APA’S PLANNING ACADEMY FOCUSED WORKSHOP SERIES – IMPLEMENTING CA HOUSING LAWS
SPRING 2020

The American Planning Association helps steward thoughtful community decisions through our educational programs called Planning Academies. It’s ‘go-time’ again and we hope you’ll join us for our focused workshop series entitled: Housing and our Loss of Local Control.

For decades housing decisions have been made locally: where it goes, how big & tall, and for whom it will shelter. Our leaders have been local architects, planners and elected officials. Now however, in an effort to address a crisis affordability across the state, not to mention one of mobility and infrastructure spending, the CA Legislature has either removed, or thrown down (depending on your point of view) barriers as to how and what housing is produced.

Our Academy format and teaching philosophy will be familiar if you’re an Alumni. We’ll assemble the most engaging and articulate in the industry: non-profit advocates, architects, financiers, planners and decision makers. They will bring you a variety of knowledge and perspective – and you’ll leave with your own: ready to inform the debate, advocate, and/or make decisions when the time is right.

This 3-Part workshop series will also be geared towards decision makers: Planning Commissioners, Design Reviewers, City and County staff and their elected officials. Of course, it’s not exclusive, but you may want to make your reservation quickly.

Part 1 & 2 of our curriculum will start at the State level with the basis for, and the actual teeth of the 2019 Housing Package: tenant protections, RHNA accommodations, permit streamlining, density bonus and ‘by right’ accessory dwellings (a.k.a. the new ‘triplex law’).

Then we’ll reset and bring forth local experts in a theme best described as: “Holy Cow! Now What?” Given the regional nature of the crisis because ‘homes are where the jobs sleep at night,’ we will bring forth those on the front lines in various parts of the County, and beyond; particularly our hidden bedroom partner agencies – where our jobs’ beds are. Our focus will be local solutions amongst a regional audience. While one size is not all-fitting, there are stories and solutions to share.

Our speakers for Part 3 will give us glimpse into how they plan to make – or accommodate – the giant leap from law to unit, perhaps all in ... a single, but more likely, series of bounds. These folks may be either Guardians of their own Galaxies, or burgeoning Housing Super Heroes, hemming together law, financing and market demand with unit counts in their eyes. But the question is whether they will bring their legal bulldozers – or shields of diplomacy shrouded by ‘compatibility intellect’ and property values. Here is our preliminary lineup and schedule.

<table>
<thead>
<tr>
<th>CLASSES NUMBER AND SUBJECT</th>
<th>CLASS DATE AND TIME</th>
<th>INSTRUCTOR TYPE (TENTATIVE)</th>
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<tbody>
<tr>
<td>RHNA Permit Streamlining, Bonus Density</td>
<td>Tuesday March 10, 5:30pm</td>
<td>SB City, SB County Speakers</td>
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<tr>
<td>Tenant Protections, ADU, Housing First</td>
<td>Tuesday March 10, 7:15pm</td>
<td>Non-Profits, Advocates, Outreachers</td>
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<tr>
<td>Design Standards and the SB 330 Checklist</td>
<td>Tuesday March 17, 5:30pm</td>
<td>Architects, Developers, Design Reviewers</td>
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<td>Opportunities for Infill and Along Transit</td>
<td>Tuesday March 17, 7:00pm</td>
<td>Suburban Type Agency, CAG...</td>
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<tr>
<td>Outside the Box, VTA County Panel</td>
<td>Tuesday March 24, 7:00pm</td>
<td>City of Oxnard, VTA, T. Oaks</td>
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<tr>
<td>Why We Are Here, a Sustainability Reminder</td>
<td>Tuesday March 24, 7:00pm</td>
<td>Planning Historian, 40-year Vision</td>
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All classes are held 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. Students pay a nominal fee or ‘tuition’ to cover venue and meal expenses. APA members and Planning Commissioners receive a discount, and instructors receive an audience ripe for the subject matter. This event is sponsored by the American Planning Association. Sign Up Here.
DATE: January 20, 2020

TO: CAL Chapter Board of Directors

FROM: Jay Higgins, AICP, Commission & Board Representative

RE: Board & Commission Training Module – CA Housing Law/Implementation

The attached ‘teaser’ flyer is provided as a promotional sample for Commission training opportunities. The relevant subject matter happens to be the most significant and complex set of laws to roll through (or around?) local planning agencies in decades. Planning Commissioner training has historically been a heavy lift, both in regard to motivational subject matter and logistics. Planning Commissioners need a very personal invitation that is compelling and easy. They are busy, usually coming with a fair (or ‘self-aware’) sense of the subjects that face them, and may expect to otherwise learn on the job – during hearings.

The compelling part of this promotion is that housing demand is well known and the threats/complexity of the new laws sells itself. The easy part is based on ‘we will buy you dinner’ and connect you with others facing the same issue; 3 evening sessions on an otherwise mundane Tuesday (but check to make sure certain Commissions are not otherwise meeting on said Tuesday evenings).

Things to keep in mind about promotions:

- Invite the media and place an advertisement in your local arts/entertainment media outlet
- Personally, invite elected officials EARLY so they are in the know and feel like they’re a part of the organizing.
- Take the time to show up to public comment at Planning Commission hearings EARLY to promote and invite them
- Make sure you lock up a few well-known experts as ‘anchor’ presenters, and then the rest of your speakers will follow.

Logistical/operational keys to success:

- Charge just enough to make it worth your while. Don’t undersell it either. People are hungry for knowledge.
- Feed them a ‘foodie’s delight.’ Find a good caterer who provides a good selection of light apps/meals.
- Don’t get into pricing the workshop ‘per evening.’ It’s all of them or none. This keeps it simple for admin.
- Leave yourself a minimum of three weeks for people to sign up, and close reservations 2-weeks in advance of the first workshop.
- When asked about whether the sessions will be available on line, video, etc., it’s best to punt. People won’t show up if they think they can watch it later. If on-line availability is of interest, inform the attendees that have paid (after they’ve paid).

Ultimately the success of the program is based on 3-5 highly committed volunteers to start a groundswell of interest in the engagement. Keep the reservations open to all, and reserve 25-50% of your seating space for appointed, elected officials.

For a sample P&L on how to make a (modest) profit, or for any other questions, please call anytime. 805-637-6670