Dear Lauren, Pete, Julia,

If appropriate during the retreat and/or board meeting I can share how we “Planning Academy” in Santa Barbara. We have done 6 of these in the last 6 years in our Section, two in Ventura, one in SLO and 3 in Santa Barbara. Our most recent was this last fall, wrapping up just before Thanksgiving, and we had 70-Registrants each paying ~$165 to take the Academy. ($175 full rate, $150 APA member rate)

The strength of the Academy is always the subject matter and its teachers. We cherry pick our top local Land Use Celebrities as they are our thought-leaders, and people want to hear experts they know.

Anyway, I’d like to share this program during board meeting or retreat in terms of:

- Approach and audience: to train APA members AND our constituents (we have elected officials, Planning Commissioners, gadfly’s, Chambers of Commerce folks, realtors. architects... plenty of none members)
- Logistics (what is the right recipe, geographic area or reach)
- How to launch it (timing, budget & geographic brand)
- What to do with your Academy when it’s completed (use your momentum in your community for actual policy change)

If I understand my role correctly as Planning Commissioner rep, it’s to help promote APA w/n the Planning Commissioner community. We do that well in SB by expanding our target audience reach outside of just Planning Commissioners. Planning Commissioners are a funny bunch – but just like anyone, they want to belong to a larger group or cause, where they may think of themselves as being the influencer; but we’re doing the influencing! Bad compound run-on sentence so to be clear, we don’t do contained Academies or other “Planning Commissioner Trainings” for only Planning Commissioners. That would get no traction and would be too short term. We want to train future Planning Commissioners!

I don’t have any handouts but you could clip the attached to the board agenda as a discussion item/example. It’s our starter piece of media that goes to our prospective teachers – again, our teaching line-up is the glue of the Academy.

I think ideally I could share it for 5-10 minutes, then work with those other section leaders offline on launching in their communities.

Does that sound OK? If not please keep me btwn the rails. Cheers,

Jay
APA’S 2018 CITIZEN PLANNING ACADEMY - CALL FOR PRESENTATIONS

September 12, 2018

Dear Friend:

Will you join our crusade to inform and promote Santa Barbara’s urban identity?

The American Planning Association answers the call of our greater community to help steward thoughtful decisions relating to our urban environment.

Every two years we marshal a team of urban planners, social justice warriors, designers and urban and environmental professionals into a 7-week curriculum that is the envy of all other non-profit outreach programs. And we’d like you to be on the team as a leader, teacher and inspirer of resilient land use decisions.

You may recall our recent efforts, here in Santa Barbara, and others San Luis Obispo or Ventura. We pull together the finest practitioners and fill the room with people seeking to understand the policies, and the politics of sound decision-making. They are activists, real estate and design professionals, emerging or sitting politicians, appointed officials, water-polo moms and soccer dads and actual land use planners; all participants in that public process which defines our urban identity.

The Academy is a series of classes taught by you, hemmed together by a common theme and a few gutsy volunteers. We focus on the greater Santa Barbara area – her character, constraints and emerging policy questions. The Academy is ideal for adult students that want get into the nitty gritty, and perhaps prepare to contribute in a more meaningful manner in our regions’ many volunteer boards or commissions.

We are inviting you as a speaker because you’re a subject matter expert, and to be honest, your stature in this community warrants your participation. Therefore, we would be grateful if you would consider joining us in tackling one of the below subjects. By the way, you are free to suggest others that you think our audience needs to hear.

Planning Academy speakers are dynamic and sincere, experienced in facilitating adult learning and willing to speak pro bono and be willing to be videotaped for future desktop Academy sessions.

Classes generally run 75 minutes each with two per evening over the course of 7 weeks. Weeks’ 1 – 4 subjects are foundational. We then ratchet it up a level during the last three weeks with more technical and geographically centric subjects. The general curriculum and class dates/times are below. Where subjects seem elementary, we expect that your own colorful perspective as to how they are (or should be) treated locally will rule.
SANTA BARBARA 2018 CITIZEN’S PLANNING ACADEMY CURRICULUM AND SCHEDULE

<table>
<thead>
<tr>
<th>CLASS NUMBER AND SUBJECT</th>
<th>CLASS DATE AND TIME</th>
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<tbody>
<tr>
<td>#1 – Santa Barbara’s Historic Resources</td>
<td>Wednesday, October 3, 5:30pm</td>
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<tr>
<td>#2 – Innovations in Housing and Policy Incentives</td>
<td>Wednesday, October 3, 7:15pm</td>
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<tr>
<td>#3 - Our Energy Platform – Pending Choices</td>
<td>Thursday, October 11, 5:30pm</td>
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<td>#4 - Local Water Supply – Constraints &amp; Choices</td>
<td>Thursday, October 11, 7:15pm</td>
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<tr>
<td>#5 - Environmental Review and CEQA</td>
<td>Wednesday, October 17, 5:30pm</td>
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<tr>
<td>#6 - Transportation History and Trends</td>
<td>Wednesday, October 17, 7:15pm</td>
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<tr>
<td>#7 - Climate Change: Impacts and Regulations</td>
<td>Wednesday, October 24, 5:30pm</td>
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<tr>
<td>#8 – Gaviota Coast History and Coastal Access</td>
<td>Wednesday, October 24, 7:15pm</td>
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<tr>
<td>#9 - Montecito Rebuild, How &amp; What’s Next</td>
<td>Thursday, November 1, 5:30pm</td>
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<tr>
<td>#10 - Regulatory Reaction to the Debris Flow</td>
<td>Thursday, November 1, 7:15pm</td>
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<tr>
<td>#11 - Tajiguas Landfill – Embracing Regionalism</td>
<td>Wednesday, November 7, 5:30pm</td>
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<tr>
<td>#12 – Economic Development and Homeless Outreach</td>
<td>Wednesday, November 7, 7:15pm</td>
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<tr>
<td>#12 – Wildland Fire Management</td>
<td>Wednesday, November 7, 7:15pm</td>
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<tr>
<td>#14 – Cannabis Regulations and Taxation</td>
<td>Wednesday, November 14, 7:15pm</td>
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This time around all Academy classes start at 5:30 pm at the Louise Lowery Davis Center at 1232 De La Vina Street in Santa Barbara. First session classes typically ends at 6:45pm and the second class typically starts at 7:15pm and ends at 8:30 pm. We provide a light dinner break in between the night’s sessions for students and teachers. Please note that most classes are on Wednesday nights. There are two however on Thursdays due to venue constraints.

Students pay a nominal fee or ‘tuition’ to cover expenses such as materials and dinners with remaining proceeds going to the American Planning Association. Teachers receive an audience ripe for the subject matter. Prospective speakers should submit subject ideas and a brief bullet point curriculum via email to our program panel (below) no later than September 20, 2018.

This event is sponsored by the American Planning Association. We are a non-profit educational trade organization whose mission is to provide our members and constituents with services and information to advance planning in the Central Coast and beyond. If you are interested in helping APA lift the Academy to the next level of awareness and purpose, and can collaborate with us in the form of a corporate sponsorship, we would like to talk to you about a multi-media desktop version of the Academy.

Santa Barbara is the backdrop to the APA’s Statewide Conference next year in October 2019 where we will host over 1500 practicing land use planners from all over the California. It comes here once every 8-years. Sessions in this Academy will be considered for inclusion in the State Conference so shoot for the stars! Thank you for your interest. If you have questions, just connect with us.

Jay Higgins, AICP
805-637-6670
jay@higginsland.com

Tess Harris
(805) 568-3319
tharris@countyofsba.org

Steve Welton, AICP
(805) 966-2758 x111
steve@sepps.com