



American Planning Association
California Chapter

Making Great Communities Happen

MEMORANDUM

TO: THE BOARD OF DIRECTORS

FROM: SECTION DIRECTORS

SUBJ: **SECTION ACTIVITIES AND REPORT FOR JUNE 2010**

DATE: June 5, 2010

CENTRAL SECTION

Activities/Events from Jan – May 2010:

- Central Section Planning Awards
- Scheduled our 18th Planner's Sierra Retreat for August 27 - 29 at Lake Sequoia
- Scheduled our 5th Fresno Christmas Tree Lane Walk Night & Holiday Gathering
- Elected two new Section officers - Assistant Director and PDO
- Hired a Section webmaster to create a new website with domain name
- Continued sponsorship of the Valley Futures Forums at the Great Valley Center, Modesto

CENTRAL COAST SECTION

Central Coast APA has partnered with Santa Barbara County to offer a free "Brown Bag Lunch Discussion Series" on a wide variety of emerging planning topics. These events are being held in both northern and southern Santa Barbara County to attract planners and other members of the public from throughout the Central Coast Section. Each session features a video presentation from the APA virtual conference series followed by a facilitated discussion about how the topic applies at the local and regional level. This session include:

Integrating Energy and Climate into Planning *April 22 & 29, 2010 Santa Barbara; 12-2 pm*

Discover the most innovative planning efforts to address energy and climate change concerns at the local, regional, and state levels. This exciting double session will focus on efforts across the country and

provide in-depth examples at the local and state level, with some discussion to bring this back to Santa Barbara County.

Developing a Community Walkability Plan *July 22, 2010, Santa Barbara and August 5, 2010, Santa Maria; 12-1:30 pm*

The emerging practice of planning for pedestrians comes at a pivotal time in our nation's evolution. By focusing on a pedestrian-oriented environment, communities can tackle a multitude of issues related to public health and urban design.

Urban Agriculture's Future *August 26, 2010, Santa Barbara and September 2, 2010, Santa Maria; 12-1:30 pm*

Urban agriculture is an important component for building healthier cities. Explore urban agriculture's future direction, including converting solid food waste into renewable energy, zoning for urban agriculture uses, and building vertical farms.

Harnessing Urban Rooftops *September 23, 2010, Santa Barbara and October 7, 2010, Santa Maria; 12-1:30 pm*

Often regarded as dead space, rooftops are an important resource for sustainability and community vitality. As urban areas are increasingly built out, rooftops offer space for harvesting food, capturing water, and generating renewable energy. Explore different techniques.

Moving from Suburban to Urban *October 28, 2010, Santa Barbara and November 4, 2010, Santa Maria; 12-1:30 pm*

While the academic arguments for urban rather than suburban development patterns have been thoroughly explored over the past decade, the practical discussion of how to implement these changes has received less attention. Explore the specific policy and regulatory framework.

Mixers

On April 30th the Ventura Subsection hosted a mixer at DC&E's new offices in downtown Ventura. About 40 planners mingled and enjoyed a tour of the new mixed use facility.

In August, the Ventura Subsection will host a "SHOW & TELL" for all Ventura County Planning Departments, giving their staff an opportunity to show off their innovative work to their colleagues – this is a great event as you can discover who has already done what you may just be beginning.

2010 Awards Event

On April 3, 2010, the Central Coast section held its annual Planning Awards Event. Our goal was to create a fun, quality event, while sharing with our colleagues the achievements for the year as well as to secure as many sponsorships and in-kind gifts as possible to keep costs down for our members. Every year, the event moves among the tri-counties; Ventura, Santa Barbara, and San Luis Obispo. For the last three years, we have had the awards presentation with dinner but we added a "casino night" element which was great. Many participated in the activities and participants were able to trade in their prize money for raffle tickets. Our raffle prizes are always donated for the event to not add any extra cost for the members. This year, we retained a local DJ who is known for getting folks out of their seats and at one point, I believe all 102 people were out on the dance floor dancing to Lady Gaga...I know, hard to picture. It was a great time and we thank Kurt for joining in on the fun.

INITIATIVES/NEW PROGRAMS:

AICP Exam

In July, the Central Coast APA will host informational sessions for members considering applying for and taking the AICP exam to become certified planners. The sessions will cover eligibility requirements, the application process, exam content, and will provide application preparation and study tips.

Central Coast Legislative Update

On September 23rd the Ventura Subsection will host a legislative update from 2-5 p.m. in Ventura with Sande George. The San Luis Obispo and Santa Barbara County subsection membership will be invited to attend this program.

Open Space Newsletter

The Open Space is a news site for Central Coast Planners and a media outlet for the Central Coast APA. This is a place for articles and discussion about the issues, people, and events that define land use planning in our region. It is all about keeping the Planning Professional better informed and connected. A compelling argument could be made that planning-related issues compose the lion share of what most people here on the Central Coast consider “important local news.” But even if a media source could present all the relevant topics related to planning, the perspective would have to appeal to John and Jill Q. Public and not planning professionals. And we all know that planners have a unique perspective and a language all their own. So “we” (meaning our past Director and creative talent), created the Open Space. Its news and discussion from the perspective of the professional planner on the Central Coast. It is the news that planners want (or at least should want!) to talk about. And it fills a gap by addressing professional planners in a way that traditional media coverage never can... The Open Space provides in-depth articles about the politics and science of planning; the community vision and enabling legislation; and the foundation for our region’s growth, resource protection and transportation systems that you all are framing. Plus when we write a press release for the APA, we know it will get published!

Citizens Planning Academy

The Central Coast Section organized and sponsored a “citizen planning academy,” an 8-week course in local land use planning and civic engagement, where interested members of the public can receive training in ‘Land Use 101.’ The course is intended to help participants become more informed, confident and comfortable in participating in local land use planning decisions, and is ideally suited to help prepare participants to serve on local advisory boards, such as Planning Commissions and other land use-related committees. In an instruction format mix of lecture, panel discussion and group interaction, the academy covers a broad range of planning topics: zoning history and legal context; environmental review laws and procedures; natural resource management; redevelopment, government and real estate economics; regional government, SOAR and LAFCO; transportation and infrastructure; urban design and smart growth; water and utility planning and constraints, affordable housing, ethics and civic engagement. Instructors will consist of a mix of public and private practice planners, architects, lawyers and professors from the Ventura and Santa Barbara areas. At the end of the course, students will receive a diploma recognizing their completion of the course. Classes are held at California Lutheran University, Oxnard Graduate Center. We have 35-40 in the class and they stay until 10PM with questions – this class is very engaged! This has been a great experience for us and we plan on taking this onto Santa Barbara and SLO Counties in the not to distant future. Graduation day is June 3rd!

STATE BOARD TOPICS:

Santa Barbara to Host the 2011 California APA Conference

The Co-Chairs (Paul Wack & Kim Prillhart) and the majority of the Conference Committee have been set. This is a great group of folks from all three counties, both public and private agencies are represented, young and old (well we are all young at heart), and we are excited to let the planning begin! Our kick-off meeting will be on June 8th in Santa Barbara where we will brainstorm our theme, logo and ideas for our “giveaway” at the 2010 Conference. It’s looking like the Santa Barbara Zoo may be where we will hold the Opening Event...it’s a beautiful spot overlooking the ocean and is within Walking distance from the Hotel.

INLAND EMPIRE SECTION

[No report submitted]

LOS ANGELES SECTION

- LA’s newly formed Young Planner’s Group held a kickoff mixer. About 50 people attended, ranging from public, private, and unemployed planners as well as a few students. Surveys were handed out to all guests to identify what their priorities are at this time in their careers, ranging from mentorship, networking, volunteerism, and professional development. Most indicated that they would like more networking opportunities. A business card drawing at the event gave away a free AICP training workshop ticket. There was lots of positive feedback from attendees and they are all looking forward to the next event.
- The LA Section 2012 National Conference committee is VERY close to recommending co-chairs to the Board. After the co-chairs are selected, there will be a local volunteer kick-off in summer at the newly opened conference hotel – it will be a fun start to get the enthusiasm going!
- Approximately 20 APA members from the LA, Orange County and Inland Empire Sections participated in a one-day AICP Training at Cal Poly, Pomona in April. Another three Cal Poly, Pomona students sat in while various CPP Professors and our own Carol Barret, presented on Planning History, Theory, Statistics, Law, Climate Change, Test Taking Skills, and Ethics.
- At the beginning of the year the Board decided to have a bigger presence in the social networking world, so we joined the bandwagon! We have a facebook group, Linked-In group and Twitter page! The facebook group has been particularly successful for the YPG events.
<http://www.facebook.com/group.php?gid=445120110323>
http://www.linkedin.com/groups?gid=2697791&trk=hb_side_g
http://twitter.com/LA_APA

- The LA Section’s website enhancement in January has allowed our Board to make quick and easy updates from our non-technical volunteers allowing us to get the work out quickly on upcoming events.
- LA’s Awards program is scheduled for June 23, at the historic El Portal Theatre in North Hollywood to honor LA’s tops in the planning field. We are very excited about having it catered by the “hot topic” taco truck craze – the Kogi BBQ truck!

NORTHERN SECTION

- We revised and adopted our bylaws in May (last revised in 2006). The changes ranged from minor (renaming the section to match the new APA naming convention) to substantial (eliminating one position and adding two others – CPF Liaison and Young Planner’s Group Coordinator). Currently, we are writing the Section’s financial policy and hope to have a draft in the next few months.
- We hosted a very successful awards banquet at the Sir Francis Drake Hotel in San Francisco with over 120 people attending. Attendance exceedance our expectations by 30 people!
- For the June issue of *Northern News*, we prepared a simple budget breakdown for Section members (see attached). We did this in response to the comments on the budget survey asking about our current spending and priorities. I’d like to see the chapter do something similar, and I will encourage Hanson Hom (incoming Section director) to prepare a similar breakdown when the next budget is adopted in January.
- Events (Jan-May):
 - Big Steps, Little Steps to Addressing Climate Change (1/30)
 - Closing the Climate Gap: Perspectives On Environmental Justice and the Bay Area's Future (2/2)
 - San Francisco RAC Social/Networking Event (2/11)
 - East Bay RAC Historic Fox Theater Tour & Social Event (2/24)
 - The High Cost of Free Parking (2/24)
 - Young Planners Group (YPG) Mixer (3/11)
 - The Legacy of Livable Streets (3/22)
 - Demystifying Bay Area Brownfields (4/14)
 - Implementing SB 375 at the Local Level (4/19)
 - Walking Tour - “Living with LID: Are you ready to go with the flow?” (4/23)

ORANGE SECTION

- We held four “low-cost” lunch programs at a variety of locations in the County, all of which were eligible for AICP certificate maintenance credits. The event topics were applicable to today’s current planning issues, including ethics training, telecommunications and joint training with the BIA, PDA, CPF and AEP. All of the events were well attended.
- We have had three Board meetings and have appointed an education liaison and a CPF liaison to our Board this year. Our education liaison will be focused on looking for ways to improve education and outreach to the general public about planning and important aspects of the industry. Also they will focus on National Planning Week, high school career fairs and college and elementary education opportunities. Our CPF liaison will work to support the effort of the California Planners Foundation and help our Section better coordinate with this facet of our industry and help where we can with raising awareness, opportunities and funds for the next generation of planners.
- Our section awards program was held in May at Pretend City in Irvine. Nearly 75 planners attended and we recognized more than 10 projects for outstanding work in the field for 2009. We are in the process in conjunction with the Planning Directors of Orange County to award student scholarships of \$500 each in memory of Bob Goldin. This scholarship program has been place since 2004 and nearly \$9,000 has been awarded in student scholarships and stipends.
- We have begun work on our summer membership drive/networking event in conjunction with AEP at the Angel’s game. We have purchased 75 tickets for the event and outreach has begun to build momentum and encourage participation.
- Our new goal for this year is to highlight three cities each month by sharing information about their staff, projects and other important information that shares with other California cities what is happening throughout out section. We felt that it is really important for the Chapter to spend a significant amount of time and effort to ensure that our cities are all getting an opportunity to shine and share what they are doing.
- We have developed a Twitter site and a Facebook account and have improved communication and networking amongst our members by using these sites. We are working on our website to improve communication and increase visibility of events and activities. Finally we are working to revamp our eblast format and look to improve this form of communication.

SACRAMENTO VALLEY SECTION

- Revised our bylaws in February/March.

- Formed nominating committee for this years elections
- Conducted Section award process- forwarded winners on to the state award process. Our local award ceremony which includes or Local Vision Awards is traditionally held in October. We are down scaling this event due to budget constraints.
- Convened Environment, Planning & Urban Design Consortium consisting of locals sections of APA, ULI, AIA, AEP, ASLA as well as ECOS, Caltrans, and the State Department of Public Health to start developing the next year of our award winning Speakers Series. This year's series is titled: "Focusing on Quality of Life: Using What We Have to Create Better Communities."
- Annual one day conference scheduled for May cancelled because of budget constraints.
- Membership retention program cancelled because of budget constraints. Our updated bylaws create the Membership Director as an elected position and we hope to resume this effort after our elections this summer.
- Young Planners Group- the section is currently not able to provide support to the Young Planners Group because of budget constraints. The section is providing a matching grant to the UC Davis APA student group which is under the umbrella of our Young Planners. This month our student group working with the Young Planners has matched approximately 15-20 students will spend a day or two shadowing local professional planners to see what it is really like to be a planner.
- We continue to work with the like organizations in our region to make affordable CM credits available to our members at multiple venues.

SAN DIEGO SECTION

[No report submitted]



DIRECTOR'S NOTE *By Darcy Kremin, AICP*

Thanks to those of you who voted in the national and state APA elections, and for completing the online survey regarding the chapter's budget. I had the privilege of seeing the **results of the**

chapter's budget survey, which made several things clear to me:

1. Members were more interested in the budget than the election (reflected by a 2 to 1 response rate for the budget survey versus the state election).
2. Members are concerned about any increases in their APA dues.
3. People have no idea as to where their dues go (how and on what they are spent).

While I don't know why people felt more compelled to answer the budget survey than to vote, I can respond to items 2 and 3.

APA California has taken several big hits in the past two years. First, APA membership is declining throughout the nation and in our state. This is a product of the economy, and change is difficult to effect in a timely way. Second, the state has very little influence on APA rates. National APA has changed its fee structure and is sending less money to the state per member. Third, the most recent annual state conference did not produce the kind of revenue we've seen in years past.

Together, these forces have created a financial crunch at the state level that is forcing our state leaders to trim the budget. The state budget questionnaire was distributed to members because this is your organization and you deserve to have input on the budget.

Regarding item 3, the state hopes to send out information on its budget soon. In the meantime, I want to illustrate the **Northern Section 2010 budget** (as adopted at the board retreat in January). Our total annual expenditures are expected to be about \$50,000. This is a typical amount for our Section.

As you can see below, most of our money is budgeted for services and communications to our more than 1,600 members who are spread out over a large geographic area. To increase the reach, efficiency, and economy of this effort, our Section board this year adopted a goal to co-host events with allied professional organizations and/or to solicit funding from individuals and firms to help offset our costs.

So much for expenditures. As to the income side of the equation, the Section has three revenue sources: 1) Membership dues (we receive money for each member in the section); 2) Profits from the annual state conference (which are divided up among the other sections and the state in a complicated way); and 3) Advertising revenue from job ads, calling cards, and other postings. We expect our income this year will be about \$40,000, and yes, that means we will have a deficit. However, we receive a larger portion of conference profits in the years when our section hosts the state conference, and we build that into our long-range financial planning. Our practice for several decades has been to invest—and live off—that extra money until we host the conference again. I.e., the deficit is offset by transfers from our invested savings so that the annual income peaks and valleys become a more level plateau and a steadier income stream.

2010 PROPOSED BUDGET, APA CALIFORNIA – NORTHERN

Expenditures	
Section Administration	\$3,750
Member Services	\$22,000
Awards Banquet ¹	\$5,500
Holiday Party ²	\$5,000
Regional (RAC) Events	\$3,500
Professional Development	\$8,000
Student Events and Scholarships	\$3,800
Communications and Membership	\$20,600
Website and eNews	\$8,850
Northern News	\$10,750
Membership Outreach	\$500
Planning Commissioners	\$500
Total	\$50,150

¹ Estimated income from event is \$4,000, leaving a net expenditure of \$1,500.

² Estimated income from event is \$4,000, leaving a net expenditure of \$1,000.

Northern Section is your organization. We want to be sure our budget is in line with how you think we should be spending your money. If you have any questions or concerns about the Section budget, please do not hesitate to contact me at (925) 988-1278 or dkremin@entrinx.com; or feel free to send a letter for publication to Editor, *Northern News*, at knoxnap@gmail.com. ■

Darcy Kremin

Northern Section 2010 Budget (Expenditures)

