prepared that includes each of the plenary sessions and who speaks and for how long [Attachment 1] along with helpful logistical info for a number of people overseeing each event. Each event was started on a separate page so they could be provided to whoever was in charge of that event. Also a list of social media posts is the Appendix to this document.

**Overall Comment about Sponsorships:**

Revamp how sponsors are solicited annually: it is a pressure-filled responsibility of any CHC to achieve the goal sponsorship level that will then be shared with other Sections and the Chapter as the largest ‘fundraiser’ of the year. Look longer term and more broadly to create a partnership program between APA California and our regular sponsors. Come up with new opportunities to promote our sponsor partners, e.g., a directory of sponsors or a periodic feature article on one sponsor and their work and evolution as a firm and their contribution to APA California; brainstorm opportunities. As time goes on, we need to ‘step up our game’ to engage firms and organizations who we have worked with over time – they are evolving their relationships and their use of their promotional funds and we need to look into the future so we can continue to partner with them.

**Overall Comment on Ethics the Last Half Day**:

We promised the Ethics Survivor Island panelists that we would strongly urge, request, and beg the Programs Subcommittee to NOT assign them to the last day again this year. They have been on the last day many years in a row so as to create an Ethics draw that day. We suggest finding a creative format for an Ethics CM presentation – could it be pre-recorded or a film with comment at the end or ?? In any case, please do not place Ethics Survivor Island on the last day of the conference.

**Programs Subcommittee Report**

*Anna McPherson and Mark Teague Co-Chairs*

1. Best thing we did that was successful
* There were two things that were helpful with the selection of programs for each conference Session Block. (Session Block represents the time slot on each day of the conference). The first was to create a spreadsheet with all of the information. The data in the spreadsheet was a direct download from the online system and had all of the data. Separate sheets within larger spreadsheet were used to parse the data into useful tables that could be reviewed by everyone. Having all the data in one place enabled us to sort, assign, and do many things on the fly.
* The second thing we did was to use Betsy’s index card system to assign the sessions to each session to a Session Block: a tried and true system. This system has an index card for each session that also notes the topic, speaker(s), focus area, etc. We used a separate color for each of the focus areas of the conference. We were able to glance at each Session Block to see if things were balanced, and able to move things around as needed. Yes, using index cards is analog, but it enabled the entire committee to discuss each session, balance the sessions in each Session Block, and generally keep order. Of course, we took the results of the index card assignment and put them in the spreadsheet, but the process was simple and effective. It was also fun.
* Our committee worked very well together – the right mix of expertise, public/private sector, experience is essential to successful session planning. Make sure the members “fit” together.
1. Things that worked out well that we suggest the 2019 subcommittee continues or pursues
* Having two co-chairs was effective and helped keep the burden from a single individual. In this instance we had both public and private sector represented, which provided different perspectives. This also accounted for differing work schedules, holidays, vacations, etc., ensuring that there was always someone available to assist. As the due date for submissions got closer the volume increased substantially and on the final day, it was an avalanche. The work is too much for one person. As far as final session selection, do not be afraid to contact session moderators to request changes to speakers, inclusion of additional information, even session name changes.
1. Things that were a challenge and what to do differently or how to change how we did it
* It takes careful consideration if you receive a session that is clearly submitted by a vendor for promotional purposes, e.g., Power Point Training, Public Presentation Training.  The subject matter may be valuable but may be contained in a less company-specific session.
* Also watch out when there is only a moderator submitted with the session originally. If the abstract implies there will be a panel, you may sometimes have to doggedly pursue the additional speakers. Also, a 90-minute session with one speaker only is typically not worthy of a slot in our program.
* There appears to be a ‘disconnect’ between the online system and the information that shows up in the programs. Each moderator is responsible for managing their speaker assignments and session titles, yet the online system shuts down at a certain point, requiring all subsequent changes to be made via email to first the program chairs and ultimately the person in charge of the program. We found that this was both cumbersome and resulted in chasing errors up to the final ‘print’ of the program. We recommend that you anticipate the need for changes and make assignments accordingly. Perhaps ask moderators to put PROGRAM CHANGE in the subject line of their email and create an Outlook rule to automatically forward a copy of the email to the program manager, or assign someone to be in charge. The back and forth, and regular emails from moderators updating speakers, occurred throughout the process.
* One thing to note is that the three-digit number assigned to each session is not used by anyone after that assignment. Everyone seems to go by session title rather than this unique number. This is fine, except that that the title is long, and prone to changing between submittal and program. Certainly, the number doesn’t need to go onto the program, but for internal purposes we found this odd.
1. Something we didn’t expect, and it was the most challenging thing we had to deal with.
* Last minute schedule change requests and cancellations. The spreadsheet did a great job of ensuring we didn’t schedule the same speaker during each track, however we received a number of requests to move sessions around after the first program was drafted. We were able to accommodate them, but it required a great deal of diplomacy and tact asking one session to move so another speaker could be accommodated. We assumed that each request was legitimate, and worked to accommodate, but it was an unforeseen annoyance throughout the end of the process. As you’re reviewing each session, it would be useful to take note of moderators who you may know, and see if they are flexible in their time of presentation.
* Last minute cancellations. We had several last-minute cancellations, one of which resulted in a ballroom being empty for one of the tracks. It would be prudent to have a handful of sessions that could ‘go’ at a moment’s notice, presumably local, etc., to avoid having an empty room. Be sure that this group of sessions is varied as you don’t know what session might be cancelled. We had at least one session that could have filled the slot, but it was for a topic that we felt was already very well represented.
* Speaker changes happen, and in general we were able to make the changes until the final print of the document. However, this was the most often requested change, and after the online system is closed, the committee must make the changes. As noted above, we’d recommend having a system to deal with these and discuss it beforehand.
* The matrix used to cumulatively track changes created by the Conference Program Coordinator was very helpful. We would like to have been able to see confirmation of the changes we sent in being included. Use a single format for sending in changes – don’t just forward emails from moderators to avoid missed changes.
* Also, although this may be inevitable, we were both surprised at the comments we received from disappointed moderators of sessions we declined to accept. Some moderators were quite dogged and were reluctant to accept the rejection. That was quite time consuming.

5. Documents or guides that you prepared that you recommend the 2019 subcommittee uses – either attach it/them or offer to send them

Attached is the spreadsheet we used to help with the program selection. You’ll see that it’s very primitive, and is intended to be easy for anyone to view. We made liberal use of Excel’s data sort functions and formatting to make the data available to the committee. Whether by design, or happenstance, only one person was in charge of the spreadsheet. This reduced the potential for errors. [Attachment 2] We can also forward earlier working versions of selection documents that greatly assisted us in rating and ranking sessions as well as sorting into topics and tracks to assure a balanced program. Contact Mark Teague.

**Mobile Workshops Subcommittee Report**

*Brian Grover and Phil Trom Co-Chairs*

1. Best thing that we did that was successful
* I think we did a good job with the diversity of mobile workshop types, providing something for everyone. I also think they were very well-organized and had amazing speakers (several mobile workshops were shining stars in this category – Tijuana walking tour). We also sold out just about every mobile workshop.
* As a subcommittee, early on we decided that a smaller number of workshops was preferable to a larger list, and we focused on doing a good job with the ones we had. We also identified leads for each workshop so that the subcommittee did not need to lead all of them.
1. Things that worked out well that we suggest the 2019 subcommittee continues or pursues
* Stick with the smaller number of workshops (10-13). Line up the workshops early in order to encourage a broad spectrum of workshop types (transportation, environmental, land use, etc.). Stay on top of each mobile workshop lead so that none of them fall by the wayside through the planning process. Definitely incorporate as much multi-modal transportation as possible into the mobile workshops. Partner with a bikeshare company if possible – we had a lot of success with that for biking mobile workshops, and more generally for overall conference mobility.
1. Things that were a challenge and what to do differently or how to change how we did it
* Make sure that all of your mobile workshop leaders know exactly when and where to meet their mobile workshop attendees. Work out logistics early on so that they don’t become issues at the last minute. Be prepared to improvise and “make things work” if a leader or speaker bails at the last minute, for example.
1. Something we didn’t expect and it was the most challenging thing we had to deal with
* Inevitably, some things won’t go as planned. The most challenging thing we had to deal with was making sure that everyone involved (host committee, mobile workshop attendees, mobile workshop leaders) kept their cool and rolled with the changes.
1. Documents or guides that you prepared that you recommend the 2019 subcommittee uses – either attach it/them or offer to send them

Some of the individual workshop guides were really helpful [Attachment 3a, 3b]. I am also happy to share our budgeting spreadsheet and other logistical information. I’m happy to serve as a resource for the next host committee in Santa Barbara – please tell them to reach out to me any time. bgrover@dudek.com, or 760-479-4248.

**Sponsorships**

*Comments from Betsy McCullough, CHC Co-Chair, and Laura Black, Subcommittee Chair*

* The entirety of the sponsorship work was done by one subcommittee chair with general assistance and guidance from the CHC Co-Chairs.
* Letters were sent to all past sponsors urging them to sponsor in 2018; a number of regular sponsors contacted us first.
* Do not promise particular booth space or other location until you have the approved Exhibitor Space/Floor Plan provided by the Conference Manager as approved by Fire Marshal.
* The chapter has been tracking sponsors for almost 10 years now. There were enough sponsors who had sponsored more than 5 years [not necessarily consecutive] that we created an ‘8+ year’ level of sponsorship acknowledgement. Many have been sponsoring way longer than even 8 years, but we didn’t have it recorded or companies have been merged or dissolved so what we have is the ‘modern’ record. We suggest you look at a 10+ year category.
* The Sponsorship Subcommittee Co-Chair should review all final documents to assure that proper recognition is given to sponsors for booths or events or other items: there are subtleties that may not be picked up by those doing general proofreading or general editing. In particular: the online program, the event signs, the 6’ sign boards in the hallways, and the PowerPoint used before plenaries.
* Pursue potential sponsors even beyond any stated deadline.
* Check with CHC Co-Chairs about creative proposals for sponsorships.
* Once the completed sponsorship is submitted and an invoice is provided, the sponsor has 10 working days to pay the invoice. If payment is not received by this timeframe, booth exhibit space is no longer guaranteed**. Background for this seemingly-harsh statement:** Background: we had a sponsor request a non-public agency booth in June 2018. Booth location was provided/confirmed. Payment was never received. Staff found out AFTER THE CONFERENCE, that this sponsor did not attend the conference. Since exhibit space is so crucial, this was missed opportunity for another firm to utilize that booth space. We were able to negotiate with the sponsor payment of $500 (original price was $1,000)
* Send a thank you email to all sponsors after the conference with the contact information for the next sponsorship chair to "pass the baton" to the next host Section.

**Sustainability Subcommittee Report**

*Kelly Bray, Renee Yarmy, Tara Lieberman, Asha Bleier*

1. Best thing we did that was successful
* The Planners Guide Map and Outreach Materials. The Planners Guide Map allowed conference goers to use an interactive web based map showing nearby bike stations and restaurants – an assortment from quick and cheap to fine dining. The neighborhoods were color coordinated and various restaurants were categorized and coded with icons showing what type of food they served. A link to the Planners Guide Map was provided in the conference app. A better description of the guide and easier access might have improved this feature.
* The outreach materials consisted of Facebook/twitter posts that highlighted various sustainability features of the conference, but most importantly information on how to ride share and find other convenient multi modal methods of travel.
1. Things that worked out well that we suggest the 2019 subcommittee continues or pursues
* Items described in number 1, and also Sustainable Food options. However in our instance, they were not well advertised at the event; recommend signage. Programs that focused on sustainability were excellent. The promotion of Birds and Lime Bikes were a success.
1. Things that were a challenge and what to do differently or how to change how we did it
* Promotion of the carpool site could have been improved. Facebook seems like it was used more than anything else, but social media is not the only platform.  With a busy schedule, some messages were likely overlooked by attendees.  I think more up-front sustainability messaging at the site would have served conference goers well.  Despite online materials being available, a lot of paper was used to make the conference programs.  A Sustainability or Local Section Booth, or something to this affect, could help further promote sustainability / local opportunities.
1. Something we didn’t expect and it was the most challenging thing we had to deal with
* Coordination with the event manager directly, layers of communication.  Limits on just how much the committee can influence in terms of printing, on-site amenities, etc.
1. Documents or guides that you prepared that you recommend the 2019 subcommittee uses – either attach it/them or offer to send them –

Betsy has the Planners Guide Map as does Francine Farrell. We are happy to send any other notes or guides.

**Student Programs Subcommittee Report**

*Mimi Morisaki and Melanie Tylke Co-Chairs*

1. Best thing we did that was successful

* Pub Crawl was successful with over 30 attendees
* We identified sessions and events early on
* Divided up responsibilities for sessions and events early on
* Held monthly meetings with our volunteers
* Made an announcement at the CPF Student Luncheon to let the students know about the ongoing sessions and events throughout the Conference
* Contacted the session speakers well in advance to notify them of their session room and time slot.

2. Things that worked out well that we suggest the 2019 subcommittee continues or pursues

* Pub Crawl – a 21 and up event is a fun ice-breaker
* Career Poster Session – Fehr and Peers reached out to us to sponsor for Student Day somehow and we came up with the idea of a poster session with different firms and agencies willing to showcase their work and any open positions they have
* Design charrette – We tried to organize a charrette early on in the planning process; however, the case study did not pan out. But, we still recommend the opportunity for students to participate in a design charrette next year - particularly with a location that is nearby the venue so the students can participate in a site visit and drawing session.

3. Things that were a challenge and what to do differently or how to change how we did it

* Overall: Venue location and transportation to/from venue for Walking Tour and Pub Crawl. Fortunately, we learned that there would be Lime vouchers for conference attendees so we used that as an option for people to get from the venue to the Walking Tour. Additionally, people were willing to split Uber/Lyft rides with others.
* Resume clinic: Should be fit in on the student day somehow. We had interest from planners who wanted to participate, but we only had 2 students show up. Signage for that day would have helped.
* Student Housing Match Program – while the program didn’t pan out the way we hoped, we still think it is worth trying again and trying with planners that may be empty nesters/have homes with extra bedrooms.

4. Something we didn’t expect and it was the most challenging thing we had to deal with

* Walking Tour – Unfortunately, the volunteer tour guide was too busy to coordinate in advance, and despite the committee’s best efforts, there were last minute meeting location changes that precluded most of those students who signed up from attending.
* Session Presentations – This wasn’t challenging, however, it would have been nice to know that our Student Day speakers should be prepared to submit their Powerpoint presentations.
* Session room logistics – Again, not challenging, but something to keep in mind when coordinating speakers… Find out if the room is equipped to handle both Microsoft and Apple computers and whether the venue has laptop adapters.

5. Documents or guides that you prepared that you recommend the 2019 subcommittee uses – either attach it/them or offer to send them

Our committee created a Gmail account to house all the 2018 Student Committee meeting agendas, sign-up forms, fliers, and emails. We are happy to share this information with the 2019 committee

**Volunteer Subcommittee**

*Committee Chair – Sharon Singleton, 619 788-2129***,** **sharon@ktua.com**

***Primary volunteer responsibilities:*** Assist APA staff with check-in; distribute badges and bags to pre-registered attendees; direct people to the correct registration line; stuff bags; assist with CPF auction; load buses for tours and opening reception.

***Timeline:***

* Started getting the word out about the need for volunteers in late spring. Announcements through CAL APA, the San Diego Section and YPG were very helpful.
* Maintained a list of interested volunteers and sent out a Google Sheets link to everyone on the list in late summer to start getting commitments once volunteer shifts/responsibilities were identified. Sent out reminders to everyone on the list every couple of weeks leading up to the conference.
* Sent a confirmation to volunteers of their shifts two weeks before the conference and again a couple of days before the conference. Several people dropped out at this point as school/work schedules had changed.
* Walked the conference site with Betsy McCullough a couple of weeks before the conference so that I could get a good understanding of the physical layout of the various spaces.

***2018 Contacts:***

* SDSU - Sherry Ryan - sryan@mail.sdsu.edu
* UCSD - Mirle Rabinowitz Bussell - MBUSSELL@mail.ucsd.edu; Sue Peerson - speerson@ucsd.edu
* UC Davis
* Cal Poly SLO - Mike Boswell - mboswell@calpoly.edu, Janet Murrieta, Administrative Support, jmurriet@calpoly.edu
* Cal Poly Pomona - Laura Fujimoto-Hernandez, lhernandez@cpp.edu
* San Jose State - Richard Kos, AICP, richard.kos@sjsu.edu, Hing Wong, hing@hingwong.info
* UC Irvine - Jae Hong Kim, jaehk6@uci.edu
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* UC Santa Barbara - Paul Wack, AICP, pwack@calpoly.edu
* USC - Jennifer Hong, **jenc@price.usc.edu**
* UC Berkeley

***Successes/Challenges/Things to Change:***

* I received a lot of interest from the students early in the process (53 people). About 20 students ended up signing up to volunteer, but some of them had to drop out at the last minute due to scheduling conflicts.
* There was concern that the students wouldn’t be interested and/or available for Sunday as it was the student day. That actually was not a problem, it was more difficult to get student volunteers for the other days. If they had signed up for the conference, they wanted to attend as many sessions as possible. If they were local, they didn’t want to miss class or work.
* The pricing structure for students was very confusing – I ended up answering many questions about this as it was less expensive for them to sign up for individual days at the student rate rather than the whole conference student rate.
* There were a handful of young members interested in volunteering so that they could attend half day for free, most of them are currently looking for jobs. I explained that young members were not eligible for the same student benefits. They were okay with this and still volunteered (I promoted the networking benefits).
* Since most of the volunteers were needed for registration assistance, those shifts ran from 7:00 am to 12:30 pm and 12:30 to 6:00 pm. That is a long time. I would suggest four hour shifts max (this fits with the student requirement to volunteer 4 hours for the half-day comp attendance). In the Google Sheet, I had broken down the various volunteer responsibilities (registration, CPF auction, load buses) as separate line items. In the future it would probably be better to list the shifts (7 am – 11 am, etc) and then assign people to the areas needed when they arrive to provide maximum flexibility and simplify the schedule.
* Local section and state board members volunteered on Sunday - this was extremely helpful. Maybe as an incentive to get board members and young planners to fill in the volunteer gaps when students are not available, offer a drink ticket to one of the events. It’s not much, but the drink tickets were in high demand!
* Sunday was very busy, Monday moderately busy, Tuesday and Wednesday pretty quiet.
* I did not have a co-chair and that was fine for all of the pre-conference work. However, a co-chair during the conference would have been helpful to help direct the volunteers and answer questions. I was able to attend a few conference sessions during quiet times and was in the registration area during the rest of the conference.
* The volunteers were wonderful – they did anything that needed to be done with a smile. And most of them were perceptive enough to see where help was needed and jump in with assistance.

**General Conference Observations Regarding the Registration Area & Process from the Volunteer Coordinator who spent most of her time in the Registration Area**

I heard lots of great compliments about the conference, but also had an opportunity to see first-hand some of the behind the scenes activities.

* Sunday was crazy, particularly first thing in the morning. Computers were not set up until after 6:45 am with people starting to check-in at 7:00 am, and then there were technical difficulties with no electrical outlets downstairs and connecting the computers and printers. Since registration was in a temporary location for check-in for the student and pre-conference sessions, there was no signage directing people to the appropriate line.
* I would estimate that approximately 10% of the pre-registered attendees forgot to bring their badges.
* Badge packages were available for pick up for those who registered later, or whose packages were returned by the post office. I would estimate that 25-30% of the people who were preregistered and who did not receive their package in the mail did NOT have a package waiting for them at the registration desk. Most of them had their registration confirmation emails and had registered very early in the process rather than later. While most were understanding of the process, there was some frustration in having to stand in multiple lines to confirm their registration and then get a new badge printed, particularly if they were trying to get to a session on time.
* It seems that about one-third of the registration packages never got picked up. It appears many of them were duplicates. The person would bring their badge to check-in to get their bag and program, but there would also be an envelope there with their name on it.
* AICP ribbon – these were in high demand and we had very few to give out.
* Drink tickets – it seems that everyone who received their badge in the mail also received two drink tickets. Some of the registration packages that were picked up had one or two drink tickets, some did not. There should be some consistency in the distribution of the tickets.
* Mobile workshops – 1) since tickets were not distributed for the mobile workshops as in past years, some people couldn’t remember which tour they signed up for – this was easily solved by having them check at the mobile workshop desk; 2) the mode of transportation/meeting location for some of the tours was not very clear – creating some frustration for participants; 3) some tours included a meal, some did not – more confusion. I would suggest that each tour leader reach out to the members of their tour group a couple of days before the conference to remind them about the tour details.

**Special Events Subcommittee**

*Bill Chopyk and Greg Mattson Co-Chairs*

*Healthy Breaks*

1. Best thing we did that was successful:
We tried something new this year – healthy breaks during “lunch on your own”.
2. Things that worked out well that we suggest the 2019 subcommittee continues or pursues:
Suggest having some kind of health break component during the conference. It could be a morning jog, an evening walk, a stretching session during breaks.
3. Things that were a challenge and what to do differently or how to change how we did it:

Participation was very low. Only 6 participants for yoga stretching on Monday. Only 5 participants for aerobics (Zumba) on Tuesday. It was very challenging to coerce planners to participate in the healthy breaks. Some things to consider:

* Find volunteers to conduct the healthy break sessions.
* Find a suitable location for exercising.
* Post signs directing planners to the healthy break location.
* Allow time for people to change clothes.
1. Something we didn’t expect and it was the most challenging thing we had to deal with:
Most challenging was finding people who actually have interest in healthy breaks.

*Opening Reception*

1. Best thing we did that was successful:
A “Great” venue….so many planners had not been on the Midway and thought it was cool to walk amongst the planes and flight decks. Band - A fun and animated flash back to the 70-80’s and a photo booth was well received and we found a great guy who engaged the planners and had fun with them. We worked with the band to watch their volume so that the planners still could move about and hold conversations in our enclosed venue.
2. Things that worked out well that we suggest the 2019 subcommittee continues or pursues:
Depending on the venue (very important for a drawing out the planners) music can is a good idea….the photo booth theme was good or something similar…..night event is challenging. One idea that came up late was a circus theme…with performers roaming around to entertain or photo opportunities with planners vs. a static location. Could be interesting….
3. Things that were a challenge and what to do differently or how to change how we did it:

Suggest if you have a band or trio or DJ or entertainers for the event….make sure you tackle the venue insurance and rider from APA. We got this cleared a bit too late…anxious moments. Also, setup time at least 1.5 hours in an advance, access, security clearance, electrical needs and amps.

1. Something we didn’t expect and it was the most challenging thing we had to deal with:
As noted above, insurance and access…..of course costs is always challenging…….

**Publicity Subcommittee**

*Betsy McCullough, co-chair*

1. Best thing that we did that was successful:
* Find a graphic designer who works at a local firm who can take content from the subcommittee and create posts for Facebook, Twitter, Instagram and Linked In. it took us several months to find someone but we finally did in the spring which was just in time
* Create a schedule for posts that will start in the spring – we did 2-3 per week in general – did one each day the last week before the conference
1. Things that worked out well that we suggest the 2019 subcommittee continues or pursues:
* Create the schedule of publicity with the Chapter due dates from the Production Schedule in mind. Set up a schedule and put all ideas on it and set them chronologically. They may switch over time depending on some Chapter deadlines but keeping them all visibly in front of you is very helpful
* Incorporate the Chapter-produced graphics into your posts so that you’re not recreating or duplicating their design efforts
* Promote highlights of your conference in many of the posts. Things of local highlights to promote as well
* You don’t need to start posting regularly on social media until the spring – e.g., after session submittal period is closed and then you can start with Chapter items
* Have the subcommittee member prepare the text and, if possible, find the properly-sized graphics to accompany the text
* If you haven’t created posts before, keep the text short and use graphic images and headlines to attract attention because some of our media platforms accept less text
1. Things that were a challenge and what to do differently or how to change how we did it:
* Find the graphic designer EARLY! We had someone who told us they could do it back out after leading us on for a few months – she had no time is what she told us, but she really didn’t know how to do the work.
* Don’t expect the other subcommittees to prepare postings for you to have posted – they have their own tasks to pursue. And don’t expect to have a great idea and have outsiders implement it – we tried to get ‘teases’ from local jurisdictions to attract attendees to go to see their city and solicited through our regional government, but no jurisdiction came through
* While we had up to 4 people on this subcommittee at one time, it came down to one person working on 75% of the products. It wasn’t overwhelming because that person is retired, but if you have working folks on the subcommittee, have 2 strong lead people do the work
* ‘Section Ads’ that Dorina Blythe prepared are probably an outdated way of getting information out and content development for them seemed out of step with the rest of the efforts: suggest they not be done.
1. Something we didn’t expect and it was the most challenging thing we had to deal with:
* Finding a skilled graphic designer to do the posting: your local firms will be contributing staff to other subcommittees and to sponsorships, so followup is needed – a general call out for a graphic designer may not work.
1. Documents prepared to share:
* A close-to-the-end list of posts and timing is on the next page.

PUBLICITY SUBCOMMITTEE SCHEDULE

Publicity Schedule Week of July 9 (Week #13) through October 1 (Week #1)

For Conference Facebook, Twitter, LinkedIn, and Instagram platforms + Chapter Facebook & Website

Rev 10/2/18

|  |  |  |
| --- | --- | --- |
| # Weeks Prior  | Post #1 | Post #2 |
| Earliest posts in Spring 2018: Iconic San Diego series of posts; online registration open; Section Ads #1 & #2; Cal Planner – back page on conference promo |
| 7/3 – Student Day Flyer7/6 – Early Registration Deadline Reminder |
| 137/9 | Opening Reception Promo - 7/13 | Historic Destinations on your own – 7/18  |
| 127/16 | Opening Keynote Promo – 7/20 | APA California 70th Anniversary Tease – 7/24 |
| 117/23 | Pre-Conference Session Promo – 7/25 | Mobile App Use Promo – 7/27 |
| 107/30 | 1st - Mobile Workshop Highlights [bike tours] – 8/3 | San Diego: Downtown – 8/8 |
| 98/6 | Closing Keynote Promo – 7/30 | Sustainability Promo 1 – Sheraton overall 8/17 |
| 88/13 | 2nd - Mobile Workshop Highlights [S1, M2, T5, M4] – 8/14 | Sustainable Promo 2 – getting around from the hotel – 8/24 |
| 78/20 | Commission & Board Agenda Promo – 8/10  | Added: Student Housing Promo – 8/22 |
| 68/27 | Long-Term Sponsor Recognition: 8-yr sponsors – 8/28 |  APA Band/Plan It Rock – 8/31 |
| 59/3 | Reminder about end of Regular Registration Next Week on 9/7 incl CPF donation  9/4 | Long-Term Sponsor Recognition: 5-year sponsors – 9/7 |
| 49/10 |  Look for reg packet in the mail and bring it [see FF’s language] - 9/11 | Sustainable Promo 3 – getting to/from the conference via pub trans & carpooling [moved from 8/20&27] –9/14  |
| 39/17 | MWs with space left – 9/17Post about History Document available – 9/19 | Pre-Conference space still available – 9/21 |
| 29/24 | Come to the Conference & Be a Sustainable Conference-Goer9/27  | 2nd Reminder to look out for registration packet in the mail.9/25 | Keynotes promo; questions for Todd; 9/28 |
| 110/1 | UCSD/SDSU Alumni Mixer10/1 | Rideshare Promo10/2 | Planners Guide10/3 | CPF Auction & major items tease10/4  | We’re So Excited to See You! w/CHC photo – 10/5 |