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## CENTRAL SECTION

RALPH KACHADOURIAN, SECTION DIRECTOR

The Central Section Website, [www.centralsection-apa-ca.org](http://www.centralsection-apa-ca.org) has had a successful 2011, and our webmaster, Bet Hannon Marketing, has done an outstanding job. We encourage all of our Chapter Board members to visit our website. As the year ended, we had:

- 1,896 visits to the site, with 1,073 of them unique visitors;
- One-third came through the link from the [calapa.org](http://calapa.org) web site and the other two-thirds through search engines;
- Those who visited the site through search engines were looking for the name of the organization with a significant number of searchers looking for the AICP exam prep package 2.0;
- We set up the Section Forum discussion boards in May, 2011 and it has had a high number of visits.

### 2013 STATE CONFERENCE, VISALIA CONVENTION CENTER, OCTOBER 6-9, 2013:

- Assisting the conference chairs and committees will be a high priority item for the section board in 2012;
- Co-Chairs for the Conference are Fred Brusuelas, AICP and Ben Kimball, both chief planners with the Tulare County Resource Management Agency;
- On December 2nd, a site visit was conducted with Lynn Binder and Janna Minsk to tour the conference facilities, hotels and other downtown venues within walking distance of the Visalia Convention Center;
- A list for documenting committee roles and volunteers is being prepared and will be circulated among the general section membership to solicit interest and engagement in key conference roles and responsibilities;
- The conference theme is being carefully considered at this time;
- A kickoff meeting with key committee members is anticipated by late January/early February.

### MEMBERSHIP ACTIVITIES

- Continued sponsorship of the monthly speaking events coordinated by the Valley Futures Forums located in Modesto.
- August 26-28, 18th Sierra Retreat at Lake Sequoia, Camp YMCA, Sierra National Forest. Always a nice turnout for planners, their families and fellow professionals as an opportunity to relax and enjoy a beautiful mountain lake



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environment with fishing, boating, swimming and hiking while engaging in a professional development program with CM credits.

- Section Awards Recognition Dinner was held September 9, 2013 at Ovideo's Italian Restaurant in Fresno. The Section recognized the following 12 planning award categories and projects:

Comprehensive Planning Award, Large Jurisdiction- First Place:

**City of Fresno Bicycle Master Plan**

Comprehensive Planning Award, Small Jurisdiction- First Place:

**Ceres Downtown Specific Plan**

Comprehensive Planning Award, Small Jurisdiction- Award of Merit:

**City of Ridgecrest General Plan**

Planning Project Award- First Place:

**Tulare Redevelopment Agency Tule Vista Housing Project**

Innovation in Green Community Planning- First Place:

**Tulare County Resource Management Agency Solar Facility Review Process**

Focused Issue Planning Award- First Place:

**City of Modesto Downtown Core Zone**

Best Practices Award- First Place:

**San Joaquin Valley Blueprint Planners' Toolkit**

Best Practices Award- Award of Merit:

**City of Woodlake Form-Based Zoning Code**

Education Project Award- First Place:

**Valley Futures Forum**

Neighborhood Planning Award- First Place:

**Town of Mammoth Lakes, Downtown Concept for Main Street**

Neighborhood Planning Award- Award of Merit:

**City of Modesto, Neighborhood Compatibility Guidelines**

Advocacy/Social Change/Diversity Planning Award- First Place:

**City of Clovis, Valley Land Use Conferences**

- In October, the Section sponsored and participated in the San Joaquin Valley Blueprint Planning Awards as part of the Fall Policy Conference for the 8-County Regional Planning Agencies (COG's/MPO's) held at the Pines Resort in Bass Lake.
- We held our Christmas Tree Lane Walk and Holiday Gathering on December 3rd. This was again a great holiday event with plenty of food and drink and Christmas cheer held at the home of one of our Section members along the



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nationally famous 2+ mile Christmas Tree Lane on Van Ness Boulevard in the Old Fig Garden District of Fresno. During this event the entire boulevard is closed to vehicle traffic. Over 300 mature cedar trees that line the entire length of the boulevard are decorated with colorful lights and over 140 magnificent homes and yards are richly decorated with Christmas and holiday displays.



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## CENTRAL COAST SECTION

DAVE WARD, AICP, SECTION DIRECTOR

### TRAINING/MIXERS/AWARDS/OPEN SPACE

#### TRAINING

In April 2011 Central Coast APA had two presentations at Main Street Architects. The first was the Presentation on County One-Stop Process discusses how the Ventura County's One Stop Permitting website assists customers through and often complex permitting process by providing available tolls and resources in centralized location.

The other presentation was on the topic: 50 Years of Land Use and Growth Management in Ventura County, which consists the display of unique on-sites (sic) to land use and growth management over the that 50 years, and the challenges facing us for the future.

Designing Healthy Communities took place in May at the Cal Poly Spanos Theater. The speaker, Dr. Richard Jackson, University of California at Los Angeles provided his vision of Healthy Communities. This event was co-sponsored by STRIDE, APACE, and the County of San Luis Obispo.

Also in May was the event on Energy Efficiency in Planning—How to Make Buildings More Energy Efficient. The speaker was Professor John Bowers from University of California at Santa Barbara.

On May 13 local planners, architects, developers, students, and planning professionals joined together for the 2011 CPF Sustainability Walking Tours to explore mix-use, sustainable, and green developments.

The Climate Action Planning event was held on August 19<sup>th</sup> at the Santa Barbara Community Development Department. Speakers included: Chris Williams, City of Oxnard; Michael Boswell, Cal Poly; Pammy Seale, PMC Consultants; and Heather Imgrund, County of Santa Barbara. Colleagues at the roundtable discussion learned about the latest efforts in the tri-counties to tackle Climate Action Plans. The presentation and discussion was followed by Happy Hour at El Paseo Restaurant.

On October 27<sup>th</sup> the Ventura County subsection held a special presentation by Johannes Von Tilburg on his book, *Building Along the Boulevards* in *Our City, Transportation as a Catalyst for Development*.

In the fall, SLO County subsection participated in "Healthy Communities Month" with a coalition of like minded groups under the HEAL SLO (Healthy Eating Active Living) banner. The focus of the month was to publicize the range of Health Related activities occurring in the County during the month of October. We were asked to be co-presenters to the Board of Supervisors along with the Director of the Center for Sustainability from the Cal Poly College of Agriculture, Food and Environmental Sciences and had the privilege of accepting the Board's proclamation declaring it Healthy Communities Month. This is part of an ongoing effort to increase the role of Health in all land use decisions, being sparked in part by the comments of Dr. Richard Jackson during the May forum which we co-sponsored along with other members of the coalition.



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SLO County subsection was also busy as an integrated part of the Cal Poly re-accreditation effort, providing comment (written and face to face verbal) regarding Poly's success in producing graduates ready for a role as professional planners. We provided formal written comment, informed our membership of the opportunity to meet with the review team and met with the team to provide verbal comment.

In 2012, SLO County subsection will continue working closely with Cal Poly. We're working with students to prepare for our spring panel discussions and are in the early stages of exploring a joint student get together in Ventura – bringing together Cal Poly, UCSB, CSU Channel Islands, CSU Northridge and Cal Poly Pomona.

### MIXERS

MIMBY (Movies In My Backyard) - The series is co-hosted by Mainstreet Architects + Planners in Ventura, CA. Wide range of topics and film screening can be found on the APACA calendar: [www.centralcoastapa.org](http://www.centralcoastapa.org). For recent fall examples, in November we invited a hydrologist/geologist and former oil employee to speak during a screening of *GasLand*. In December, we toured an operating aquaponics greenhouse and watched *The Idora Neighborhood*, a film about how residents in Youngstown, OH created community gardens as one method for revitalizing their neighborhood.

Young Planners Group (YPG) for 2012 is the next effort we are currently organizing for a launch in February or March 2012.

In April the Central Coast APA set up a booth at the Earth Day Festival, Alameda Park, Santa Barbara CA, to support local planners and students, Earth Day and the Community Environmental Council.

In addition Central Coast APA hosted a student event: Sustainable Agriculture and Watershed Winery Tour, which included wine tasting, winery tour, and informal talk on farming and winemaking process. Speakers included: Stephanie Stark, Santa Barbara Agricultural Planning; Lynn Rodriguez, Watersheds Coalition of Ventura County; Anne Coates, Cachuma Resource Management District; and Dave Ward, City of Ventura.

All three Counties in the Central Coast held Holiday Mixers between December 6-8 for APA members to get together with their friends and colleagues. Two of these subsection events were joint AEP/APA and very well attended.

### CITIZENS PLANNING ACADEMY

The Central Coast Section organized and sponsored a “citizen planning academy,” in Ventura which was an 8-week course in local land use planning and civic engagement, where interested members of the public received training in ‘Land Use 101.’ The course was a success in assisting the academy members to become more informed, confident and comfortable in participating in local land use planning decisions, and was ideally suited to help prepare participants to serve on local advisory boards, such as Planning Commissions and other land use-related committees.



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The level of effort to make this type of intensive training series is significant. While we had hoped to complete the 2<sup>nd</sup> Academy event in fall 2011 for SLO County, it is now intended for spring/summer 2012.

### 2011 AWARDS EVENT

Central Coast Awards Program in April was a success! It was held at the Santa Barbara Museum of Natural History which was a spectacular venue for the program. Wine, appetizers, dinner, ecology quiz, casino, and the awards comprised the evening's events. We received very positive feedback for the event. Eleven awards were awarded.

Central Coast Planning Nominations for the 2012 Awards program has just been released and are due by February 3, 2012. Our 2012 Awards Event will be held on April 21<sup>st</sup> in San Luis Obispo, one of the three counties that make up the Central Coast Section.

### OPEN SPACE NEWSLETTER

The Open Space Central Coast Newsletter/Website has now been operating for just over 18 months. Our format is unique in that it acts as a) our Section newsletter, b) a blog; and c) a news aggregator as we also blend in outside articles from traditional media sources that contain relevant information to central coast planners. We use Wordpress as the publishing platform and have a Google Analytics account to track usage (see below).

Our editorial philosophy and mission statement is as follows: “What is missing in today’s local media is an explanation or promotion of the vision that planners are attempting to establish; the incentives and regulations; the foundation for our area’s growth, resource protection, housing and transportation choices. Our top objectives are generally: Legislative Influence, Membership Connection, Information Sharing across Jurisdictions, Better/More Constructive Dialogue on Planning Issues/News.

The effort that was led by past Cal Chapter Presidents, i.e. Vince Bertoni, Jerry Ram, circa 2007, to leverage public relations as a strategy to defend against bad planning legislation (eminent domain reform) is why the Open Space has an “open format”. A Cal Chapter’s PR strategy during that time was to take a proactive role in the dialogue of planning legislation and take our message to the voters directly. The Open Space is a public website, and is geared for professional planners as well as for the “arm chair planner” such that we can provide a perspective to the constituents of planners the general public, appointed and elected officials.

We did not have any numerical method for measuring our influence or impact on membership over the previous version of our printed newsletter, the Coastal Connection, but with a website, we now have a way to track visitors to the site and see which articles are gaining more hits.

Below are some general statistics for the Open Space newsletter in 2011:

- Total Visits to date: 8,342
- Total Unique Visitors to date: 5,969
- Total Page Views to date: 24,273
- Top articles: 68



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Our continuing goals are a) to keep relevant, regular and meaningful content up on the site, b) to encourage more blogging/commenting on articles, c) provide more events in the calendar section (and possibly reformat the events section into a calendar, and d) consider advertising opportunities when the economy bounces back (low priority). Our most regular feedback on the site comes in the form of compliments on the layout/design. Recently, we have added a Facebook Page and when an article is posted on the Open Space, we also post a link on the FB Page site and that assists with distribution. Normal distribution is via email blast to +1000 area planners, architects, elected/appointed officials approximately every 6 weeks and after 6 or so new articles are posted. Jay Higgins, former Central Coast Director is our Editor and did a fantastic job in his visioning and promotion of this project as well as ensuring that the content is fresh and exciting. Job well done to Jay!

## PROFESSIONAL DEVELOPMENT & ELECTIONS

### AICP EXAM

In July and December, the Central Coast APA hosts informational sessions for members considering applying for and taking the AICP exam to become certified planners. The sessions cover eligibility requirements, the application process, exam content, and provide application preparation and study tips. The Central Coast Section provides ongoing support to members preparing to take the AICP exam by providing or directing them to study materials, responding to questions regarding the AICP exam and application process and helping to organize study groups.

A focus for 2012 will be development of an AICP Training Manual for successful application preparation and submission and test taking strategies. Research will be done on “best practices” test taking from across other APA Sections across the country to develop our Central Coast approach to implement during the 2013 test cycles and beyond.

In the student/professional planner front, SLO County subsection has been working with the CRP program at Cal Poly to fire up a mentoring effort 2012, in line with our comprehensive goal of providing better communication between working professionals and students, partially so that students have a better understanding of the role of APA in the life of a professional planner.

### CENTRAL COAST LEGISLATIVE UPDATE AND CEQA UPDATE

The Central Coast Section endeavors to provide Ethics, Legislative Updates, and CEQA training to our membership on a routine basis. In 2010 we had both Ethics and Legislative Updates and in 2011 the Ventura County Planning Division and the Central Coast Section sponsored a one day California Environmental Quality Act (CEQA) workshop with Ron Bass on January 27th, 2011. This workshop focused on existing and/or recent changes to CEQA guidelines and legislation, as well as issues and trends such as determining when a project is considered a “project” under CEQA, establishing a CEQA baseline, and conducting climate change and greenhouse gas analysis. Ron Bass is a Senior Regulatory Specialist with ICF International (formerly Jones & Stokes) and is a frequent speaker at professional workshops for federal, state, and local agencies on environmental impact assessment and land use planning issues.



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This workshop was approved for 5.5 hours of CM and Law Credits. We had over 130 in attendance.

### ELECTION UPDATE

The Central Coast Section will be conducting elections for five Board positions in November. The positions include Subsection Director for Ventura County, Santa Barbara County and San Luis Obispo County, Events Officer and Legislative Officer. The term of office for each position is two years, beginning January 2012. Election was completed by December 1<sup>st</sup>, with our new members joining us at our upcoming January 28<sup>th</sup> Board meeting. We are currently updating our membership roster on our website and a new roster will be provided to the State.

### STATE BOARD TOPICS

#### SANTA BARBARA HOSTED THE 2011 CALIFORNIA APA CONFERENCE

The Co-Chairs (Paul Wack & Kim Prillhart) and our small but energetic Conference Host Committee worked over the past 16 months on the California APA 2011 Conference to be held in Santa Barbara. The event was a great success and resulted in a conference profit of \$110,000 (which would have been \$135,000 had the Caltrans monies not been pulled this year).

The theme of the conference was “Mission Possible: Get Smart.” This theme carried out by providing menu of activities to inform and inspire our membership to learn about the planning excellence occurring in our profession. Examples of excellence were represented by a diverse agenda of panel sessions, mobile workshops, speakers and other activities to encourage networking and idea sharing. The conference opened with a lively reception at the Santa Barbara Zoo under a clear starry night and impressive full moon over the mountains and we had about 600 attendees. A full range of events scheduled as part of the special Student Day and mobile workshops occurring from Ventura, Santa Barbara and in the Santa Ynez valley. Monday evening was the California Planning Foundation silent and live auction, which generated funding for the largest scholarship program of its kind in the nation. Tuesday evening is the Consultant’s reception, which is a major social event, enjoyed by all. The keynote speakers represented the conference theme of “getting smart”. Susan Anderson, a UCSB alumnus and Portland’s Planning Director, discussed her City’s experience in promoting sustainability and climate action planning, while Panama Bartholomy of the California Energy Commission demonstrated the growing synergy between energy and planning and with his humor and creative power point slide presentation had our crowds in the keynote luncheon thoroughly enjoying themselves. Further examples of planning excellence were represented by the efforts of those acknowledged at the Monday Awards Luncheon.

The CHC took on the challenge this year in decreasing the size of the Programs Handout which meets both our sustainability goal and saves money in the budget! We also introduced a smart phone app so our attendees could track not only the conference happenings but any last minute updates as well. This app was very successful and allowed real-time twitter activity during all days of the conference.

In early 2012 as our Section receives a portion of the conference profits, which critically sustains our Section activities for the next 8 year cycle, our Board is looking at new



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opportunities to increase our value to current members and growing new members, even in these hard economic times. We completed section survey in fall 2011 to provide insights on how our Board can meet and exceed the expectations of our local members. New professional development efforts, including lunchtime discussion series as well as public outreach efforts such as a hands-on “day in the community” for local projects partnering with others community groups across all three subsections is currently under development.



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## INLAND EMPIRE SECTION

LEISA A. LUKES, RLA, SECTION DIRECTOR

### ACTIVITIES/EVENTS

- October 3 – 3rd Annual IE-APA – IE-APWA joint meeting, “Renewable Energy: Generation and Transmission Issues in Eastern Riverside County” panel presentation
- October 12 – “Law and Ethics for Planners” presentation on Planning Ethics and Social Networking and the Law at the City of Moreno Valley
- November 2 – “Law and Ethics for Planners” presentation on Planning Ethics and Social Networking and the Law at the City of Moreno Valley
- November 9 – “Pedestrian Safety Workshop” in Indio
- December 2 – Annual Board Retreat

### ON-GOING/PLANNED ACTIVITIES

- Maintaining a Facebook Page and a Linked-In Page
- Bi-weekly Electronic Newsletter e-blasts
- Webmaster prepares ongoing updates to Section website
- Membership Chair updated “10 Reasons Why You Should be an IES-APA Member” and designed a second one specific to Planning Commissioners and continues to present at Planning Commission meetings within the Section
- Strengthening the relationship between IES-APA and ArtVULUPS
- Conducting regularly-scheduled monthly Board conference calls to improve Board activities and communication
- Actively participating with the 2012 State Conference Committee for conference planning and assistance
- Looking for ways to reach out to members/new members and increase sponsorship

### ADMINISTRATION

- Held elections to fill and replace Board positions and now have a new Director-Elect, Vice-Chair of Administration, and Student Liaison
- Established budget and program schedule for 2012
- Received sponsor for conference calls, which reduced budget expenditures
- Obtain quarterly budget reports for Board review



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- Through donations, helped to raise approximately \$4k of the total CPF contributions in Santa Barbara
- Section Bylaw update continues
- Director co-chairs the Chapter-initiated "Section/Chapter Activities Committee"
- Director attended State Board Meeting in Santa Barbara (Sept)
- Director participated in monthly Section Director conference calls
- Membership continues to hold steady



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## LOS ANGELES SECTION

KRISTEN ASP, AICP, SECTION DIRECTOR

### PROFESSIONAL DEVELOPMENT / PROGRAMS / SPONSORED EVENTS

- June 16, 2011 – APA LA hosted an FAICP Q&A Session for AICP members eligible to apply for FAICP. Current FAICP members were present to give advice to potential applicants.
- July 8, 2011 – APA LA joined AEP as they cheered for the Dodgers against the Padres!
- August 11, 2011 – Rethink LA presents “Moving Beyond Cars” a celebration at the Architecture + Design Museum in coordination with their exhibition Rethink LA: Perspectives on a Future City which envisions a Los Angeles fifty years in the future. APA LA sponsored the event along with GOOD, the Los Angeles County Bicycle Coalition, Dublab, Green Aid, Architects Newspaper and others.
- October 4, 2011 – UCLA’s Ziman Center presents the 40th annual Crocker Symposium. A day of dynamic discussions and networking exploring the laws and regulations that affect California’s real estate market, as well as the practical, legal and business concerns that shape it. The luncheon keynote, Nelson C. Rising, Chairman, Rising Realty Partners, LP, discussed the complex problems and creative solutions required as urban redevelopment revitalizes blighted areas. Mr. Rising’s presentation spotlighted The Grand Avenue Project, a redevelopment project designed to continue the revival of downtown Los Angeles and build on the success of previous projects, such as Bunker Hill and L.A. Live.
- October 7, 2011 – AIA Los Angeles, with support from LA County Department of Public Health and the Los Angeles Department of City Planning, hosted a half-day symposium to highlight opportunities to design communities that promote greater physical activity and equitable access to healthier lifestyles. This brought together architects, policy makers, planners, urban designers, developers and healthcare professionals to discuss innovative strategies to design projects that will help to prevent childhood obesity and chronic diseases such as diabetes, heart disease, certain cancers and asthma.
- October 30, 2011 – In honor of National Planning Month in October, APA LA is please to have participated in the inaugural “Hike to Plan/Plan to Hike” Scholarship Fundraiser with the California Planning Roundtable. This five-mile hike in the San Gabriel Mountains above Pasadena was to build community among planners, as a manorial for professionals who have passed away, to develop awareness of the profession and raise funds for planning scholarships.



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## AWARDS

- June 22, 2011 – A memorable, award-winning evening was held at the historic Egyptian Theater in Hollywood! A record number of awards were given out and the event was also a financial success with a record number of sponsors.

## YPG EVENTS

- August 13, 2011 – APA LA YPG hosted a free workshop that explored the Metro Goldline heading towards Sierra Madre and some of the station location's transit oriented development potential. The workshop consisted of two parts with the goal of educating planners on the creation, implementation, and complexity of TOD. The first part of the workshop will be a tour on the Metro Goldline to identify the various types of potential TOD station locations. The tour consisted of stopping at 4 different Goldline stations and evaluating their effectiveness as TOD station locations. The 4 locations were Lincoln Heights/Cypress, Mission, Filmore, and Lake Station.
- October 27, 2011 – YPG Mentorship Event with Neal Payton, Torti Gallas & Partners

## STUDENT EVENTS

- November 5, 2011 – “A Future in Planning” 6th Annual APA LA Student Symposium hosted by Cal Poly Pomona. Planning students from CSU Northridge, UCLA, USC and even Cal Ploy San Luis Obispo participated in a half day of 2 panels. Topics covered what planners don't learn in school, the transition from school to entry-level jobs, whether their work aligns with ideals gleaned from their education, their experiences in the current economy, public versus private sector planning and their views on the future of planning. The day even included a breakout session of “Planning Jeopardy” and concluded with a raffle of “must-have books for planners!”
- November 18, 2011 – Student/Professional Mixer in downtown Los Angeles

## HOLIDAY EVENT

- LA ended 2011 with a Holiday event at a retrofitted 100 year old Vaudeville theater called Mohawk Bend in Echo Park!

## GREAT STREETS IN LA

### CONGRATULATIONS TO SANTA MONICA BOULEVARD BEING NAMED AN APA “GREAT STREET!”

- Cruising along Santa Monica Boulevard, it's easy to tell when you've crossed into the City of West Hollywood. On the 38 blocks from La Brea Avenue to Doheny Drive, you'll find sidewalk cafés, landscaped medians, public art and a thriving 24-hour community along a street that caters to pedestrians as well as vehicles. That's why the American Planning Association named Santa Monica



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Boulevard in West Hollywood one of its 2011 Great Streets. The award is a component of APA's Great Places in America program, which "celebrates places of exemplary character, quality, and planning."

## NATIONAL CONFERENCE COMMITTEE 2012

### REIMAGE LA 2012 – APRIL 14 – 17, 2012 AT THE LA CONVENTION CENTER!!

- The LA Section 2012 National Conference Committee is in full swing. Local programs and mobile workshops have been submitted to national. Orientation tours and planner's guide are underway, but with lots of work still to be done volunteers are always welcome!



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## NORTHERN SECTION

### HANSON HOM, AICP, SECTION DIRECTOR

The Northern Section accomplished the following activities and events from September to December 2011. Accomplishments are grouped in general categories based on the Board's goals for the year that were set at its annual retreat in January 2011.

### GENERAL ADMINISTRATION

- We will have a changeover of several Board Director positions at the beginning of next year. Jeff Baker, who has served at the Board Treasurer for six years, chose not to seek re-election. In November 2011, an election was held and Laura Thompson was elected as our new Treasurer. She has already been coordinating with Jeff on turnover of duties. Our Director-Elect, Allen Tai, AICP, announced that he would need to resign from his position. A special election will be held January 2012 and Jeff Baker is the candidate for this position. The Director-Elect will assume the Director position in January 2013. We also appointed several new Board Directors: Janet Palma, AICP, Planning Commissioner Director, Alexandra Barnhill, AICP, Legislative Director, Rodrigo Orduña, AICP, Membership Director, and Avalon Schultz, Young Planners Group Co-Chair.
- The Northern Section is planning its annual Board Retreat which will be held on January 21 at the offices of The Planning Center | DC&E in Berkeley. We will be revisiting our Board goals and priorities and adopting our budget for 2012. Focused discussion will occur on issues such as realignment of Board Director responsibilities, strategies for membership retention and attraction, and advertising, sponsorship and other revenue options.
- Juan Borrelli, AICP, Section Historian, participated in a Herculean effort on December 17 organized by Steve Preston, AICP, to assemble at Betty Croly's home in Berkeley to sort through the numerous historical records and documents on APA and the California Chapter that were collected by Betty. Betty was the long-time Chapter Historian who passed away earlier this year. It is great that her efforts will be preserved and archived and that valuable historical records will be retained for prosperity. Many thanks also go to the Croly family for accommodating this effort.

### MEMBERSHIP SUPPORT

- With the incoming Membership Director, we will be discussing strategies for improving membership outreach such as sending an introductory welcome letter to new Northern Section members, sending out letters to graduating students about reduced APA membership rates, distributing membership information at events. The Section also looks forward to working with the Chapter to better define and coordinate a membership outreach program.



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- The Northern Section offered several scholarships based on economic need for APA members applying to take the AICP exam November.
- The Northern Section was well represented as three of the seven 2011 inductees into the Planners Emeritus Network (PEN) were from our Section. Much deserved congratulations to **Alex Bash, AICP, Alex Hinds and Elaine Costello, FAICP.**
- Hanson Hom, AICP, and Juan Borrelli, AICP, participated in the California Chapter Nomination Committee lead by Carol Barrett, FAICP, to nominate planners for FAICP recognition.
- A presentation on the past year's activities was given at the Holiday Party in December to highlight the benefits and services that APA members receive for their dues.

## PUBLICITY AND COMMUNICATIONS

- The Northern Section is in the midst of redesigning its website with the assistance of a new web designer. An-eight-member committee of the Board overseen by our Co-Webmasters has met several times to discuss options and provide direction. A mock-up of the new website, including new format, design layout and site organization, will be presented at the Board retreat in January. The website will be converted to a "content management system" with directors taking on the responsibility of directly updating their respective webpages. This will hopefully result in a more active and visited website with frequent updates. The goal is to launch the new website by March 2012.
- As a supplement to our eNews which we send out twice a month, additional targeted outreach to APA members in the seven Regional Advisory Council (RAC) areas was started in September. RAC Chairs will send out periodic focused communication on events and other activities occurring in their respective RAC area.
- The Board continues to maintain a very active LinkedIn page with posting of events, activities, jobs and discussions for the benefit of members. Darcy Kremin, AICP, has done a great job of overseeing this effort with almost daily postings of items. Registered members receive an announcement of new postings which keeps the site on the forefront of members' attention.

## PLANNING AWARDS PROGRAM AND BANQUET

Nominations are now being solicited for the **2012 Northern Section Awards Program**. A venue for the awards banquet has already been secured, which will be held on May 18, 2012 at the PARC 55 Wyndham Hotel, San Francisco. For the sixth consecutive year, the awards program is being organized by Andrea Ouse, AICP and Eileen Whitty, AICP.



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## ANNUAL HOLIDAY PARTY

The Northern Section held its annual Holiday Party on December 9 at the Blu Restaurant in San Francisco. It was a very successful event with over 100 paid attendees. The cost was kept reasonable to encourage attendance in light of the economy; a reduced rate was available to students and unemployed planners. The Section also raised close to \$500 for the California Planning Foundation Scholarship Fund through its annual raffle, with prizes generously donated by about ten firms and individuals. Acknowledgment goes to Darcy Kremin, AICP for heading up this event and to other Board members and volunteers who contributed their time to make it a tremendous success.

## PROFESSIONAL DEVELOPMENT/SOCIAL NETWORKING

A key goal of the Northern Section is to increase the number of free or low-cost professional development and social networking events. The Section is active in organizing events for AICP CM credits and is partnering with and supporting events of related organization to increase AICP CM credit and networking opportunities. The Regional Advisory Council (RAC) Chairs take the lead in organizing many events. The following is a list of activities from September to December 2011.

## NORTHERN SECTION ORGANIZED EVENTS

### SEPTEMBER 2011

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- Redwood Coast Region's Brown Bag Lunch Lecture Series: Salt River Restoration (organized by Redwood Coast RAC)
- **Planning for Distributed Renewable Energy** - 1.5 CM credits (organized by APA member Josh Hohn)
- **North Bay RAC Mixer** at Third Street Aleworks (organized by North Bay RAC)

### OCTOBER 2011

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- **AICP Exam Prep Workshops** (three all-day Saturday workshops organized by AICP Director)
- Redwood Coast Region's Brown Bag Lunch Lecture Series: GIS Innovations for the Field of Planning (organized by Redwood Coast RAC)
- **South Bay Community Strategic Sustainability Workshop** (hosted by HMM, organized by South Bay RAC and Sustainability Committee) – 3.0 CM credits
- **Ethics in Planning: Real World Scenarios** (two workshops in City of Benicia and Redwood City organized by Ethics Review Director,) – 1.5 CM Ethics credits each
- Tour of City of San Jose Clean Energy Showcase (organized by Director-Elect)



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## NOVEMBER 2011

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- **Symposium: The State of Planning: Navigating New Roles and Careers** at San José State University (organized by APA Northern YPG, SJSU Urban Planning Coalition and SJSU Planners Alumni Network) – 3.0 CM credits
- Redwood Coast Region’s Brown Bag Lunch Lecture Series: What are Communities of Excellence [CX<sup>3</sup>]? (organized by Redwood Coast RAC)
- **Putting the Census to Work** (organized by East Bay RAC) – 1.5 CM credits
- An Urban Future: Futures-Thinking, Planning and the Future of Planning Cities (organized by South Bay RAC and Peninsula RAC) – 1.5 CM credits
- How It All Fits Together: A Luncheon Panel on SB 375, Climate Action Plans, Thresholds of Significance and New CEQA Options (organized by Monterey Bay RAC) – 2.0 CM credits
- **“Planner of Color” Social Mixer** at SomaR Bar, Oakland (organized by Diversity Co-Directors)
- **AICP Exam Prep Workshop** (organized by AICP Director)

## DECEMBER 2011

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- **Northern Section Holiday Party** at Blu Restaurant, San Francisco (organized by Holiday Party Committee)
- Redwood Coast Region Brown Bag Lunch Lecture Series: Affordable Housing on the North Coast (organized by Redwood Coast RAC)
- **Inclusionary Housing Ordinance: What’s Next?** (organized by Ethics Review Director and Legislative Director) – 1.5 CM Law credits
- **STARS (Sustainable Transportation Analysis and Rating System) Workshop** (organized by Sustainability Committee) – CM credits pending
- **Redwood Coast Region’s Holiday Party**, Eureka (organized by Redwood Coast RAC)

## EVENTS OF OTHER ORGANIZATIONS CO-SPONSORED AND/OR PUBLICIZED BY NORTHERN SECTION

### SEPTEMBER 2011

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- **SPUR Lunchtime Speaker Series** (co-sponsored by APA Northern with SF RAC assistance):
- Big Store in Urban Core – 1.0 CM credit
- Housing Middle-Income San Franciscans – 1.0 CM credit



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- The Dirt on America's Cup: Race's Impact on San Francisco Real Estate (organized by Urban Land Institute, co-sponsored by APA Northern)

#### **OCTOBER 2011**

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- **SPUR Lunchtime Speaker Series: Building Asian Cities** (co-sponsored by APA Northern with SF RAC assistance) – 1.0 CM credit
- **L'Enfant Lecture on City Planning and Design** at Westin St. Francis Hotel, San Francisco; Speaker: Marilyn Taylor, Dean of the School of Design, University of Pennsylvania (organized by APA national) - 1.0 CM credit
- **Bicycle Transportation: On-Street Design and Implementation** (UC Berkeley Technology Transfer Program) – 6.0 CM credits

#### **NOVEMBER 2011**

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- **SPUR Lunchtime Speaker Series: Getting Commuters Out of Cars** (co-sponsored by APA Northern with SF RAC assistance) – 1.0 CM credit
- **Sustainable Economic Development Strategies in Lean Fiscal Times** (organized by UC Berkeley Institute of Urban and Regional Planning, co-sponsored by APA Northern) – CM credits
- **Challenges of Water Supply in Santa Cruz County** (organized by AEP Monterey Bay Chapter with assistance of Monterey Bay RAC)

#### **DECEMBER 2011**

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- **Beyond the Numbers: the Sustainable Communities Strategy and the Bay Area Economy** (organized by Bay Area Planning Directors Association, co-sponsored by APA Northern) – 4.0 CM credits
- **Sonoma State University 28<sup>th</sup> Annual Planning Commissioners Conference**

### **UNIVERSITY LIAISON**

- In September, the Director assisted the San José State University (SJSU) Urban and Regional Planning Department in the re-accreditation process for its Masters of Urban Planning Program through the Planning Accreditation Board (PAB). The PAB had asked for input from the local APA section on the involvement of the program and faculty with the professional association. The Northern Section provided a letter of recommendation which included input from various Board members, and the Director participated on a PAB oral interview panel. Preliminary reports are that the PAB gave the program very high marks, with an official report expected soon.
- The Northern Section Young Planners Group, SJSU Urban Planning Coalition and SJSU Planners Alumni Network organized a well-attended all-day symposium on November 5 entitled ***The Current State of Planning: Navigating New Roles and Careers in Planning***. The symposium featured panel discussions with planners representing the public, private and non-profit sectors. Topics



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covered future trends in the planning profession, the effects of the economy on the future prospects for planning jobs, and employment options for planners. The symposium also included a job expo with potential employers. Approximately 100 planning students and recent graduates attended the event.

- Outreach to new and returning planning students at UC Berkeley and SJSU universities was conducted by the Board's Student Representatives to enroll students in the free APA student memberships. Social events were organized including a barbeque and rafting trip.

## DIVERSITY OUTREACH

As part of its Ambassador Program, the Diversity group presented three times this Fall. One presentation was at the College Preparatory and Architecture Academy (part of Fremont High School) in Oakland in September and two presentations were held at Lowell High School in San Francisco in October. Jeanette Dinwiddie-Moore, FAICP, and Fatema Crane (City of Berkeley Planner) assisted in the presentations. The Diversity Co-Chairs also organized a "planners of color" social mixer in Oakland in November.

## INTERNATIONAL

Planning has begun on the next APA Northern Section trip to Brazil that is planned for Fall 2012. Organizational meetings started in September and details for the trip are expected to be finalized next Spring.

## MENTORSHIP PROGRAM

The Northern Section launched a six-month pilot Mentorship Program in 2011 with about 40 participants. A survey of participants was conducted to receive feedback for improving the program. Based on this feedback, a second-year program has been launched and recruitment for mentors and mentees is occurring. The Mentorship Program Committee will meet in January 2012 to pair up mentors with mentees, and a kick-off event has been scheduled on February 16 to introduce the mentors and mentees. The program will run for one year. Although participation in the program will not qualify for AICP CM credits, several professional development events will be organized during the year in which AICP CM credits will be sought.

## PLANNING COMMISSIONER TRAINING

The Northern Section has teamed up with Janet Ruggiero, FAICP, to plan a series of three Planning Commissioner Workshops for February to May 2012. The first workshop will be held at the City of San Leandro Main Library on February 18. A survey was distributed at the Bay Area Planning Directors Association to determine the topics that directors felt were most pertinent to planning commissioners and zoning board members. The topics for the three workshops have been selected and the committee is now finalizing speakers, locations, dates and workshop details. Much thanks to Janet for her generosity in volunteering her time to help organize and provide training at these workshops.



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## SUSTAINABILITY SUBCOMMITTEE

- Developed temporary demonstration website for use by members: <http://www.sustainability2030.com/apa-northern/>. The experimental site has tested and illuminated the requirements for web functionality in delivering Committee services.
- Wrote *Plan-It Sustainably* column for issues of the Northern News.
- Directed an APA CA Northern/SFSU Urban Studies practicum that produced a report highlighting leading-edge sustainability approaches and projects.
- Co-Chair commented as an individual member of the APA SPI Corresponding Committee on the Task Force's Report: Role of Comp Plan in Sustaining Places Planning.
- Organized a workshop in Community Strategic Sustainability Planning for South Bay planning professionals with the South Bay RAC. Prepared a Mock South Bay Community Strategic Plan from the results of the workshop exercise. Mock Plan illustrates some differences a strategic approach would make in formulating vision, goal, objectives, and actions.
- Organized a STARS (Sustainable Transportation Analysis and Rating System) Workshop featuring a new LEED-like, voluntary tool for transportation planning and projects.



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## ORANGE SECTION

JENNIFER LILLEY, AICP, SECTION DIRECTOR

### GENERAL ADMINISTRATION

#### AWARDS

The Section nominated three distinguished Orange County professionals for the Planner's Emeritus (PEN) Award. Two of our three nominees were recognized at the State Conference. We will be announcing these members in our upcoming newsletter.

#### ELECTIONS

We successfully completed our nomination and election process this year and filled our four open positions, which included Section Director, AICP, Professional Development and Membership. Our nominating committee, made up of four members worked to seek out candidates for the various elected positions as well as screen all applications submitted. Our tally committee counted votes and verified all votes were from eligible members comparing names with current membership lists. We are now in the process of completing the recruitment for appointed positions.

#### PLANNING RETREAT

Plans are completed for our yearly goal setting and budget retreat. Our full board of elected and appointed positions as well as any general members that are interested in attending will meet on Friday, January 27, 2012 from 8:00 am until 1:00 pm. We will be setting our calendar for the year, reviewing goals, programs, events and activities, evaluating and setting our 2012 budget and reviewing feedback and input from our membership.

#### CONTINUITY

Because of the potential for lack of continuity and consistency that comes with a volunteer run organization we have implemented two strategies for upcoming years that are intended to provide our members, the Board and the State more consistency in leadership in the Orange County section. The first is to create or update handbooks for each position. Each Chair is putting together a "how to" guide for their position. This will allow the incoming person to have an up-to-date, step-by-step look at what the expectations and implementation tools for their position are. The second step is building in succession planning to all of the key positions. Awards, membership, professional development, these are all critical pieces of the Section Board and if the person in that position leaves the Section or the position the membership could suffer until a new person is found. We are working to build in co-Chair positions, similar to the Director elect to allow for "on-the-job" training, incremental commitment to positions, strategies to avoid burn out and increased participation of members.

#### BYLAWS

A bylaw review committee has been created. We updated our bylaws and approved the latest version in 2010. It is time for the review to ensure our bylaws address any policy



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or procedural changes, agreements with State or other needs to be addressed. We expect to have the committee's work complete by May 2012 and final adopted bylaws by July 2012.

## MEMBERSHIP SUPPORT

### DUES AND FEES

Several members, from students to retired professionals have commented and reached out to our Board about the impact that membership dues and the cost of events and services (conferences, AICP, etc.) are having on them in this economy. We have shared information regarding the monthly payment plan, student free membership and continually worked to keep our programs and events affordable for our members. However, we have again been reminded that in our Section there are many organizations (Planning Directors, AEP, ULI, BIA, AIA) all offering services, programs and professional networking. Our Board is working with our members to better understand how we can be responsive to their needs, provide them the best return on their investment and offer them the services and support they are looking for. A survey will be conducted at the end of January through the early part of February to better understand constraints, needs and the value that our members see in their APA dollars. We are also meeting with representatives from other professional organizations to find ways to better collaborate and compliment services and programs for our members.

### ACCESSIBILITY

Although compared to some sections Orange County is not that large, we still have significant challenges in meeting our member's needs from both North and South County. If we hold an event in the southern portion of our county, day or night it could take someone from the northern portion nearly two hours to arrive and vice versa. This is not realistic. We have identified a southern OC representative and are working to identify a northern OC rep that will be working to creatively address this issue with the Board in the next few months. Specifically we are looking at programs and events and how this can best be facilitated.

## PUBLICITY AND COMMUNICATION

### WEBSITE

Our website update is still in the review stage. We have gone out to bid for this service and we are in the process of reviewing with other professional organizations to find if there are any savings in grouping together.

## PLANNING AWARDS PROGRAM AND BANQUET

### PROGRAM

We have Co-Chairs for this program. A new individual will be working with our outstanding veteran Awards Chair to implement this year's program. Calls for nominations will be out shortly and assistance is again being offered to public agencies that are lacking staff and resources. We have also set up a program that will allow the



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award winners from last season to present their projects briefly, share their experience with the awards process and give participants the opportunity to talk to the submittal preparer and ask questions and get tips on the process.

### BANQUET

Locations have been identified and final site selection is expected in February. Our team is again working to incorporate green strategies and is currently reviewing options for the awards themselves that are made in Orange County from sustainable or recycled materials.

## ANNUAL HOLIDAY PARTY

We held our annual holiday mixer at The Gallery in downtown Orange. The location was accessible by train and allowed our members to travel by alternative means to this event. We also were able to offer this event for only 20.00 for members and 10.00 for students. This event is jointly held with AEP and this year we gave away three student APA memberships (the year after it is free price) to include and encourage more student participation. We had over 70 members attend and nearly 20 students.

## PROFESSIONAL DEVELOPMENT/SOCIAL NETWORKING EVENTS

### PLANNER'S INSTITUTE

Our joint event with the Planning Director's Association of Orange County was held in October this year at the Nixon Library. The day was focused on healthy communities. Topics included the role of government in regulating health, opportunities to improve the quality of life and conditions of communities through planning and a case study in healthy communities. The full day event was sold out. Our audience included City Council members, Planning Commissioners, public and private sector practitioners as well as academic and students members. OCAPA sponsored 10 student registrations for this event.

### VIRTUAL EVENTS

The last two professional development events (1.5 training sessions) were recorded with the approval of the speakers. Materials and handout have been provided electronically and this information has been made available to our members to allow access to this information even if members cannot afford the time or cost of the event. We will be discussing how this can be improved on in the upcoming year and meet the requirements for CM credits.

## UNIVERSITY LIAISON

### UCI

OCAPA has completed its role in the review for accreditation for UCI's program. We celebrated with the University their success and have set up continued steps that the organization will take to improve the program and assist the staff in creating valuable learning opportunities for students.



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## STUDENTS

OCAPA attended the welcome event for the new students in the UCI Master program. We spoke to students about the benefits of APA, encouraged their membership, given that it is free, shared the opportunity for this year's class to attend a National conference locally, and listened to the interests and questions of this class.

## FOSTERING POSITIVE INTERNSHIPS

OCAPA has taken the lead to develop a conversation and on-going program to foster a positive and coordinated internship program in the Section. Up until now the University has not really encouraged or played a role in encouraging students to have professional experience prior to graduation. There has been no incentive and in fact there have been disincentives to taking on a job during the program. Planning internships in general have become more accurately filing clerks than really offering professional training and enhancement to the education of young professionals. OCAPA is working with the Planning Director's Association of Orange County, the City Manager's groups as well as the leadership from UCI and Cal State Fullerton to address this issue. We will begin by hosting a roundtable discussion on March 15th, 2012. The panel will include representatives from UCI, Cal State Fullerton, OCAPA, PDAOC Cal State Fullerton and the City Managers Group. The audience is intended to be: APA members, Planning Directors, management, senior staff who oversee intern positions and aspiring City Managers or acting CM's. The goals for the program include:

- Facilitate an open discussion about students and meaningful internships
- Provide opportunities for students to transition into the workforce, learn professional skills and gain confidence, network, observe how planning functions in the real world and gain essential planning ethic
- Provide Cities, consultants, and other agencies (including non-profit groups) with resources in hiring, training, paying, overseeing and keeping responsible and professional students as interns

## YOUNG PLANNERS GROUP

Our Young Planners Group has been launched. We have co-Chairs that are leading the group and coordinating the efforts with OCAPA's Board. They have hosted two mixers and two educational/professional development events so far. They have stated the outreach effort to develop a full board and expect to have that completed by February 2012.

## MENTORSHIP PROGRAM

As part of the Young Planners Group launch, OCAPA has launched a formal mentoring program. We have two seasoned professionals that are leading this effort and working with the YPG leadership. A "Call for Mentors" will be released in February and applications for mentoring will be released by the end of February. Young Professionals will be assigned to a mentor and the mentor will commit to six meetings with the YP



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within a set period of time. Topics, expectations and outcomes are currently being drafted. We are excited to have this project started.

## UPCOMING EVENTS

### ETHICS TRAINING

The Orange County section purchased Carol Barrett's wonderful Ethics training during the State Conference CPF auction this year. Plans are underway to arrange for the session date and time and inform our members of this wonderful resource coming to Orange County.

### NATIONAL CONFERENCE 2014

Looking forward to hosting the State Conference in Orange County we are working with a local committee to identify potential locations/venues that meet the State criteria. We already have more than five sites identified that meet the State's requirements. We will be preparing a matrix of space, charges, rooms, etc. to share shortly. OCAPA is looking forward to presenting our potential locations to the Conference Director and the State Board early this year.



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## SACRAMENTO VALLEY SECTION

JULIA LAVE JOHNSTON, SECTION DIRECTOR (QUARTERS 1-3)

The Sacramento Valley Section works to: provide value to our members through professional development and support; recognize and encourage planning excellence; engage other planning and design organizations to create a common voice in promoting high quality planning in our region; mentor future leaders; educate regional decision makers and the community at large about the importance of planning in our everyday lives.

### GOAL: DEVELOP A SECTION WORK PLAN WITH ASSIGNED TASKS AND RESPONSIBILITIES.

- The Sacramento Valley Section Board held a retreat in January 2011 to identify short term goals for the section. These goals will be revisited at the next retreat in January 2012.
- Monthly Board meetings
- The formation of subcommittees including, Fundraising/Sponsorship, Mentoring & Leadership, Awards & Scholarships

### GOAL: COMMUNICATE AND BUILD STRONGER CONNECTIONS WITH OUR MEMBERSHIP.

- Redesigned website that includes job announcements and funding opportunities
- Facebook page <http://www.facebook.com/sacvalley.apaca>
- Regular mail announcements of section events and community events of interest to our members
- 2011 Annual Membership meeting TBD

### GOAL: PROVIDE NETWORKING AND SOCIAL SUPPORT OPPORTUNITIES FOR OUR MEMBERS.

- Holiday and Spring mixers with AEP
- January Awards Ceremony
- YPG monthly mixers.
- April Bill Fulton **Romancing the Smokestack** book signing and reception at historic Globe Mills.
- May Mixer with CPR
- July First Annual Scholarship Fundraiser : "A Planner Is A Terrible Thing To Waste"



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**CONNECTING WITH OUR COMMUNITIES**  
**USING CORE VALUES TO PLAN**  
**FOR THE COMMON GOOD**

**GOAL: CREATE HIGH QUALITY PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR LOW COST. OFFER ENOUGH AICP CM CREDITS OVER A TWO YEAR PERIOD TO MEET CREDENTIAL MAINTENANCE REQUIREMENTS.**

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- The SVSAPA 2011 Speaker Series theme is: Connecting with our Communities – Using Core Values to Plan for the Common Good. (<http://www.sacvalley-apa.org/news-a-events/2011series>) In its fourth year, the speaker's series continues to be one of the Section's core programs. We continue to collaborate with our original partners, AEP, AIA, ASLA, ECOS, ULI-Sacramento and USGBC-Sacramento but have reached out to include organizations which reflect the full spectrum of organizations that are involved in planning and community development in this region. Our partnership list has expanded to include the Sacramento Tree Foundation, WALKSacramento, the Environmental Council of Sacramento (ECOS), the California Department of Public Health and CALTRANS. The series offers 13 CM credits a year for less than \$5.50 a credit.
- We are in the process of scheduling events that will meet the AICP ethics and law requirements for CM credits.
- We will be holding an AICP test preparation course date TBD.

**STRATEGY: TO PURSUE SPONSORSHIPS TO SUPPORT SVSAPA QUALITY PROFESSIONAL DEVELOPMENT PROGRAM**

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SVSAPA added a Sponsorship Director position to our board. This July we launched our sponsorship program. For more information visit our website: [http://www.sacvalley-apa.org/images/stories/sponsors/sponsorship\\_flyer.pdf](http://www.sacvalley-apa.org/images/stories/sponsors/sponsorship_flyer.pdf)

**GOAL: TO PROMOTE THE IMPORTANCE OF GOOD PLANNING TO THE LARGER COMMUNITY AND BUILD RELATIONSHIPS BETWEEN THE PROFESSION AND THE COMMUNITY.**

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- The theme of this year's Speaker Series is Connecting with our Communities and includes an evening session that is geared towards nonprofessionals.
- Our mentorship program, PLAN Sac Valley will include a group project that will engage the community.
- Local Vision Awards are given annually by the Sacramento Valley Section to organizations and individuals that have made outstanding contributions to creating a better Sacramento Region. (<http://www.sacvalley-apa.org/news-a-events/whats-new>) The APA at the national, state, and section levels have awards programs that recognizes excellence in traditional planning activities. The Sacramento Section's Vision Awards recognize that sometimes you have to color outside of the lines to lead a community to plan for a better future and highlights organizations or individuals that push members of their communities to think differently about the everyday decisions they make. The 2010 awards were presented at our January 2011 awards events and the winners were:



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- Alexan Midtown - The Alexan Midtown is a mixed use TOD development with easy foot, bike, light rail or car access to employment centers. This infill development provides for retail, multi-family residential units and indoor community facilities. Community input was solicited for project design from the outset.
- Oak Park Farmer's Market - The Oak Park Farmers Market is a project of NeighborWorks® HomeOwnership Center Sacramento Region. To establish the Farmers Market, NeighborWorks® partnered with Oak Park residents and received funding and support from Kaiser Permanente, Rabobank, the Oak Park Business Association, Oak Park Neighborhood Association, McGeorge School of Law, the City of Sacramento and other groups. The Oak Park Farmers Market provides locally grown, pesticide-free produce and accepts Cal-Fresh EBT and WIC-Farmers Market coupons.
- Soil Born Farms - Soil Born Farms is about growing food, mentoring youth and future farmers, teaching people how to cook and garden, creating urban farms and preserving wild spaces, developing partnerships and improving access to fresh produce throughout our community. At its core it is about making a difference by transforming a shared vision of healthy food for all into a local reality.

**STRATEGY: CONSTRUCTIVE ENGAGEMENT OF PLANNING COMMISSIONERS TO SUPPORT IMPROVED REGIONAL AND LOCAL PLANNING AND COLLABORATION BETWEEN PROFESSIONAL PLANNERS AND COMMISSIONERS.**

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SVSAPA is in its second year of offering free planning commissioner trainings throughout the Sacramento region. The program was developed for SVSAPA by Mike Notestine the former APACA Planning Commissioner Representative, and Janet Ruggiero, APACA Past President and current APACA board member. It is run in partnership with the Sacramento Council of Governments (SACOG) and the San Joaquin Council of Governments (SJCOG). Between April and June a total six trainings were offered in locations throughout the region. Two sessions each of the following programs were held: Basic Planning 101; Environmental Issues and CEQA; and Improved Mobility/Transportation. Approximately 150 planning commissioners and other city and county staff attended. The workshops are designed to introduce participants to basic planning concepts and go over practical situations commonly faced by planning commissioners and elected officials. Refreshments are provided thanks to support from the APACA. We are developing additional sessions to be held this Fall and Winter.

[\(http://www.sacog.org/projects/planning-workshops/\)](http://www.sacog.org/projects/planning-workshops/)

**GOAL: PROMOTE AND STRENGTHEN THE PLANNING PROFESSION BY SUPPORTING PLANNERS AND CELEBRATING GOOD PLANNING IN THE SACRAMENTO VALLEY REGION**

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**SVSAPA YOUNG PLANNERS GROUP (YPG)**

The Section continues to support the YGP. Our YPG, the first in the country, attracts young professionals to our organizations and mentors both future APA leaders and



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future leaders in the planning profession. The SVSAPA has been concerned about the impacts of the current economic downturn on planners. Our region's young planners were particularly hard hit. The last year has been spent reviving our YPG group which saw both its leadership and membership severely diminished.



Planning + Leadership + Advancement + Networking  
 for the next generation

### PLAN SAC VALLEY-- PLANNING+LEADERSHIP+ADVANCEMENT+NETWORKING FOR THE NEXT GENERATION.

- To support young planners and help them continue in the profession, the YPG and SVSAPA are launching **PLAN Sac Valley**. This nine month mentoring program will pair young professionals in their first five years of their careers with mentors who are experienced local, regional and state planners. Activities will include group meetings and one on one interactions between mentors and program participants. For more information visit our website:  
<http://www.sacvalley-apa.org/ypgmenu/plan-sac-valley>

### ADDITIONAL YPG ACCOMPLISHMENTS THIS YEAR

- January 26: Professional Development Series: Making Yourself Indispensable—Personal Branding with ULI YLG
- February 22: League of CA Cities Headquarters Tour & Mixer
- March 30: K Street Walking Tour & Mixer with ASLA EPG
- April 19: Revitalization of the River District—Panel & Tour. Joint program with ULI, AIA, APA, ASLA young professional groups
- July 25: Young Professionals Town Hall Forum on the New Entertainment Sports Complex. Joint program with ULI, AIA, APA, ASLA, MetroEDGE, IGNITE young professional groups. The City of Sacramento and the Think BIG Sacramento Committee invite young professionals from across disciplines to join this forum to provide your perspective and share their thoughts on this important regional project.

### SACRAMENTO VALLEY SECTION APA AWARDS

The SVSAPA participates in the APACA award program. One of SVSAPA's objectives is to support planning excellence in our region. The section works with regional winners to strengthen their submittals to the state. This year we very proud that three of our regional winners also won at the state level in the following categories:



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## COMPREHENSIVE PLANNING LARGE JURISDICTION

Winner – River District Specific Plan and Design Guidelines

Awarded to City of Sacramento

## FOCUSED ISSUE PLANNING

Winner - Implementing California Flood Legislation into Local Land Use Planning: A Handbook for Local Communities

Awarded to California Department of Water Resources, Floodplain Management Branch in association with ATKINS

## DISTINGUISHED LEADERSHIP AWARD

Winner - Land Use and Natural Resources Unit at U.C. Davis Extension (“LUNR”)

Awarded to Land Use and Natural Resources Unit, UC Davis Extension

## SVSAPA LEGACY AWARD AND SCHOLARSHIP

In 2010 the SVSAPA gave its first LEGACY Award. The award recognizes a planner who has shown an extraordinary commitment to the professional of planning. This award not only recognizes the quality of work but also dedication to the profession, and to one’s community. In addition to the award, the SVSAPA will give a \$1,000 student scholarship in the LEGACY winner’s name to be announced at the following year’s state APA conference. SVSAPA thanks the California Planning Foundation for its support in administering this scholarship. It is with gratitude and admiration that SSAPA gave its first LEGACY Award to Michael Notestine.

### 2010 LEGACY AWARD WINNER



Michael Notestine has had a major influence on the development of communities in the Sacramento Region as well as throughout California. He has served on the planning commission for 16 years and has been a tireless advocate and participant in the American Planning Association, California Chapter, Sacramento Section. He is an expert in community revitalization, economic development, urban design, and community participation. His work has taken place in communities

whose neighborhoods, historic downtowns and commercial corridors are facing social and economic impacts from many directions. His Sacramento based firm, Mogavero Notestine Associates, focuses on Architecture, Planning and Real Estate Development.



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## SAN DIEGO SECTION

DANIEL K. WERY, AICP, SECTION DIRECTOR

### SECTION ADMINISTRATION ACTIONS

- Long time SDAPA Board member Greg Konar has been elected as our next Section Director. Greg will serve as Director-Elect for 2012 and then Director for the two year term starting January 2013. Greg has over 25 years of public and private sector planning experience with emphasis in policy planning, specific plans, zoning ordinances, housing elements, general plan amendments, and entitlement processing. Greg currently serves as a Senior Associate with J.H. Douglas Associates (formerly Conexus) and provides project management, analysis, and program development support for housing element updates throughout California. Greg has also served as Webmaster of the San Diego Section for over 10 years, and has also initiated and coordinated many APA events. Greg's commitment, creativity and continuity has and will continue to serve our Section and region well.
- Elisa Marrone was re-elected as Treasurer of the San Diego Section and will continue to help keep our finances in excellent shape.
- Former SDAPA board member Betsy McCullough is back to the SDAPA board as our next Awards Director. Betsy will be taking over for Dana Spaccarotella who has done an outstanding job with our annual awards event the last two years.
- Eric Lardy was appointed as our new Web Master.
- The SDAPA website is being redesigned with the assistance of a consultant directed by our sub-committee. Completion is expected this March.

### MEMBERSHIP

- Membership increased 6% over the year from 492 to 521:
  - Regular Members – increased by 14
  - Group Planning Board – increased of 4
  - Students – increased of 23
- Conducted a SDAPA Board visit to **UCSD** and **SDSU** with presentations to two classes and a “Meet the Board” appetizers/networking – on-campus.
- Developed a PowerPoint presentation on Member benefits to support visits and presentations including: Membership benefits, the Mentorship Program, the Young Planner’s Group, and Regional Planning Research Opportunities.
- Conducted the first screening of the Pruitt-Igoe Myth film to approximately 125 members and students from the New School of Architecture and Design, followed by a panel discussion.



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- Co-sponsored the annual holiday party with AEP and WEC with new attendance record of 200 guests.

## AICP PROFESSIONAL DEVELOPMENT

Stan Donn continues to lead, refine and perfect our two-prong AICP Exam training series.

### NOVEMBER 2011 EXAM:

- For the third time in a row, 100% of the members who took the AICP training (9) passed the exam.
- The 4-part Spring training series for the May Exam begins in February and concludes in March with:
  - Introduction – AICP Exam Tips; Planning History and Context
  - Planning Ethics; Regulatory Law
  - Demography; Planning Trends
  - Plan Making and Plan Implementation; Public Participation
- San Diego section will provide 2 scholarships (\$200) upon proof of passing the exam.

## PROGRAMS & WORKSHOPS & EVENTS

- October 2011: Perth, Australia: “A Case Study in Parking and Public Transit”
- Film Screening of The Priutt-Igoe Myth

## YOUNG PLANNERS GROUP

- September: 9/29: Young Planners Group and APA Membership Presentation to UCSD. This was a great success, with over 100 students seeing our presentation. Students learned new ways to get involved with APA and learn about the transition to the professional realm. The presentations were followed up with a Mixer at Porters Pub on campus, hosted by the San Diego Section.
- October – 10/20: 3rd Thursday Monthly YPG Meeting was geared toward “City At Play”, a quick and easy way to learn about public participation and citizen involvement.
- November – 11/17: Year End Meeting & Mixer was held at Bare Back Grill. Melissa Coffelt, Human Resources Manager for SANDAG presented “How to Start Your Career at SANDAG”. Great turnout. Approximately 20 participants.
- December – The Mentorship & Education Subcommittee finalized the Participant list for 2012 SDAPA Mentorship Program. The Program includes 20



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mentorship teams, with over 70 participants. The Subcommittee worked many hours to fine tune the logistics of this Program to ensure a successful program launch in January. The kickoff event is scheduled for January 23rd at Rock Bottom Brewery in Downtown.

- **Community Service & Volunteering** – Four new community service events have been planned for 2012. The events have been primarily clean up events and restoration efforts throughout the county. SDAPA is working on T-shirts to provide volunteers and participants.

## DIVERSITY/INCLUSIONARY

B.E.E.P - The primary effort of our Diversity efforts, SDAPA and several Board members have been instrumental in resurrecting the long defunct Built Environment Education Program (aka BEEP). This educational program seeks to develop interest in the built-environment advocacy and professions long before career decisions are made in high school and college. The work completed during this period of September to December 2011 includes:

- **Institutional Development:** The Steering Committee continues to work on developing BEEP as a 501c3. Paperwork has been submitted. Over the summer and fall several interns have been working with the volunteer BEEP Coordinator on systematizing the curriculum and engagement with schools. It is intended that the major professional organizations in design including the APA SD Chapter contribute operating expenses to the program for a core budget.
- **Program launched in two middle schools:** Lesson plans were completed to meet the needs of two partner schools - Correia Middle School and the Language Academy-with ten BEEP volunteers representing all of the design professions, from undergraduate students to seasoned professionals. Correia is on a traditional schedule, the class is a combined 7th/8th grade and meets for BEEP daily. The Volunteer Instructor comes in the first day and begins the lesson, then the teachers follow up the rest of the week. The Language Academy is year round and the BEEP program is an elective being taught once a week in three cycles (6th, 7th, and 8th graders). Language Academy had its first BEEP Ambassadors graduate in November.





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- Developing program for UCSD Connect: BEEP Steering Committee has also partnered with UCSD's K-12 Extension program to develop a BEEP program specifically for their summer program for high schools students. A soft launch is planned for the spring of 2012 with the first course being offered in the summer of 2012.

## NEWSLETTER

- The Newsletter hasn't been as active the past couple of months in favor of work on the redesign of the website.
- The Newsletter incorporated as an integral element of the website as a more interactive/online feature.
- Director Asha Bleier has been working to establish a connection with DesignCollab – an effort and new website designed to coordinate San Diego's various planning, design, architectural and related organizations. This will allow coordination of our activities and calendar items. Our membership has just become active and we look forward to promoting our events and membership benefits with the greater population of San Diego's design community in 2012.
- SDAPA is working to clarify and promote all the benefits of contributing to SDAPA's Newsletter, such as recognition and earning of AICP credits.

## LEGISLATIVE DIRECTOR

The key role of the Legislative Director is to provide updates to the SDAPA members on planning regulations within the Region and connect members to State and National regulatory information.

- Legislative Updates - Coordination with the Webmaster to ensure legislative updates are posted to the website. Participated in a preliminary web-design meeting to understand how future legislative updates will be incorporated into the new website design.
- Regional Planning Outreach – Developed an educational presentation for the University of California, San Diego (UCSD) on the role of APA, regional planning initiatives, and key planning research areas. Continued coordination with UCSD staff to engage Urban Studies and Planning students in SDAPA.
- As-needed support to SDAPA Board members – Provided support to other Board members and SDAPA programs including, volunteering for the Awards Ceremony and coordinating raffle prizes, spearheaded the Built Environment Education Program (BEEP) piloting effort within the Young Planners Group, currently planning a North County Planner's Night Out event (tentatively early 2012), Coordinating with the International Subcommittee to identify cross-border legislative programs and opportunities (Planning Van potential project with the OC-APA Section).



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- Schedule and Future Events – Pursue additional coordination with the website design team to ensure an appropriate format and visualization of regular Legislative Updates.

## WEBMASTER

- Signed contract with professional web designer and made good progress toward updating our website (launch expected January 2012).
- Made decision to integrate newsletter into website with blogging feature.
- Made transition to new webmaster (Eric Lardy).
- Explored options for participating in a multi-organizational master calendar to facilitate each organization's event planning and reduce conflicts.
- Successfully used Google forms for Board elections.

## STUDENT LIAISON

- Mario Osorio, Jane Clough-Riquelme, Eric Lardy, April DeJesus and Olivia Tinney presented about APA Membership Benefits and the Young Planners Group (YPG) Mentorship Program roll out. The students were very interested and receptive to the information. We collected more applications for the Mentorship Program and interest in membership.
- Presented to 3 different graduate and undergraduate planning and urban studies majors.
- Through these membership presentations and UCSD's Membership presentation (on 9/24) we have added 19 new members, all of them students!