



# California Planning Roundtable

April 25, 2011

Kevin Keller, AICP  
APACA President  
c/o Los Angeles Department of City Planning  
200 N. Spring Street, Room 667  
Los Angeles, CA 90012

RE: APACA Support for the *Reinventing the General Plan Project*

Dear Kevin,

I am writing to request your assistance in completing APACA's commitment to the funding of the California Planning Roundtable (CPR)'s *Reinventing the General Plan project*.

As you are aware, the California Planning Roundtable is dedicated to ongoing development and reinforcement of its partnership with APACA, including its Board of Directors, sections, and members—in deed all CPR members are APACA members, which accentuates this commitment. In developing and implementing the *Reinventing the General Plan Project*, CPR recognized early on that a partnership with APACA was essential for success, since planners within California are major beneficiaries of this project.

To this end, at the APACA Board meeting held in Hollywood in 2008, CPR members Janet Ruggiero, Steve Preston, Woodie Tescher and Vivian Kahn met presented a partnership proposal between APACA and CPR for the *Reinventing the General Plan project*, which included a request for funding. A summary from the APACA Board minutes follows as background for our request.

***The Board approved a request from the California Planning Roundtable to fund the first phase of its Evolving General Plan Project. The goal of the project is to develop tools and resources to promote development and implementation of the most effective General Plans for the 21<sup>st</sup> Century. Several tools may be developed including a report, other documentation or models which are web based to assist in the preparation of a 21<sup>st</sup> century General Plan, and identification of proposals to strengthen planning law and policy. CPR has already begun the project with volunteers with a \$5,000 seed amount to find sources to fund the first phase. This first phase, to be conducted in December and January, will include hiring a consultant and project manager that will work with foundations and state agencies to determine their grant priorities and funding capability for this project.***

**The Board approved \$4,000 for the project from LI 302 – Legislative Review Team/Vice President Projects. However, the Board agreed to pay CPR \$5,000 in December as an initial payment, and asked each of the Sections to send the Chapter \$2,000 each for the project, which will then be sent to CPR. The total sent to CPR will be \$20,000 (\$1,000 from the Sections' contribution will be used to reimburse the Chapter for the extra \$1,000 of the initial December payment). The Board also asked CPR to work with Pete Parkinson and Sande George as the APA representatives on the project.**

Early on both Sande George and Pete Parkinson were consulted and Pete was included in our retreats discussing the project.

As of this writing, APACA has contributed at total of \$7,000 to the project. Over the past three years, CPR has relied upon this initial contribution from APACA and its own financial resources to achieve significant progress on the *Reinventing the General Plan project*; however, there is much, much more work to complete and progress to be made. Unfortunately, CPR's financial capacity to continue its funding is nearly exhausted. To realize the potential of this project, CPR needs APACA's assistance to secure and forward the balance of its original commitment (\$13,000). On behalf of the California Planning Roundtable, I respectfully request your focused energies and efforts to complete APACA's 2008 commitment to the *Reinventing the General Plan project*.

For your information, and as a status report on *Reinventing the General Plan*, the project has greatly benefited from a contract project manager, a student intern and a contract for web services. Additionally, the project has gone public with the Reinventing the General Plan Website (see [reinventingthegeneralplan.org](http://reinventingthegeneralplan.org)) and includes with five Great Models on the site. We have received very favorable comments from planners throughout the State, including a financial contribution from one APACA member thanking CPR and APACA for producing the project. Despite our constrained financial resources, CPR continues its work on additional models – there are another 6 in the development process. With your assistance in completing APACA's commitment, CPR is confident it will have an exceptional resource to advance the practice and profession of planning in California and beyond.

Thank you in advance for working with CPR to lead the effort to secure the outstanding \$13,000 of funding that will prove catalytic in the progress of the *Reinventing the General Plan project*. We are happy to discuss this matter with you at your earliest convenience.

Sincerely,



**Al Zelinka, FAICP**  
CPR President

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