APA CA

American Planning Association
California Chapter

Making Great Communities Happer

DATE: January 25, 2020

TO: APA California Chapter Board

FROM: Hanson Hom, AICP, Vice President Conferences

SUBJECT: 2019 CONFERENCE CLOSURE REPORT & DISTRIBUTION OF CONFERENCE PROFIT
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RECOMMENDATION

1. Accept the 2019 Conference Closure Report and the final Profit and Loss Statement.
2. Distribute the 2019 conference profit to the Chapter and Sections in accordance with the profit distribution policy in the Conference Requirements Handbook, as follows:

APA California Chapter	$48,000 + $54,206.78 = **$102,206.78**
Host Section: Central Coast	$48,000 + $54,206.78 = **$102,206.78**
Other 7 Sections	$24,000/7 = **$3,428.57 each section**

SUMMARY

Pursuant to the Conference Requirements Handbook, the VP for Conferences and San Diego Conference Host Committee (CHC) are required to prepare a Conference Closure Report following the conference. This report summarizes conference registration, sponsorships, income and expenses for the 2019 conference with Attachment 1 representing the Final Profit and Loss Statement. This report also summarizes the results of the conference, while Attachment 2 was prepared by the CHC, to be shared with the Chapter Board and 2020 CHC, that details successes, challenges and recommendations, and other useful observations for conference planning.

The VP of Conferences also sent out a post-conference survey to all attendees. The summarized results of the survey are shown in Attachment 3. Both the CHC report and full survey results, which includes all individual respondent comments, have been provided to the 2020 CHC to assist them in planning the 2020 conference in Riverside. A total of 265 attendees completed the survey which represent a respectable 17.4% response rate.

CONFERENCE CLOSURE REPORT

The 2019 APA California Conference in Santa Barbara offered over 100 sessions, two pre-conference workshops, Opening and Closing Keynotes, the annual Diversity Summit, and 14 mobile workshops totaling over 200 AICP CM credits, including multiple opportunities for Law and Ethics credits. The Opening Reception was held in downtown Santa Barbara at Sunken Gardens on the grounds of the Santa Barbara County Courthouse. Approximately 900 planners attended the Opening Reception and enjoyed catching up with colleague, live music, self-guided tours of the Courthouse, and a "Taste of Santa Barbara" with food and drinks provided by a collection of popular Santa Barbara restaurants.

The Opening Keynote was an address by Senator Scott Wiener, State Senate District 11. He spoke passionately about his legislative mission to produce much needed housing in the state and to remove the barriers to approving housing, which he attributes to excessive local land use control and onerous and prohibitive zoning regulations. Perhaps looking forward to the next round on SB50 where his office has not seen eye-eye with APA, he offered a conciliatory message:

> *"I value my relationship with APA and look forward to working with APA to craft and pass progressive, forward-looking, inclusive, and sustainable housing policy for our great state."*

The topic for the Diversity Summit, entitled "*Representation Matters: A Panel on Diversity in the Planning Profession,*" was inward-looking with planners sharing personal observations about working in the profession. The annual APA Chapter Awards Ceremony, Consultants' Reception, and CPF Auction were also well-attended events at the conference. The conference concluded with a motivational Ted-type talk by Kate Meis, Executive Director, Local Government Commission, entitled "*Resiliency in Time of Unprecedented Change.*" It was a fitting way to close the conference and reinforce the overall resiliency theme of the conference.

Registration

Total registration for the APA California 2019 conference was 1,519 (not including exhibitors and unregistered speakers). The breakdown of total conference registration by category is shown below. Approximately 89 percent of attendees registered for the full conference and the remaining 11 percent registered for one day. Registration for 14 mobile workshops totaled 275.

TABLE 1
2019 Conference Registration

Category	Number	Percent
APA Members*	892	58.7%
APA Young Planners	133	8.7%
Non-Members**	130	8.6%
Registered Speakers***	196	12.9%
Students	168	11.1%
TOTAL	**1,519**	**100.0%**

* includes Chapter Only and Retired/Life Members
** includes Planning Commissioners
*** includes both members and non-members

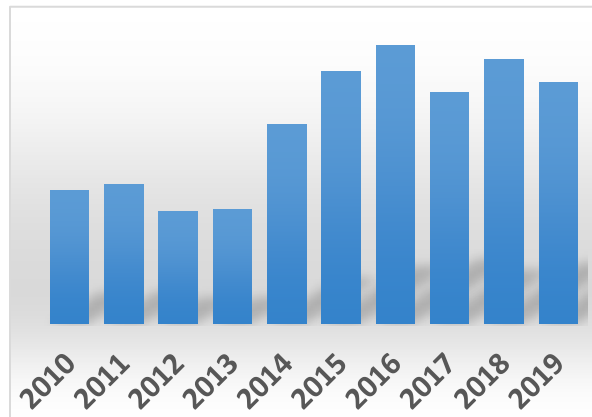Attendance at the Santa Barbara conference compared to prior years is shown below.

TABLE 2
Historic Conference Registration

2019 Santa Barbara	1,519
2018 San Diego	1,665
2017 Sacramento Valley	1,462
2016 Los Angeles	1,758
2015 Northern	1,590
2014 Orange	1,257
2013 Central	717
2012 Inland Empire	708
2011 Central Coast	879
2010 San Diego	838

Conference Profit

The Conference Requirements Handbook requires that conferences achieve a minimum profit of $120,000 based on 900 registrants. The Handbook further sets a profit margin guideline of 20-25 percent (net income/gross income) for larger conferences. This guideline balances providing a high quality and complete conference experience for attendees while ensuring that conferences generate income to fund the ongoing programs of the Chapter and Sections. The Host Section also heavily depends on its share of conference profits to fund its activities for multiple years.

The 2018 conference generated $850,869.04 in gross income with total expenses of $635,167.99. Net revenue was $215,701.05. After adding in credits due, the conference profit for distribution is $228,413.55. This represents a profit margin of 27 percent.

Income

Sources of income are summarized below with line item details available in the attached Final Profit and Loss Statement for the 2019 conference (Attachment 1). Registration income accounted for the vast majority of revenue, but sponsorship income is essential for achieving the desired conference profit goal.

TABLE 3
2019 Conference Income

Income Source	Amount	Percent
Registrations	$ 701,525.00	82.5%
Sponsorships	$ 148,250.00	17.4%
Misc. Income/Interest	$ 1,094.04	0.1%
TOTAL	**$ 850,869.04**	**100.0%**

Sponsorships

The CHC Sponsorship Subcommittee generated $148,250 in sponsorships for the conference. They were able to sell out early over 35 exhibitor tables. The Sponsorship Subcommittee did an exceptional job securing sponsorships with effective outreach. A total of 41 exhibitor packages and other sponsorships were obtained. Major sponsors included Dudek (lanyards), ESA (beach mat), and ESRI (CPF Auction).

The historic trend between conference profit, sponsorships and attendance is shown below. The 2019 CHC did a stellar job of securing sponsorships and would had been able to secure a few more if space was available. Conference registration reflects the prior five years with a healthy registration level, resulting in a similarly very commendable financial outcome.

TABLE 4
APA California Conference
10-Year Profit, Sponsorship, & Attendance Patterns

YEAR	LOCATION/SECTION	NET PROFIT	SPONSORSHIPS	ATTENDANCE
2019	Santa Barbara/Central Coast	$ 228,414	$ 148,250	1,519
2018	San Diego/San Diego	$ 272,109	$ 138,825	1,665
2017	Sacramento/Sacramento Valley	$ 205,425	$ 127,137	1,462
2016	Pasadena/Los Angeles	$ 343,488	$ 144,675	1,758
2015	Oakland/Northern	$ 135,931	$ 147,645	1,590
2014	Disneyland/Orange	$ 38,763	$ 114,100	1,257
2013	Visalia/Central	$ 136,737	$ 76,001	717
2012	Rancho Mirage/Inland Empire	$ 140,000	$ 120,650	708
2011	Santa Barbara/Central Coast	$ 131,000	$ 81,900	879
2010	La Costa/San Diego	$ 78,782	$ 56,390	838
TOTAL		$ 1,710,649	$ 1,155,573	12,393
AVER.		$ 171,065	$ 115,557	1,239
P/P		$ 138	$ 93	

Expenses

The FINAL Profit & Loss Statement (Attachment 1) details conference expenses. Expenses can be grouped into the following categories:

TABLE 5
2019 Conference Expenses

Expense Category	Amount	Percent
Administration & Operations (including contractors)	$ 158,038.47	24.9 %
Conference Facility/Audio Visual	$ 122,348.09	19.3%
Opening Reception (Sunken Gardens)	$ 105,457.68	16.6%
Other Food and Beverage: includes Keynote lunch, Consultants Reception and CPF Auction	$ 199,156.67	31.4%
Publicity/Social Media/Website/Mobile App	$ 38,917.65	6.1%
Mobile Workshops	$ 8,954.43	1.4%
CPF and Historic Archives Pass-through	$ 2,295.00	0.4%
TOTAL	**$ 635,167.99**	**100.0%**

Distribution of Conference Profit

The Conference Requirements Handbook (Article III.H) stipulates how conference profits are to be distributed to the Chapter, Host Section and the other seven sections. The first $120,000 is to be distributed 40% or $48,000 to the Chapter, 40% or $48,000 to the Host Section, and 20% or $24,000 split equally among the other seven sections. Any amount above $120,000 are split 50/50 between the Chapter and Host Section.

Distribution of the 2019 conference profit or net income in accordance to the Conference Requirements Handbook is as follows:

TABLE 6
Distribution of 2019 Conference Profit

APA California Chapter	$48,000 + $54,206.78 = **$102,206.78**
Host Section: Central Coast	$48,000 + $54,206.78 = **$102,206.78**
Other 7 Sections	$24,000/7 = **$3,428.57 each section**

Attachments:
1. Final 2019 Conference Profit & Loss Statement
2. 2019 Conference Host Committee Closure Report
3. Summary Results of Post-Conference Survey

American Planning Association, California Chapter
Statement of Activity by Class
January - December 2019

	Total
Revenue	
4300 Miscellaneous Income	1,079.22
4600 Registration	701,525.00
4700 Sponsorships	
4710 Exhibit Booth & Event Sponsorship Packages	
4711 Opening Reception	28,000.00
4712 Conference Give-Away	
4713 Conference Lanyards	10,000.00
4714 Opening Keynote	24,000.00
4716 Awards Events	9,000.00
4717 Mobile App	6,000.00
4718 Student Awards Luncheon	7,500.00
4719 Continental Breakfast	10,000.00
4720 Closing Keynote	7,500.00
4721 CPF Auction	3,000.00
Total 4710 Exhibit Booth & Event Sponsorship Packages	$ 105,000.00
4725 Special Events	
4727 $1,500	3,000.00
4728 $1,000	5,000.00
4729 $500	3,000.00
Total 4725 Special Events	$ 11,000.00
4730 Event Sponsor	
4733 Mobile Workshop	2,000.00
4735 Afternoon Break	500.00
4736 Diversity Summit	2,500.00
Total 4730 Event Sponsor	$ 5,000.00
4737 Public Agency	3,000.00
4738 Non-Profit Organization	1,500.00
4739 Tabletop Sponsor	0.00
Total 4738 Non-Profit Organization	$ 1,500.00
4740 Advertising	
4741 Conference Pen	1,000.00
4743 Mobile Application	5,000.00
4744 Program Sponsors	750.00
4745 Other (Customizable)	16,000.00
Total 4740 Advertising	$ 22,750.00
Total 4700 Sponsorships	$ 148,250.00
4900 Interest Income	
4905 Checking Account	14.82
Total 4900 Interest Income	$ 14.82
Total Revenue	**$ 850,869.04**

FINAL 2019 Conference Profit Loss Statement

Gross Profit	$	850,869.04
Expenditures		
5100 Operations Expense		
5106 Conference Management		66,772.72
5106.1 Travel		3,120.25
Total 5106 Conference Management	**$**	**69,892.97**
5110 Operations/Miscellaneous		8,559.64
5120 Insurance Expense		2,429.14
5130 Speaker Fees		2,481.00
5150 Postage		36.00
5155 Dues & Subscriptions		27.50
5175 Merchant Credit Card Fee		32,323.18
5180 ATEGO Resources		12,337.50
5180.1 Travel		891.61
Total 5180 ATEGO Resources	**$**	**13,229.11**
5185 New Horizon Enterprise		6,875.00
5190 Bank Charges		17.57
Total 5100 Operations Expense	**$**	**135,871.11**
5200 President Expense		
5210 Meeting & Conference/State		0.00
Total 5200 President Expense	**$**	**0.00**
5400 Professional Development		
5425 Student Development		100.00
Total 5400 Professional Development	**$**	**100.00**
5500 Public Information Expense		
5520 News & Design - Gran Designs		10,693.56
5521 News Production - Proofreader		2,548.00
Total 5500 Public Information Expense	**$**	**13,241.56**
5600 Administrative		
5610 Awards		0.00
5620 Bookkeeping/Accounting/Tax Services		6,933.00
Total 5600 Administrative	**$**	**6,933.00**
5900 Other Expenses		
5905 Chapter Historian		155.00
5920 Miscellaneous Expense		0.00
5930 Scholarship		2,140.00
Total 5900 Other Expenses	**$**	**2,295.00**
6200 Conferences		
6260 Conference Administration		
6261 Committee Meals & Expenses		558.00
Total 6260 Conference Administration	**$**	**558.00**
6400 Conference Opening Event		105,457.66
6420 Other Events - Food & Beverage		199,156.67
6420.1 Other Events Food & Beverage		0.00
6450 Conference Facility Expenses		
6451 Meeting Rooms - Exhibitor Services Provider		14,885.82
6453 Meeting Rooms - Audio Visual		95,317.64

FINAL 2019 Conference Profit Loss Statement

6454 Other Conference Facility Expense		12,174.63
Total 6450 Conference Facility Expenses	$	**427,550.42**
6460 Publicity Material		
6466 Give-Away Design & Purchase		9,097.41
6467 Lanyard Design & Purchase		3,348.00
6468 Printing Cost		6,224.71
Total 6460 Publicity Material	$	**18,670.12**
6470 Mobile Workshops		756.00
6471 Transportations		6,442.40
6472 Food		1,756.03
6473 Total Mobile Workshops	$	**8,954.43**
6480 Social Media		
6481 Website		0.00
6481.1 Hosting		6,405.00
6481.2 Support		4,208.33
Total 6481 Website	$	**10,613.33**
6482 Mobile App		
6482.1 Hosting		5,092.50
6482.2 Support		4,541.70
Total 6482 Mobile App	$	**9,634.20**
Total 6480 Social Media	$	**20,247.53**
Total 6200 Conferences	$	**475,422.50**
6205 VP Conference Expense		1,304.82
6300 Marketing & Membership		
6310 VP Diversity & Equity		0.00
Total 6300 Marketing & Membership	$	**0.00**
Total Expenditures	$	**635,167.99**
Net Operating Revenue	$	**215,701.05**
Net Revenue	$	**215,701.05**
Additional Items added/subtracted from proceeds		
Credit for extra expense for Deene Alongi's contract	$	**13,125.00**
Credit back for $3300 website redesign expense incurred this year (412.50 x 8)	$	**(412.50)**
Revised Net Revenue	$	**228,413.55**
Seed Money diffenence withheld to get to starting bank balance	$	**-**
Adjust Revenue for Conference distribution	$	**228,413.55**
Profit Margin		**27%**

Seed Money Breakdown		
Ending bank balance as of 12/31/18	$	31,759.97
Expenses paid out in 2018 for 2019 Conference	$	2,605.05
Seed Money Transfer from Conference #3 (2018) 2/13/19	$	50,000.00
Total Seed Money to Remain in bank account after Proceeds	$	84,365.02
Deene Alongi's Contract payment by the Chapter	$	(13,125.00)
Credit back for Web redesign paid by seed money	$	(2,887.50)
Amount In bank to remain after proceeds paid out	$	68,352.52
Current balance in Conference bank account after proceeds paid out	$	68,352.52
Profits with seed money withheld from profits.	$	-
Deene Alongi's Contract payment by the Chapter	$	26,250.00
Website redesign paid out of conference #1	$	3,300.00

Date: **January 3, 2020**

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

From: **Rachel Raynor, Bret McNulty, Jeff Wilson, and Tess Harris, Conference Host Co-Chairs**

Subject: **Report to the California Chapter from the 2019 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 2020 Conference Host Committee. We hope these observations and insights are helpful in the preparation of the upcoming 2020 Conference; we are available to answer any questions. Good luck 2020 CHC!

Please contact Tess Harris at tessmharris@gmail.com or Rachel Raynor at rcraynor@rrmdesign.com if any questions or to assist in reaching Subcommittee Chairs.

CHC Co-Chair Overall Comments

Rachel Raynor, Bret McNulty, Jeff Wilson, and Tess Harris

1. Best thing we did that was successful:

   - Holding the opening reception at the historic Santa Barbara Courthouse and Sunken Gardens.
   - We began meeting early and set a monthly meeting schedule. By doing that, we had secured the theme and conference venue more than a year prior to the event.
   - Delegated teams early and focused our monthly meetings on reporting out from the leads of each subcommittee.
   - Created a planner's guide to the City of Santa Barbara for conference attendees to find places to eat, stay, and things to do.
   - Organized enough volunteers to assist with registration, resulting in limited lines for conference badges.
   - Went paperless in an effort to be more sustainable, tried to reduce the number of giveaway items.
   - Communicated with past sponsors and obtained contact information for sponsors during the 2018 conference, which we used when searching for sponsors.
   - Held a couple of our conference host committee meetings at the hotel so that our subcommittee chairs were familiar with the space prior to the conference.
   - Chose programs based on how good we thought they were rather than how they fit in a track. Overall, the programs committee had the most work and were able to juggle selecting programs and moving them around or making changes due to last minute requests.
   - Our leads/co-chairs for each of the sub-committees really took their role seriously and delivered. Our conference was successful because of them.

2. Things that worked out well that we suggest the 2020 subcommittee continues or pursues

   - Delegation of review/authority - each Co-Chair was designated at least two subcommittees to oversee and guide/provide direction or decision-making authority in between CHC meetings. This worked well so decisions were able to be made in between meetings and we were not at a standstill until the next meeting. The divvying up also allowed for reasonable amounts of time to devote to conference items for the Co-Chairs, providing for each Co-Chair to spend realistic time commitments on conference planning.
   - Set a regular monthly day and week and hours for the Conference Host Committee and Co-Chairs meetings and stick to the schedule. You still have the flexibility to change the day if needed, but it helped our volunteers to calendar a schedule of regular meetings. The Committee Chairs would attend as their individual deadlines approached and that helped facilitate agenda management.
   - Plan for more mobile workshops than you need in order to accommodate any that do not get filled or drop out due to planning, cost, etc.
   - If the photographer had not been as expensive, it would of been nice to open the headshots up to potentially a two day perk, so to allow participants that were not there on Sunday for Student Day.
   - Found an opportunity to have our networking lunch outside, so while still at the conference venue, it provided a different feel than a conference ballroom.
   - The tech support used at the conference set up their own computers in each of the rooms for presenters to use. That way, everyone had to only bring a USB with the presentation on it rather than a computer and dealing with the logistics of setting up different computers between sessions.

- Adding an additional session on the last day of the conference helped encourage some people to stay for that day since there were sessions from 8-1pm. We also focused each session block on the last day to only have a couple options to choose from so that the rooms were more filled.

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

- Volunteering - start early and get more than you need. Volunteers tend to drop off and things come up, so planning for more volunteers than you need is encouraged so you are not scrambling close to the conference looking for last minute volunteers.
- The opening reception was great, but organizing the multiple vendors the day of and things like getting cutlery and paper goods as a result of multiple vendors ended up being an unexpected task for our social committee.
- Tracks for programs sessions - our program's committee has mentioned that they wish that instead of thinking of the tracks that we chose in the beginning, they picked the best sessions and then organized them according to a "track". We would recommend not getting caught up in what track a session is when reviewing programs.

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

- Received some feedback that conference participants did not like that the conference hotel used disposable cups.
- Tight space at the conference venue to move between sessions and through areas with sponsorship booths. We were aware that the space would be tight before the conference and there may not have been much we could have done, but perhaps moving sponsorship tables or the registration table to locations that weren't as congested may have helped.
- Not many food options at our opening receptions for vegetarians, vegans, or those with dietary constraints. Due to the nature of a "tasting" from multiple restaurant venues at the opening reception, it made it hard to accommodate all dietary restrictions.
- Tickets, lighting, and lines for drinks at opening reception - we had a lot of people show up!
- Since we used multiple vendors for the opening reception, we had to provide them with a set # of plates they would need to have prior to the event. It made it challenging to anticipate how many people would show up and sell extra tickets before the event, since we didn't want to run out of food or drinks.

5. Documents or guides that you prepared that you recommend the 2019 subcommittee uses – either attach it/them or offer to send them.
   - The 2018 Communications Subcommittee shared a schedule for releasing different Conference-related posts. The schedule kept us accountable and allowed for a comprehensive master list so we could keep track of our material to ensure we were not duplicative.
   - Planner Guide to Santa Barbara - we compiled a list of restaurants, things to do, landmarks, etc. in Santa Barbara.
   - Programs PowerPoint

Overall Comment about Sponsorships:

Our Sponsorships team nailed it out of the park with their requests/sponsorship asks for the 2019 conference. It was a small but mighty team and they worked effectively. What was key was to be diligent and continue to follow-up with sponsors, up until the point they've paid and payment has been received.

Sponsorship solicitation went fairly smooth. We divided it among 3 people, but it did come down to 1 person generally being the lead in communicating with the Conference Co-Chairs, forwarding forms to Francine and coordinating with Laura, updating the tracker, etc. This person provided updates at our monthly meetings on status and who they had contacted or received sponsorships for.

The process didn't require much "hard selling". Generally the usual sponsors who participate annually were contacted and got involved without much "selling", mixed in with some local sponsors. We anticipated needing to backfill at the end with local sponsors, but that wasn't really the case.

Required coordination and follow-up with other committee members who were tasked with coordinating pens, beach mats, opening reception, etc.

Coordination with the State folks/vendors was very smooth and always timely - i.e. Francince Farrell, Dorina Blythe, Laura Dee, etc.

There was some initial confusion that had to be worked out with certain entities expecting comp tables, and certain sponsors who weren't paying attention when the solicitation went out and missed their opportunities. Very few isolated cases and did not cause major issues.

We had limited space in Santa Barbara so there were a limited number of sponsors and entities looking for a table that we could not accommodate. It would have been nice to have more tables than we could sell rather than having to turn some away; although this was very limited, and our team got creative in thinking about how those folks could still sponsor events at the conference.

We solicited for sponsorships for each mobile workshop and we got a few sponsorships that way, which was different from previous years.

Overall Comment on Ethics:

We held a couple ethics sessions throughout the conference and decided to try to include one of the main ethics sessions on Tuesday, rather than Wednesday so that more people could attend. This seemed to be successful, and we didn't hear much feedback about people feeling like they did not have an opportunity to attend an ethics session while at the conference.

Overall Comment on Last Day:

It is always hard to get good attendance during the last day. We tried adding an additional session on the last day to make it "worth it" for people to stay, which helped somewhat with attendance, although it was still limited. Our sessions on the last day went from 8:00 - 9:30am, 9:45 - 11:15am, and 11:45 - 12:30pm. We did receive some questions about whether we would be providing lunch since the day crept into the lunch hour, but I think most people were appreciative of an additional session, especially if they stayed the extra day. We provided a number of mobile workshops on this day as well.

Programs Subcommittee Report

Andrew Newkirk and Brian Smith, Co-Chairs

1. Best thing we did that was successful

   ● Got volunteers on board early in the process (as we began to prepare the Call for Proposals). This created buy in and we had no drop off in participation as we went along.
   ● In person meetings. We would have in person meetings monthly. Based on geography, this might not work for all Chapters. It helped create a fun and collaborative environments that helped sustain us.
   ● Once we received proposals, we didn't fixate on the tracks. More on this below.
   ● We had a good mix of committee members with respect to: public/private sector, levels of experience, personal backgrounds.
   ● We shared documents on Google so all committee members have the latest and greatest information.

2. Things that worked out well that we suggest the 2020 subcommittee continues or pursues

   ● Sort proposals by topics that you see as recurring in the submissions (not necessarily your call topics of the APA topics). There are too many APA topics to use and tracks may not adequately group similar sessions. We flagged about twelve topic areas that many, but not all, submissions fell into and we reviewed submissions by topic area. This helped make the review and selection process manageable.
   ● Continued reliance on the Conference Handbook, and continuous consultation with the Chapter's Conference Board Representative (Hanson Hom).
   ● Have each person score a lot of sessions in the online system. We had each person score about 80, so that each submittal was scored by three people. We were concerned that this might be really time consuming, but it was not. It also allowed each committee number to be familiar with a lot of submittals when we got to the final selection process.
   ● Use a table with the session blocks as columns and the time slots as rows. Fill in the sessions as you select them (and color code by topic as discussed above). We did this in PowerPoint with each slide a different day of the conference.

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

   ● The session "Scoring Criteria" (used in the online scoring system) should be spelled out in the Call for Presentations. As with a Request for Proposal for professional services, those preparing a submittal for a proposed session should understand how their proposal will be evaluated by the Programs Subcommittee.
   ● The scoring criteria should also be revisited and revised. We didn't focus enough on this and we also didn't do enough to ensure that everyone scored the same way. As an illustration, the 2019 Subcommittee had differing opinions on how to score the "Innovative Format" criteria, and whether the "Diversity" criteria related to: socioeconomic issues; or public/private sector distinctions; or urban/rural areas. All legitimate distinctions, but once 200+ submissions have been received, it can be dysfunctional to establish consistency among 5-6 Subcommittee members evaluating their assigned sessions to review.
   ● If you do anything but have each scorer score all sessions in a track, you have to assign sessions manually to each person. This is really time consuming for the person assigning the work.

- The Conference Tracks developed for 2019 might have been helpful in prompting responses to the Call for Presentations, but most of the session submittals did not really fit the wording of these Tracks. When it came time to comparatively evaluate the 200+ proposed sessions for the Conference, we selected those sessions which we felt would be of the most interest and relevance to our attendees, irrespective of the "Tracks" we originally established. Past Conferences have experienced the same phenomenon:

  2019 Conference Tracks
  The Future is Now – Innovation and Emerging Issues
  Come Together – Encouraging Cooperation and Partnerships
  Nuts and Bolts – Preparing the Planning Office of the Future
  Riding the Wave – Adapting to New Realities

  2018 Conference Tracks
  Planning for Inclusion – One Size Fits All?
  Interfaces: Where Things Collide
  Solutions and Innovation
  Good Intentions, Unintended Consequences

  2017 Conference Tracks
  Lessons Learned: A Diverse Past
  We're All in This Together: Implementing Diversity
  Tips of the Trade: Diversifying the Tool Kit
  Engage: Planning for Diverse Places and Perspectives
  Embracing and Envisioning Change: A Diverse Future

- In retrospect, we spent too much time exploring and fleshing out the explanatory wording of those Tracks; perhaps we should have heeded the advice of the Conference Handbook: "Keep the session tracks simple. Remember that the sessions should cover all types of planning as well as be relevant to California's urban, suburban and rural areas."
- The Conference Handbook places too much emphasis on developing "Tracks", since year to year, they ultimately are not strictly followed anyway. We suggest that the Handbook be revised to characterize Tracks as "optional", and provide more emphasis on the "all types of planning/urban suburban and rural relevance" direction.

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

- The inordinate amount of time spent in "encouraging" State Chapter representatives, to submit timely and complete information for the "Mandatory Sessions" described Page 27 of the Conference Handbook. If such information is not provided within a reasonable time (e.g., 14 days of the Submittal Deadline specified for all submitters in the Call for Presentations), the Programs Subcommittee should be empowered to forfeit scheduling those Mandatory Sessions, and the Subcommittee could then program regular sessions in their place.
- The state then would also mandate certain days/times after we set the program. It was also a bit of a late hit to deal with videotaped sessions.

- Dealing with emails after proposal selection. We ended up being go-betweens for moderators and other people working on the conference. It was fairly unneeded work that didn't really help anything.
- Managing changes to sessions. Even with the online system, after the cut-off date, moderators cannot updated information online. This doesn't really make sense. They would email us changes, we would pass it along. Someone else would manually have to make edits, which leads to mistakes.

5. Documents or guides that you prepared that you recommend the 2020 subcommittee uses – either attach it/them or offer to send them

- We used a PowerPoint to prepare the program. This was really helpful and a good visualization tool (we are happy to provide if requested).
- The documents you can create through the online system are really helpful. It would be wise to learn how to create these.

Mobile Workshops Subcommittee Report

Lilly Rudolph, Chair

1. Best thing we did that was successful

   ● Start early. Establish a strong committee to take ownership of their respective MWs.

2. Things that worked out well that we suggest the 2020 subcommittee continues or pursues

   ● Use shared Google Drive to keep track of status updates, contact information, and budgets.
   ● Establish lead contacts and back up contacts. Share cell phone numbers and redundancy plans.
   ● We carefully coordinated with the CA APA on logistics, delegated day-of roles, and looped them in on all details. The working relationship was wonderful.
   ● Set a schedule for deadlines for securing locations/stops, outreach to speakers, and site hosts.
   ● Allow committee members to own their MWs. They should come up with ideas and then take responsibility for seeing it through.
   ● We set up a conference call with the previous year's MW chair and gained valuable information.
   ● Assume that some MW ideas will go nowhere. Be ready to pull the plug on a couple logistically challenging ideas.

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

   ● The bus company mixed up schedules and drivers. I recommend reviewing and re-reviewing the schedules with all vendors the day before.
   ● The State APA will expect deliverables (need for transportation, write ups, images/photographs for promotional materials, speaker names, contact information, bus routes) throughout the process and generally provides a lot of lead time, but it would have been helpful to have a complete list of deliverables and deadlines in advance to prepare.

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

   ● Some committee members were non-responsive and required a bit of nagging. The Chair should expect to spend time following up with committee members.
   ● We established early that the MW committee would identify and plan all MWs. We didn't realize that MWs could be set up similar to programs (i.e., call for MW submissions, followed by selection). Determine which approach to use, but be prepared for unsolicited MW submissions if you opt for the committee-only approach.

5. Documents or guides that you prepared that you recommend the 2020 subcommittee uses – either attach it/them or offer to send them

   ● We can provide Google sheets and are also available for a call/meeting for additional insights.

Sponsorships

Steve Fort, Chair

1. Best thing we did that was successful

    ● Initiated early contact with prior year sponsors to start the discussion on upcoming opportunities and costs.
    ● Ongoing communications with CHC Chairs and other subcommittee chairs on status of sponsorships which assisted in awareness of expected revenues and anticipating further needs.
    ● Being diligent with tracking, following up un-paid sponsorships, coordinating with those in charge of giveaways and opening reception.

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

    ● Obtained the list of sponsors from the previous year, notably big ticket sponsors, and opened discussion early.
    ● Monitored progress of sponsorships secured and identified any needs to be backfilled with local sponsors.
    ● Getting the sponsorship form completed and distributed early assisted in facilitating dialogues with sponsors.

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

    ● Changing from bags to a beach mat was a great idea, however, it presented challenges on identifying a sponsor and a vendor to make the mat. Recommendation would be to finalize any unique sponsorship give away items early in the process and secure sponsorships and vendors early.
    ● Running out of tables due to limited space. Recommend identifying layout and location of sponsorship and comp tables early to assist in selling spaces and knowing what inventory is available this will help in ensuring that the regular attendees get their comp tables and what is available.
    ● Many of the large sponsorships waited until after the National Conference to commit fully and this required ongoing communication to ensure they were engaged and obtained a premium location.
    ● Limited space impacted the ability to offer different selections for premium and sub-prime sponsor locations. If space and the siting accommodates, recommend identifying prime and sub-prime locations early so that the large sponsors don't appear to be sited next to a sub-prime. In other words, they are getting something for the large sponsorship donation.

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

    ● Ensuring the regular booths or attendees get their comp tables. This was challenging mostly due to lack of awareness at the start as to who got tables and how many tables were necessary.

5. Documents or guides that you prepared that you recommend the 2020 subcommittee uses – either attach it/them or offer to send them.

- They have been provided with our tracker that included contact info, sponsorship levels, dollar amounts, etc. They have been spoken to and informed they can feel free to contact. Provided them a verbal overview of our experience.

Student Programs Subcommittee Report
Rachel Raynor, Chair

1. Best thing we did that was successful:

   - We outreached for speakers early on which eased the identification of speakers
   - Contacted the session speakers well in advance to notify them of their session room and time slot, as well as what material was expected of them.

   - Photographer for professional headshots - got a lot of great feedback about not having to pay for a headshot. Worth the cost. Factor your student programs budget accordingly.

2. Things that worked out well that we suggest the 2020 subcommittee continues or pursues:

   - See above.

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

   - Finding a venue that allows under 21 was challenging. We felt it was important to not only allow one particular age group to the Student and Young Planner mixer.
   - If the photographer had not been as expensive, it would have been nice to open the headshots up to potentially a two day perk, so to allow participants that were not there on Sunday for Student Day.

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

   - Though this was not challenging, unlike San Diego, Santa Barbara we did not do a resume clinic or career poster session. We felt that the Networking Luncheon, was more casual and let to less forced conversation

5. Documents or guides that you prepared that you recommend the 2020 subcommittee uses – either attach it/them or offer to send them:

   - None

Volunteer Subcommittee

Committee Chair – Selena Evilsizor

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.

Special Events Subcommittee/Opening Reception

Hollee King, AICP, Events Chair

1. Best thing we did that was successful:

    ● The Venue for the Opening Reception was a beautiful backdrop for our opening reception
    ● Everyone had a great time and also loved looking inside the courthouse and clock tower
    ● Great representation of Santa Barbara and showcased the SB County Courthouse - a historical building.
    ● Top 5 star restaurants were at the event for Food and Wine event. Event had seven food options, dessert option, wine options, beer options, and non-alcoholic drinks.
    ● The event had 17 vendors total. The event required coordination of all of the vendors for about a year prior to the conference.
    ● Despite minor complaints by a few, most everyone had a wonderful time and were talking about it for the entire conference.

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

    ● Having the venue off-site from the Conference Hotel is ideal for an opening reception. It showcases the location of the conference and it allows for the opening reception to truly be a safe space that people can meet and greet colleagues and have some fun too.

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

    ● It was definitely a challenge to work with 10 different vendors for food, wine, and beer. Many times we could not get information from them.
    ● The costs per vendor were very different. Even though we had a price point of $7 out the door, some charged $5 out the door, while at least one was $9 out the door.
    ● Also, the different restaurant vendors required different things; Plates, forks, etc. as well as gas or electric. Coordinating all of this was a monumental task
    ● Other vendors were needed beside food, wine, and beer - Rentals, Ice, Lighting, Trash Service, Fencing, etc. Some vendors were anticipated, others such as ice was not.
    ● The event had 17 vendors total. The event required coordination of all of the vendors for about a year prior to the conference. Having a fewer amount - such as one caterer, a rental company, and a lighting vendor for an opening reception would be a lot easier and less coordination.
    ● Meals: Due to the fact that this was a limited tasting event (only 7 food vendor and 1 dessert vendor) the vendors could not accommodate everyone's palate, dietary restrictions, etc. In the future, vendors should be asked to include in their costs meals that can be altered according to dietary needs.

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

- Tickets: The decision to attach tickets to registration. This required the attendee to register first at the hotel. Many people, including local planners, just arrived at the venue before checking in. This was a challenge we did not bring any extra tickets to the event.
- Tickets: The decision was made to print extra tickets for special VIPs etc. However, we had a "per plate" fixed amount from each vendor. We couldn't control the extra ticket count. In the future, extra tickets should be calculated from the beginning.
- Trash Service: We anticipated our trash vendor to clear plates, napkins etc so other people could sit and eat. The trash vendor only sent one person for over 900 people. He could not keep up with everyone.

5. Documents or guides that you prepared that you recommend the 2020 subcommittee uses – either attach it/them or offer to send them   N/A

Publicity Subcommittee

Clay Downing and Rachel Raynor, Subcommittee Co-chairs

1. Best thing that we did that was successful:
   ● Developed a communications plan based on the one shared by the 2018 Communications Subcommittee, which acted as a schedule for releasing different Conference-related posts. The schedule kept us accountable and allowed for a comprehensive master list so we could keep track of our material to ensure we were not duplicative. The schedule is also organized to allow 3-4 posts a week; we'd encourage you to ramp up the posting efforts closer to the conference and make sure you highlight key deadlines for registration, sponsorships, session proposals, etc.
   ● Ensure you have enough people on the subcommittee to staff and create the posts.
   ● We had one person manage the posts on our end this year which we felt was easier to deal with.
   ● Subcommittee developed themes that carried through multiple posts, which made it easier for subcommittee members to develop ideas for posts. Themes included people (speakers, "planner spotlights"), conference announcement (session themes, mobile workshops, deadlines), places (host city highlights), and in-conference posts.
   ● Although obvious, every conference related email sent out by APACA staff is a prospective announcement for social media platforms. Subcommittee should plan for this and use the available material.
   ● If the subcommittee does not already have access to a graphic design program, our team found Crello to be helpful and Canva was another option which was considered. Both offer free versions. Crello was used to create most of the sample materials below.

2. Things that worked out well that we suggest the 2020 subcommittee continues or pursues:
   ● See above.

3. Things that were a challenge and what to do differently or how to change how we did it:
   ● Though this was not a challenge, but the subcommittee wished they would have done more video posts to switch up the material medium. We'd encourage the 2020 publicity subcommittee to explore alternative forms of communicating a post to gain traction or get other active APA members to share on their accounts to reach different networks.
   ● Instagram and Facebook were reasonably engaged social media channels, but there may be opportunities to improve reach on both Twitter and LinkedIn platforms.
   ● Consider using more participatory posts on social media such as trivia, contest, or questions that result in a giveaway or recognition for the "winner" to create a more animated following of the conference materials.
   ● The subcommittee sent press release materials to the state's other Section through email to the section's PIO's, editors, and social media managers. However, this was only done occasionally, and should likely be done with higher frequency.

4. Something we didn't expect and it was the most challenging thing we had to deal with:
   ● Getting access switched over from the previous subcommittee - coordinate early on.

5. Documents prepared to share:

- Communications plan
- Example posts - opening reception, mobile workshops, and student activities

<u>**Sample Posts**</u>

apacaconf
Santa Barbara, California

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Liked by **gpa_consulting** and **13 others**

apacaconf Adventures Await you in Santa Barbara! 2019's APA California conference in Santa Barbara offers numerous mobile workshops to show (via on foot, bicycle, or bus) you the ins and outs of city planning and urban design by highlighting key local projects and/or places on the Central Coast and how these spaces have been or will be benefitted by planning efforts. We encourage you to sign up for mobile workshops. CM credits may also be available for some of the mobile workshops so stay tuned! And don't you worry, we'll bring the helmets and bikes, be sure to bring your walking shoes! Stay tuned for the full list of mobile workshops. For more information on the 2019 APA conference, visit www.apacaliforniaconference.org

#apaca2019 #plannerswhobike #adventureawaits #tourism #mobileworkshops

View 1 comment

April 29

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apacaconf
Santa Barbara, California

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Liked by **bascolover** and **6 others**

apacaconf Have you signed up for a mobile workshop yet? Check out our "Gaviota and Around Platform Holly by Boat." Docents will lead a boat tour focused on onshore and offshore oil facilities including the separation facility near the Bacara Resort, Bird Island, one of the nearshore abandoned platforms, and the Gaviota Pier. You'll head into the Channel where you'll learn about the world's largest naturally occurring oil seeps, the decommissioning of Platform Holly and what the future holds as pipeline reconstruction from the 2015 Refugio oil spill has been under a severe community and regulatory microscope. You may even see some whales and other marine life along the way!

https://apacalifornia-conference.org/program_table _of_contents.php

#APACAconference #APACA2019 #MobileWorkshops

June 14

apacaconf

Join us! at **Diversity Summit** Sept. 15th at 4:30pm

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Liked by **inlandempireapa** and **6 others**

apacaconf You won't want to miss the Diversity Summit on Sunday, Sept. 15th at 4:30pm! This year's theme is "Representation Matters", focusing on diversity & equity in the planning profession. Panelists include leading planners from throughout California from private, public, and non-profit organizations.

And don't forget to join us for the Diversity Mixer, Tuesday, September 17 @ 6:30 pm at Dargan's Pub, Downtown Santa Barbara for drinks and conversation/networking with colleagues.

#APACA19 #APACAconf

September 6

apacaconf
Santa Barbara, California

See You in Beautiful **Santa Barbara** — A RESILIENT FUTURE 2019 APA CALIFORNIA CONFERENCE SANTA BARBARA SEPTEMBER 15-18

CAL PLANNER IFORNIA — Planning News & Updates from APA California

FEATURE | Nichole Garner
Evolution of Santa Barbara's State Street Corridor

View Insights   Promote

Liked by **inlandempireapa** and **11 others**

apacaconf Continuing to gear up for the annual conference in beautiful and historic Santa Barbara, one of America's "Great Places", on September 15-18, 2019!

This month's issue of CalPlanner features the conference and it's theme of "A Resilient Future". CalPlanner is available and can be viewed both as a digital flipbook or as a PDF, which can be printed if needed. It can be found online at https://www.apacalifornia.org/news-and-media/cal-planner-newsletter/

#apaca2019 #APACAconf #resilient #planners

July 17

apacaconf
Santa Barbara, California

DON'T MISS YOUR CHANCE TO TAKE
ADVANTAGE OF REDUCED RATES

EARLY BIRD
REGISTRATION
RATES END
JULY 3

View Insights   Promote

Liked by **amvplanner** and **3 others**

apacaconf UPDATED Reduced rates for early
registration at the #APACA Conference have been
extended to JULY 3, 2019 and a variety of rates are
available depending on the type of attendee or
portion of the conference that is selected.
Don't miss out! Register at
https://apacalifornia-conference.org/registration.php

#APACA2019 #APACAconference #ReducedRates
View 1 comment
June 2

apacaconf
Santa Barbara, California

See You in Beautiful
Santa Barbara

A RESILIENT
FUTURE
2019
APA CALIFORNIA CONFERENCE
SANTA BARBARA
SEPTEMBER 15-18

RENCE ISSUE

FORNIA NEWS
rnia President   P 3
rence - Santa Barbara   P 10
ssion & Board Sessions P 12
                        P 13
ps   P 16
                        P 20
ations   P 21
ctory   P 30
ship   P 31
Opening Reception   P 32
UE
ponse

VP-Public Information

ent Future
2019 Conference Issue of
ight years, this year's
back to Santa Barbara,
Riviera. Situated between the

APA
CA

American Planning Association
California Chapter

Making Great Communities Happen

Cabrillo Blvd., Santa Barbara. Source: David Co

CAL PLANNER
IFORNIA
Planning News & Updates from APA Californ

FEATURE | Nichole Garner
Evolution of Santa Barbara's
State Street Corridor

View Insights   Promote

Liked by **inlandempireapa** and **11 others**

apacaconf Continuing to gear up for the annual
conference in beautiful and historic Santa Barbara,
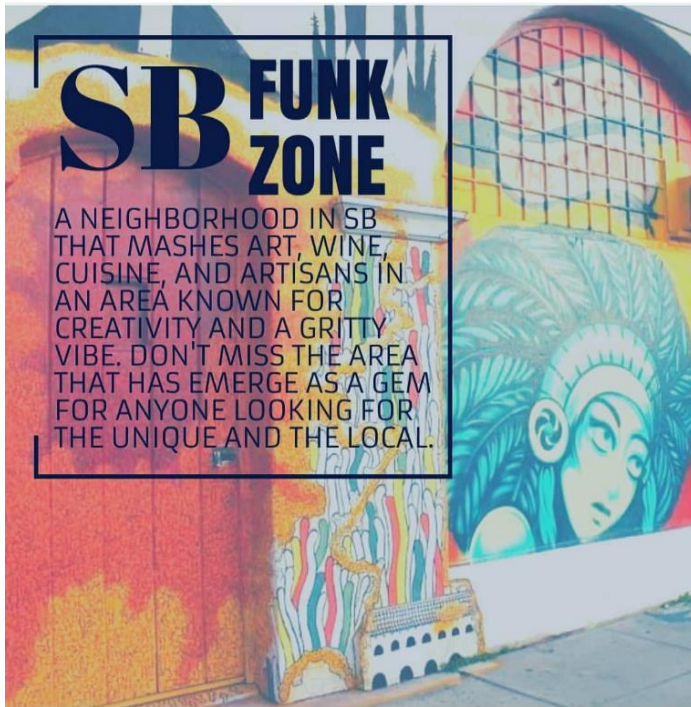one of America's "Great Places", on September 15-18,
2019!

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-planner-newsletter/

#apaca2019 #APACAconf #resilient #planners
July 17

apacaconf
Santa Barbara, California

View Insights Promote

Liked by **sagecrest_planning** and **14 others**

apacaconf The Funk Zone. A neighborhood in Santa Barbara that mashes together art, wine, cuisine, and artisans in an area known for creativity and a gritty vibe. #Planners need to check out this SB gem when they come to the 2019 #APACA conference. #apacaconference #santabarbara #centralcoast #revitalized

April 6

apacaconf
Santa Barbara, California

View Insights Promote

Liked by **inlandempireapa** and **16 others**

apacaconf Thank you to our #APACA2019 conference co-chairs Bret McNulty, Tess Harris, Jeff Wilson, and Rachel Raynor! (Note: Rachel not pictured but she put in lots of work too!)

View 1 comment

September 18

apacaconf Today is the last day for reduced rates on early conference registration, don't miss out!... more

July 3

apacaconf
Santa Barbara, California

OPENING SPEAKER | **Senator Scott Wiener**

MONDAY 16TH @ 8:00am

Representing San Francisco & northern San Mateo County in the State Senate.

Focuses on housing, transportation, civil rights, criminal justice reform, clean energy and alleviating poverty

View Insights   Promote

Liked by **apa_losangeles** and **11 others**

apacaconf Join us in welcoming Senator Scott Weiner as this year's opening speaker!

Senator Scott Weiner was elected in 2016 to represent San Francisco and northern San Mateo County in the California State Senate. Senator Weiner chairs the Senate Housing Committee, focusing on housing, transportation, civil rights, criminal justice reform, clean energy and alleviating poverty. Before being elected to the Senate, Senator Wiener served as a member of the San Francisco Board of Supervisors, chaired the San Francisco County Transportation Authority and served in many community leadership roles. He'll be speaking on Monday, September 16th at 8:00am.
Follow the link below for more information and how to register for this year's conference!

https://apacalifornia-conference.org/opening

apacaconf
Santa Barbara, California

PLANNER SPOTLIGHT
Bret McNulty

McNulty Consulting
Conference Co-Chair,
Conference Host Committee

"What better location for the conference this year on the 50th anniversary of the Santa Barbara Oil Spill of 1969 as we continue efforts to sustainably plan for our communities and the environment. Have we succeeded yet?"

What are you most excited about for the APA California Conference in SB?
The APA California conference affords generations of land use planners an opportunity come together to share best practices and develop ideas that help our elected leaders better understand and define the agenda of a more "resilient future."

What is your favorite part of being a planner in Santa Barbara? Seeing the diversity of people, culture, and communities and life on the planet we share.

View Insights   Promote

7 likes

apacaconf This week's Planner Spotlight is Bret McNulty. Bret is a Co-Chair for the 2019 APA California Conference in Santa Barbara.
According to Bret, a planner in Santa Barbara, "On the 50th anniversary of the Santa Barbara Oil Spill of 1969, what location could be better as we continue efforts to sustainably plan for our communities and the environment?" #APACA #APACAconference #planners

May 9

2019 Production Schedule

2019 APA Conference (September 15 - 18) A Resilient Future

Platforms: Email (by State Chapter), Facebook, LinkedIn, Instagram, Twitter and LinkedIn

Number of Weeks Prior to Conference	Week Of	Post #1	Post #2	Post #3	Post #4
@ CONFERENCE		Day 1, Opening Reception, "no heels, bring a layer"			
PRODUCTION SCHEDULE	9/15/2019	2019 Conference! (September 15 - 18)			
1	9/8/2019	Cal Poly Mixers (RR)	Rideshare Promo (use website info) (NG)	Planners Guide and "Excited to See you" (RR)	CPF Auction Tease
2	9/1/2019	"Expert Eats in Santa Barbara" Guide (RR)	Mobile Workshops with Space (CD)	Long-Term Sponsor Recognition (8yr Sponsors) (CD)	Diversity Summit (NG)
3	8/25/2019	APA Band/Plan It Rock (RR)	Pre-Conference Space Still Available (NG)	Long Term Sponsor Recognition (5-Year Sponsors) (CD)	CPF Donation Promo (RR)
4	8/18/2019	Mobile Workshops Promo (CD)	Regular Registration Ending (CD)	call for volunteers (RR)	
PRODUCTION SCHEDULE	8/16/2019	End Regular Registration			
5	8/11/2019	Reminder about end of Regular Registration (CD)	CPF Donation Promo	Mobile App Use Promo (CD)	call for volunteers (RR)
6	8/4/2019				
PRODUCTION SCHEDULE	7/31/2019	State Posts Session Descriptions			
7	7/28/2019	Commission and Board Agenda Promo (CD)	Video Clip - CHC (RR)	link to session descriptions - final 7/31/19 (CD)	
8	7/21/2019	Planner Spotlight - Hollee King (CD)	Site Photo - Teaser (RR)	Student Day Flyer (RR)	Sustainability Promo 2 (NG)
9	7/14/2019	Pre-Conference Session Promo (NG)	CalPlanner Promo (CD)	Session Promo (CD)	Sustainability Promo 1 (CD)
10	7/7/2019	Topic: Cool Projects (RR)	Closing Keynote Promo (NG)	Website Update Promo	Sustainability Promo 1 (CD)
PRODUCTION SCHEDULE	7/3/2019	End Early Bird Registration			
11	6/30/2019	Opening Keynote Promo (NG)	Early Registration Deadline Reminder		

|					
12	6/23/2019	Opening Reception Promo (RR)	Planner Spotlight: Nick Johnston (RR)	Beach mat (RR)	
13	6/16/2019	P20 Conference Track Teaser: Wave of Change (CD)	Historic Destination on your own?		
14	6/9/2019	P18 2nd Mobile Workshop Highlights (NG)	P19 Sneak Peak		
15	6/2/2019	P17 Planner Spotlight, Andy Newkirk (CD)			
16	5/26/2019	P15 Awards Spotlight: State Award Highlight (CD)	P16 Early Bird Deadline Extended to 7/3	Student Promo Post (RR)	
17	5/19/2019	Conference Track Teaser: Come Together (CD)	P13 Planner Spotlight - Lilly Rudolph (Mobile Workshop Commitee) (CD)		
18	5/12/0219	P12: Registration Open Announcement (CD, to Section and Social)			
19	5/5/2019	P10 Mobile Workshop Promo: Channel Islands Overnight Boat Tour	P11 Planner Spotlight: Bret McNulty		
PRODUCTION SCHEDULE	May 1	Online Registration Opens and New Website			
PRODUCTION SCHEDULE	April 1 - 30	State to release Mobile Workshops Announcement State to release Opening Reception Announcement Hotel Information Posted Conference At A Glance Posted Conference website goes live April 30th			
20	4/28/2019	P2 Mobile Workshops Teaser (RR)	Planner Spotlight: Jeff Wilson (Conference Co-Chair) (CD)		
21	4/21/2019	P8: Hot Topic: @NPC19 (RR)	P9: Session Spotlight/teaser (NG)		
22	4/14/2019	P7: Conference Track Teaser: The Future Is Now (CD)			
23	4/7/2019	Sponsorships Promo (RR)	P6 Planner Spotlight - Steve Fort (Sponsorship Committee) (CD)		
24	3/31/2019	P1 Planner Spotlight - Lisa Plowman (RR)	P5 Funk Zone Promo (CD)		

		P3 Places - State Street			
25	3/24/2019	(NG)			
26	3/17/2019				
27	3/10/2019				
28	3/3/2019				
29	2/24/2019				
30	2/17/2019				
31	2/10/2019				
32	2/3/2019				
PRODUCTION SCHEDULE	1/31/2019	Deadline for Session Proposals			
33	1/27/2019	Call for Proposals Deadline Reminder			
34	1/20/2019				
35	1/13/2019				
36	1/6/2019	Call for Proposals Reminder			
37	12/30/2018				
38	12/23/2018				
39	12/16/2018	Call for Sponsors Reminder	Call for Proposals Reminder		
39	12/9/2018				
40	12/2/2018	Call for Proposals (All Platforms)			

ATTACHMENT 3
APA California 2019 Conference
September 15-18
POST-CONFERENCE SURVEY
265 respondants (55% AICP members)

## Q1 How would you rate the overall quality of the sessions and the range of topics offered at the conference?

Answered: 265 Skipped: 0
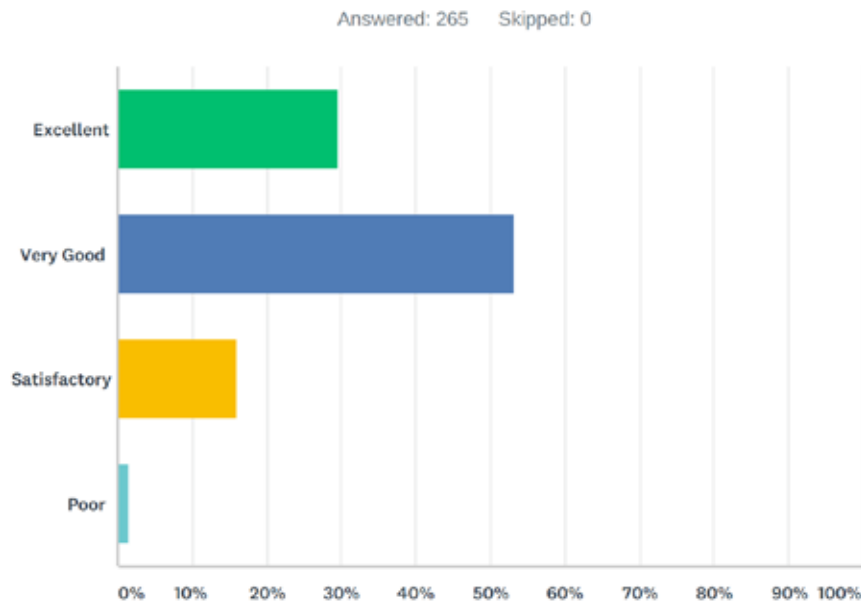
Q2 How applicable were the sessions you attended to your current job, practice or interest?

Answered: 265 Skipped: 0
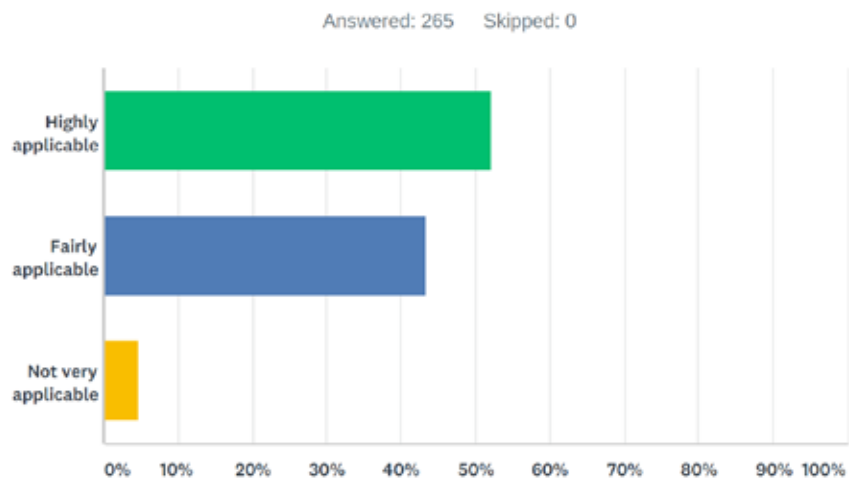
Q3 How easy was the online process to register for the conference

Answered: 265   Skipped: 0
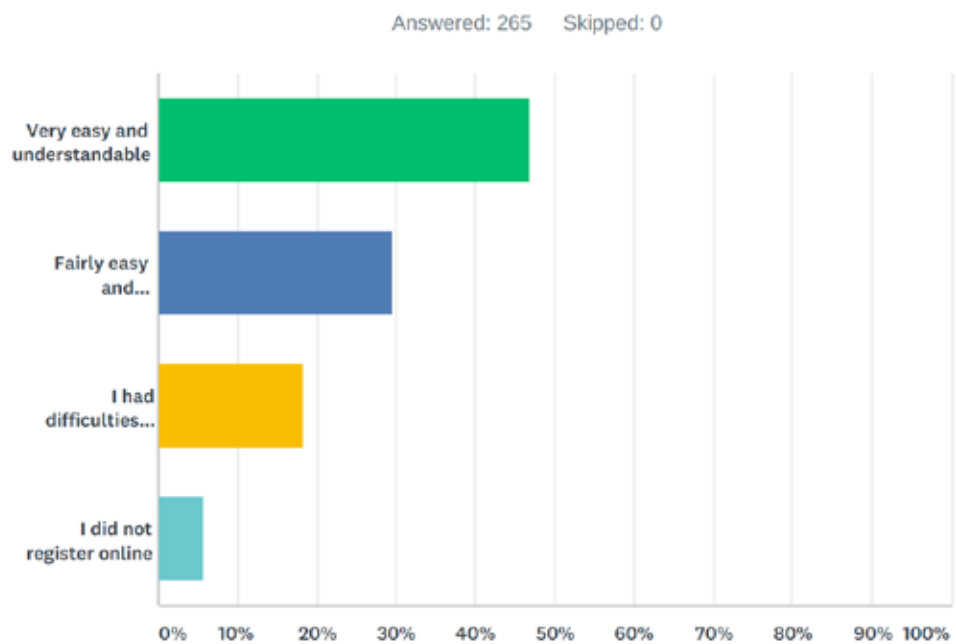
Q4 How satisfied were you with the onsite registration support and information provided at the conference.
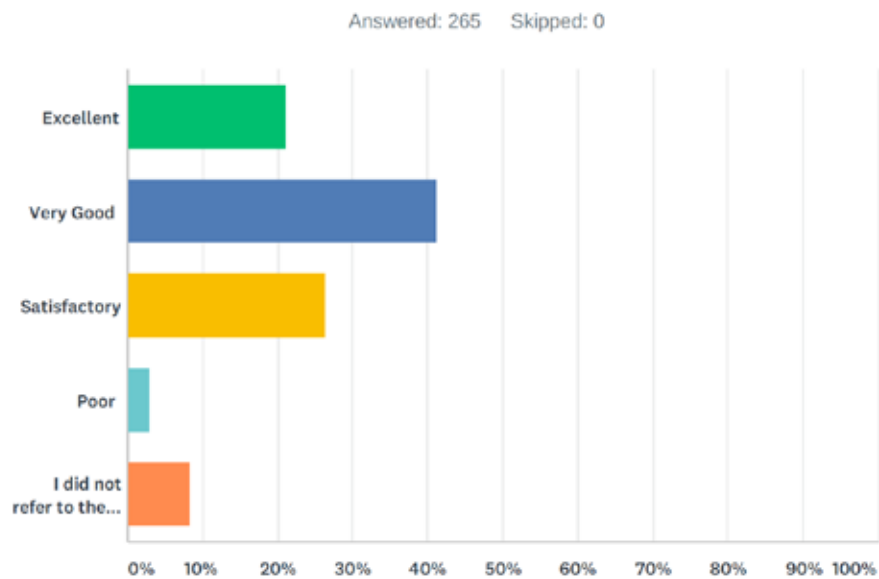
Answered: 265   Skipped: 0
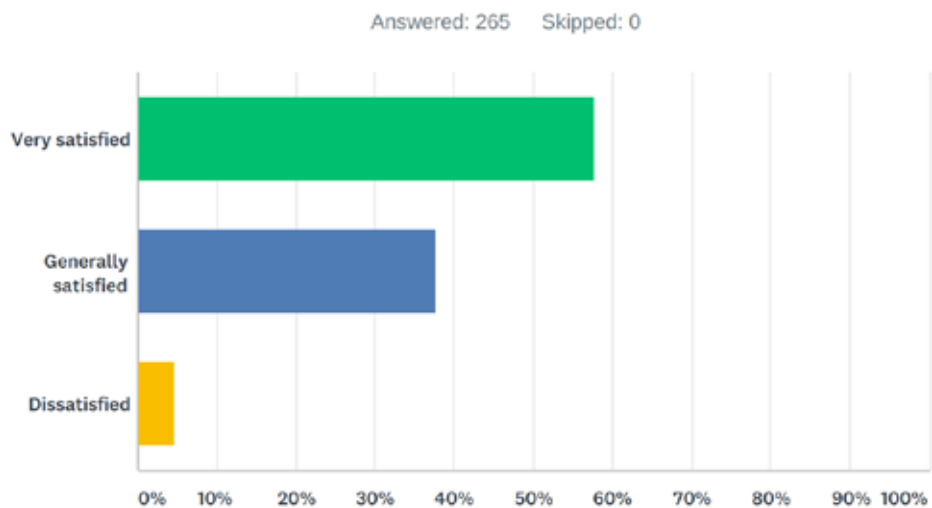
Q5 Please indicate your level of satisfaction with the conference facilities. Very Satisfied - 5, Very Dissatisfied - 1.

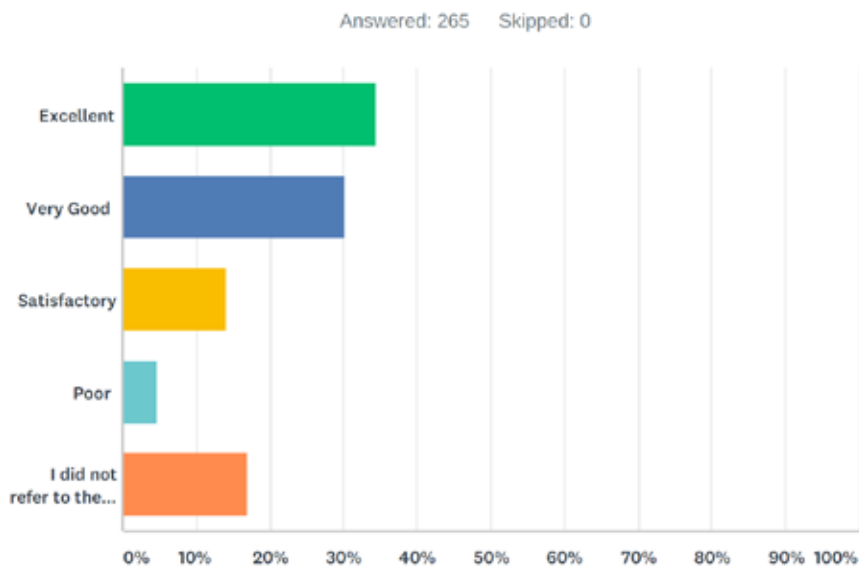|	5	4	3	2	1	TOTAL	WEIGHTED AVERAGE
Plenary/Keynote Ballroom	55.09% 146	32.45% 86	9.43% 25	2.64% 7	0.38% 1	265	4.39
Session Rooms	24.91% 66	40.00% 106	23.40% 62	8.30% 22	3.40% 9	265	3.75
Exhibitor Space	14.34% 38	17.74% 47	32.83% 87	23.40% 62	11.70% 31	265	3.00
Registration Area	18.49% 49	27.55% 73	30.94% 82	16.98% 45	6.04% 16	265	3.35
Audio/Visual	43.02% 114	38.49% 102	10.57% 28	6.79% 18	1.13% 3	265	4.15

Q7 Please rate the following events at the conference. Mark "N/A" if you did not attend the event.

	EXCELLENT	VERY GOOD	SATISFACTORY	POOR	N/A	TOTAL	WEIGHTED AVERAGE
Diversity Summit	13.96% 37	11.70% 31	6.79% 18	1.51% 4	66.04% 175	265	3.12
Opening Reception (Sunken Gardens)	38.49% 102	24.53% 65	14.72% 39	2.26% 6	20.00% 53	265	3.24
Opening Plenary/Keynote (Senator Scott Wiener)	35.09% 93	25.66% 68	6.42% 17	2.64% 7	30.19% 80	265	3.34
Chapter President's Session (Cultural and Implicit Bias Training)	6.42% 17	3.02% 8	1.89% 5	0.75% 2	87.92% 233	265	3.25
APA California Awards Ceremony	5.66% 15	14.34% 38	6.42% 17	0.38% 1	73.21% 194	265	2.94
CPF Reception/Auction	6.42% 17	16.23% 43	7.55% 20	1.51% 4	68.30% 181	265	2.87
Networking Luncheon	27.17% 72	26.04% 69	10.94% 29	1.51% 4	34.34% 91	265	3.20
Consultant's Reception	16.98% 45	16.98% 45	13.58% 36	3.77% 10	48.68% 129	265	2.92
Closing Plenary/Keynote (Kate Meis)	14.34% 38	9.06% 24	4.15% 11	1.51% 4	70.94% 188	265	3.25

Q8 If you referred to the 2019 conference website before and/or during the conference, how would you rate the content and organization?
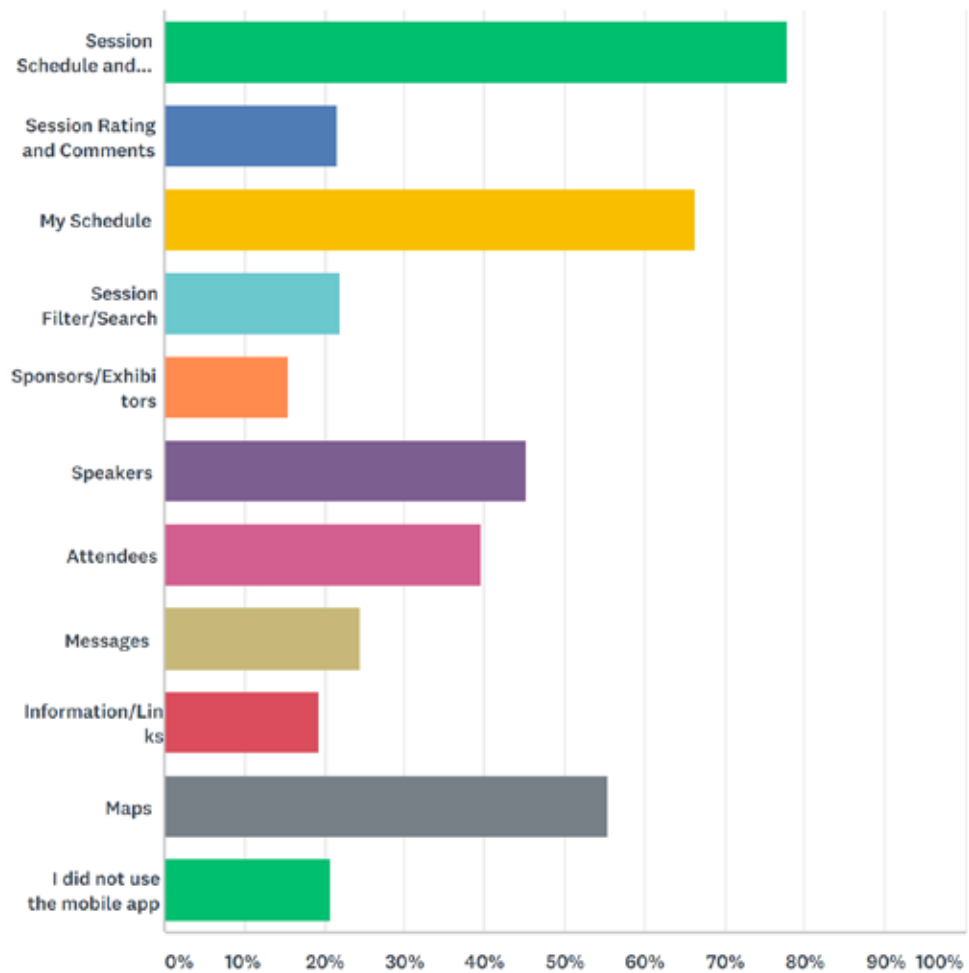
Answered: 265   Skipped: 0

Q9 If you used the mobile app during the conference, how would you rate the content and ease of use?

Answered: 265   Skipped: 0

Q10 Please check ALL features on the mobile app that you used.

Answered: 265   Skipped: 0

Feature	
Session Schedule and...	
Session Rating and Comments	
My Schedule	
Session Filter/Search	
Sponsors/Exhibitors	
Speakers	
Attendees	
Messages	
Information/Links	
Maps	
I did not use the mobile app	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Q11 Are you an AICP member?

Answered: 265   Skipped: 0
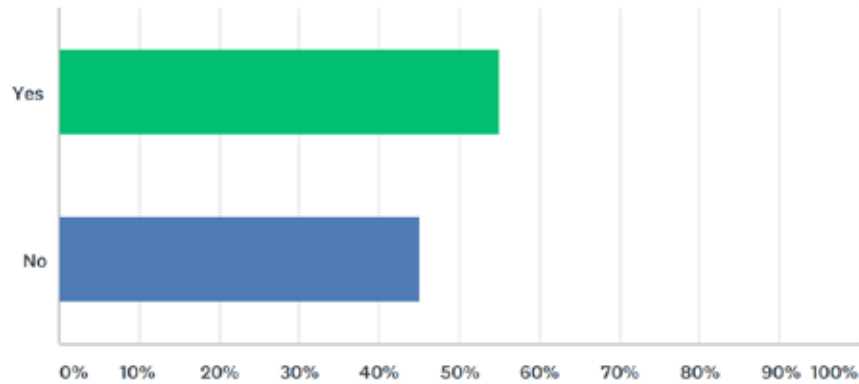
Q12 Which category best represents your current status?

Answered: 264   Skipped: 1

ANSWER CHOICES	RESPONSES	
Planner (consultant firm or self-employed)	30.30%	80
Planner (public or government agency)	55.30%	146
Planner (non-profit organization)	1.52%	4
Elected or Appointed Official (e.g., Planning Commissioner)	2.27%	6
Academic Practice	0.38%	1
Student	3.03%	8
Retired	3.79%	10
Unemployed	0.00%	0
Other or non of the above	3.41%	9
TOTAL		264