



## MEMORANDUM

**To:** CCAPA Board of Directors

**From:** Juan Borrelli, AICP, Conference Co-Chair  
Hing Wong, AICP, Conference Co-Chair

**Re:** CCAPA 2007 Conference Update – Northern Section (San José)

**Date:** June 23, 2007

The theme of the conference, “Transforming the Urban Fabric”, and its associated patchwork quilt logo was selected to represent the vast array of diverse issues and specialties within the planning profession, as well as the many cross-professional collaborations and partnerships.

The conference will officially start on Sunday, September 30th at 1pm and end on Wednesday, October 3rd at noon. All events will take place at the Downtown San José Fairmont Hotel except the Diversity Summit (San José City Hall Rotunda) and the Opening Reception (The Tech Museum of Innovation).

The conference features two dynamic keynote speakers: Carl Guardino, President and CEO of the Silicon Valley Leadership Group, and Norman Y. Mineta, former City of San Jose Mayor, member of Congress, U.S. Secretary of Commerce and U.S. Secretary of Transportation.

The conference includes over 110 stimulating conference sessions following ten “threads”, 11 mobile workshops highlighting communities throughout the greater Bay Area, California Planning Foundation Auction, awards luncheons, leadership reception, consultant reception, and special student sessions/events.

The complimentary student day will be on Sunday with six sessions and the student awards luncheon. Six student posters will be highlighted during the luncheon on Monday. Students are also invited to volunteer and get reimbursed \$100 for 8 hours of volunteer time – this will help pay for the cost of their conference fees.

There are over 150 paid registrations so far. We expect a large number of registrations to occur just prior to the early-bird deadline of July 31st. An e-mail blast will be sent to all CCAPA members. Only one more exhibit booth remains while the Conference Committee is pushing hard for additional sponsorships.

After discussion from the March 3rd CCAPA Board Meeting, the Conference added more opportunities for students to participate at reduced or no fees. Per discussion with Kurt Christiansen and approval from Vince Bertoni, CCAPA will pay for the Leadership Reception and Sunday Board Luncheon – all other costs will be paid through the Conference budget.



# CAL Planner

MAY - JUNE 2007

***CCAPA State Conference  
September 30 - October 3, 2007  
Fairmont San José Hotel***



***See pages 9 - 12 for conference  
information and early registration savings!***



# CCAPA State Conference

September 30 - October 3, 2007

Fairmont San José Hotel

Experience the vibrant downtown San José area and the surrounding Silicon Valley! The 2007 California Chapter of the American Planning Association Conference will be held at the Fairmont Hotel in downtown San José. The Conference will include dynamic keynote speakers, over 100 conference sessions covering a wide variety of topics, eleven mobile workshops, a festive Opening Reception, California Planning Foundation Auction, Awards Luncheon, Leadership Reception, Consultant Reception, Diversity Summit, free student sessions and much more.

The theme for the CCAPA 2007 Conference, "Transforming the Urban Fabric," and its associated patchwork quilt logo was selected to represent the vast array of diverse issues and specialties within the planning profession, as well as the many cross-professional collaborations and partnerships. We have compiled ten conference session "threads" that will help guide your selection on a certain topic: Climate Protection - SPF Rated, Designing the Canvas, Emerging Patterns, Health and Security Blanket, Planner's Sewing Kit, Seamless Transportation, Shelter from the Elements, Stitching It Together, Waterproofing the Fabric, and Weaving a Community Quilt. Check the Conference-at-a-Glance and website for additional information on these threads.

Please visit [www.calapa.org](http://www.calapa.org) for continuous up-to-date conference information. For additional questions, please contact Lynne Bynder, CMP at the CCAPA Conference Office, [lbynder@meetingsxceptional.com](mailto:lbynder@meetingsxceptional.com).

## Keynote Speakers

### Carl Guardino

Carl Guardino is the President and CEO of the Silicon Valley Leadership Group, a public policy trade association that represents more than 200 of Silicon Valley's most respected companies. In 2000, Guardino was named one of the "Five Most Powerful" people in Silicon Valley and he was recently honored as the national "Businessman of the Year." In February 2007, Governor Arnold Schwarzenegger appointed Guardino to the California Transportation Commission.



Known throughout the region as a consensus builder, Guardino has championed a number of important issues, especially in the areas of transportation and housing. His transportation leadership includes successful management of ballot Measures A and B in 1996 that funded 19 key road and rail improvements with \$1.4 billion and co-management of a 2000 traffic relief initiative that will generate some \$5.5 billion in local funds to bring BART to Santa Clara County as well as improve Caltrain and other transit improvements.

As a housing advocate, he co-created the Housing Trust Fund which has raised more than \$32 million in voluntary contributions; in 2002, he co-managed Prop. 46, the statewide Housing Bond generating \$2.1 billion to provide 137,000 affordable housing opportunities, and co-chaired Prop. 1-C, the November 2006 statewide Housing Bond that generated an additional \$2.85 billion for affordable homes.

### Norman Y. Mineta

For almost 30 years, Norman Y. Mineta represented San José, first on the City Council, then as Mayor, and from 1975 to 1995 as a Member of Congress. Throughout that time, Mineta was an advocate of the burgeoning technology industry. He worked to encourage new industries and spur job growth, and he supported the infrastructure needed to accommodate the industry and its tremendous growth. Recognized for his leadership, Mineta has received numerous awards, including the Presidential Medal of Freedom – our nation's highest civilian honor.



Mineta's career in public service has been both distinguished and unique. He brings a wealth of experience and insight from serving in Congress for over 20 years and the Cabinet of both Republican and Democratic presidents. Mineta is well known for his work in the areas of transportation – including aviation, surface transportation, and infrastructure – and national security. He was the primary author of the groundbreaking ISTEA legislation – the Intermodal Surface Transportation Efficiency Act of 1991.

In 2000, Mineta was appointed by President Bill Clinton as the United States Secretary of Commerce. At the Department of Commerce, Mineta was known for his work on technology issues, for achieving international cooperation and intergovernmental coordination on complex fisheries issues, and streamlining the patent and trademark process. Mineta was appointed Secretary of Transportation by President George W. Bush in 2001, where he served until he joined Hill and Knowlton in July 2006. Following the horrific terrorist acts of September 11, 2001, Mineta guided the creation of the Transportation Security Administration.

## CONFERENCE-AT-A-GLANCE

### MOBILE WORKSHOPS

<b>Monday, October 1</b> Full Day	MW #1 - Livermore Downtown Revitalization in Action MW #2 - Get Your Shop On: San José Market Center, Santana Row, and Westfield Valley Fair Destination Retail MW #3 - Baghdad-by-the-Bay: San Francisco High-Rise Residential Projects and Affordable in Housing in Green Projects
<b>Tuesday, October 2</b> Morning Half Day	MW #4 - Downtown Gilroy Reeks of Success MW #5 - A Walk Through Central San José Neighborhoods: Strong Neighborhood Initiative (SNI) Physical Improvements MW #6 - Does the Shoe Fit? Size 7 House on a Size 6 Lot: San José's Residential Design Tour MW #7 - Critical Coastal Study Area: Making the Land Use and Water Quality Protection Connection
<b>Tuesday, October 2</b> Afternoon Half Day	MW #8 - What's Going Down (and Up) in Downtown San José MW #9 - From Pervious Pavement to Living Roofs: Immerse Yourself in Design for Water Quality MW #10 - Downtown Mountain View: TOD not SUV MW #11 - San José Affordable Housing in Green

Conference information online at [www.calapa.org](http://www.calapa.org)



# CONFERENCE-AT-A-GLANCE

## HIGHLIGHTS AND SPECIAL EVENTS

<b>Sunday, September 30</b>	Student Awards Luncheon Diversity Summit and Reception Opening Reception at The Tech Museum of Innovation
<b>Monday, October 1</b>	Opening Plenary Session: Carl Guardino, President and CEO, Silicon Valley Leadership Group Poster Session Luncheon California Planning Foundation Reception California Planning Foundation Auction
<b>Tuesday, October 2</b>	Awards Luncheon Leadership Reception Consultants Reception
<b>Wednesday, October 3</b>	Brunch and Closing Plenary Session: Norman Y. Mineta, Vice Chairman, Hill and Knowlton

## PLANNING SESSION "THREADS"

### Climate Protection - SPF Rated: Sustainability, Climate Change, Green Practices, LEED

<b>Sunday, September 30</b>	Seven Steps to Planning Sustainability (Student Committee Selection) Smart Green Building = Green Smart Growth General Plans that Make a Difference
<b>Monday, October 1</b>	California's Changing Climate (Part I): AB32 and Reducing Your City's Carbon Footprint California's Changing Climate (Part II) The Ultimate CEQA Cumulative Impact Land Use Connection to Air Quality: Indirect Source Review Programs Monetizing Sustainability: Turning Green into Green Green Industry: An Essential Thread in a Strong Urban Fabric
<b>Tuesday, October 2</b>	Retooling Suburbia: Planning Sustainable Communities in Marin and Beyond Making It Green: How Your City Can Develop a Sustainable Economy Greening the Entitlement Process: The Public Agency Response Palo Alto's Green Programs The Planner's Guide to Implementing Green Principles
<b>Wednesday, October 3</b>	Pasadena's Green Building Outreach and Education Program

### Designing the Canvas: Regional Planning, General Plans, Regulatory Tools, Zoning

<b>Sunday, September 30</b>	How Blueprint Planning Can Help Green Your Community Hillside Development and Open Space: A Balanced Strategy for Landowners and the Community
<b>Monday, October 1</b>	Overlay Districts: A New Tool for Managing Urban Development Implementing a Regional Vision (Part I): New Orientations to Transit-Oriented Development Implementing a Regional Vision (Part II): Engaging the Local Response
<b>Tuesday, October 2</b>	Beyond the Visioning Process: State-wide Perspective on Regional Smart Growth Coyote Valley Specific Plan: A New Urban Fabric for San José Implementing Your Community's Vision with Form-based Codes El Toro/The Great Park: Setting New Standards in Sustainability New Urbanism and the Comprehensive Plan
<b>Wednesday, October 3</b>	Leave No Plan Behind: Updating OPR's General Plan Guidelines

### Emerging Patterns: Smart Growth, Development Trends, Legal/Legislative Updates

<b>Monday, October 1</b>	Successful Infill Projects: Past, Present and Future (PEN Session) "Ground-Truthing" Smart Growth and New Urbanist Developments "Hot" Planning Topics in the California Legislature Challenges and Changes in Redevelopment and Eminent Domain Implementing Infill Development: Moving Beyond CEQA
<b>Tuesday, October 2</b>	Property Rights, Takings, and Exactions: A Legal and Practical Update for Planners Smart Growth and the Workplace Strategies and Resources to Link Childcare and Community Development Transforming Military Bases to Sustainable Communities Transforming the Fabric to Urban

### Health and Security Blanket: Public Health, Safe Communities

<b>Sunday, September 30</b>	Planning for Healthy Places: Chino's General Plan Update (Student Committee Selection) Planning for Tomorrow's Healthy Communities
<b>Monday, October 1</b>	Connecting Urban Design and Public Health: A Health Policy Element for Richmond, CA Land Use for the People? Planning for Health and Social Justice in Oakland Park Your Plane Elsewhere! Airports, Encroachment and Compatible Land Use
<b>Tuesday, October 2</b>	Time for a Check-up: Understanding the Health Impacts of Planning Building Smarter Together: How Planning and Public Health Can Work Collaboratively Planning for Fire Safety in California Communities Form-based Crime Prevention: An Evolution in Urban Design and Planning Let's Take a Walk! Trails to Smart Growth and Active Aging

# CONFERENCE-AT-A-GLANCE

## Planner's Sewing Kit: Professional Skills, Technology Tools, Planning Commissioners

<b>Sunday, September 30</b>	Developing Leadership In Young Planners (Student Committee Selection and CPR Session) What's Next? What Planning Students Need to Know (Student Committee Selection) What Do Elected Officials and Decisionmakers Want in Staff Reports? Staffing Trends: Making Contract Planners a Seamless Extension of City Staff Mitigation Measures: Implemented or Ignored?
<b>Monday, October 1</b>	AICP Professional Development Seminar Planners on the Campaign Trail: To Endorse or Not Endorse Local Candidates Public Engagement Through Web 2.0 Professional Development: How to Move Your Career Forward
<b>Tuesday, October 2</b>	The Care and Feeding of Your Planning Commission (Commissioner Session) Mapping Tools for Workforce Development, Economics and Planning Street-Level Imagery: The Virtual Site Visit Managing the Client/Consultant Relationship Weaving Ethics Into Planning Practice (AICP Code of Ethics) Time Management for Harried Planners
<b>Wednesday, October 3</b>	2007 CEQA Update: Some Things Always Change

## Seamless Transportation: Transit, Street Design, Traffic Analysis, Pedestrians, Parking

<b>Sunday, September 30</b>	Road Ecology: New Approach in Transportation Planning The Missing Link: Integrating Transportation and Land Use Planning (Student Committee Selection)
<b>Monday, October 1</b>	Non-Traditional Transportation Improvements on State Routes Mythbusting Common Traffic Calming Misconceptions Smart Parking for Smart Communities Measuring Up: Four Key Transportation Reforms for Improved Livability
<b>Tuesday, October 2</b>	Breaking a Planning Taboo: CEQA Review without Automobile LOS Analysis Land Use Based Transit Planning Regional Transportation Mitigation Fees Putting Design in the Driver's Seat Pedestrian Improvements on a Budget
<b>Wednesday, October 3</b>	If We Build It, Will They Ride It?

## Shelter from the Elements: Housing Elements, Residential Trends, Affordable/Inclusionary Housing

<b>Sunday, September 30</b>	The Great Wave: Urban Refugees Head for the Hills Getting Small: Living Efficiently and Affordably on a Small Planet (Student Committee Selection)
<b>Monday, October 1</b>	Housing Element Update (Part I): Tailoring the Urban Landscape Housing Element Update (Part II): Shaping Your City's Future Santa Clara: A Market-based Approach to Affordable Housing Ownership
<b>Tuesday, October 2</b>	Creating Green, Healthy Affordable Housing Tackling Neighborhood Blight: From Problem Motels to Permanent Affordable Housing Gaining High Support for High Density Workforce Housing: What Is It? Can We Do It? Including Inclusionary: Developing Affordable Housing in Your Community

## Stitching It Together: Public Partnerships, Collaborations, Neighborhood Initiatives

<b>Sunday, September 30</b>	Change from the Roots: Planners and Neighborhood Associations Work Together
<b>Monday, October 1</b>	Is California Ready for Complex Urban Development? Can't We All Just Get Along? Supersizing Public Agency Collaboration Partnerships and Smart Growth Lead to Successful Schools and Communities Planning for Childcare and Early Education: Where, How and Why?
<b>Tuesday, October 2</b>	Getting On the Same Track: Partnerships in TOD Planning So Your RFP Asked for a Charrette and You Got a Charade? Las Vegas Arts District Planning - Successful Tactics
<b>Wednesday, October 3</b>	From Vision to Sustainable Transformation of San Francisco's Eastern Neighborhoods

## Waterproofing the Fabric: Water Resources, Stream Restoration, Water Quality, Flood Management

<b>Sunday, September 30</b>	How Can Smart Growth Improve Water Quality?
<b>Monday, October 1</b>	Restoring Urban Rivers (Part I): Greener Visions of the Concrete Box Restoring Urban Rivers (Part II): The Los Angeles River Planning Water-wise Developments in California: Integrating Solutions for Multiple Benefits Urban Habitat Restoration: Challenges Facing Planners
<b>Tuesday, October 2</b>	Farm to City: Urban-Rural Links in Agricultural Preservation Do No Pass Go, Do Not Collect \$200 . . . The Perils of a California Water Reuse Project Integrated Regional Water Planning in California: State and Regional Perspectives California Flood Management Policy: Crisis or Opportunity? (CPR Session) Effective Community Engagement Through Watershed Councils

## Weaving a Community Quilt: Diversity, Communities of Color, Accessibility, Community Outreach

<b>Sunday, September 30</b>	What Is the State Doing About Environmental Justice?
<b>Monday, October 1</b>	Cultural Element: Diversity, Outreach and Involvement in Planning When Projects Go South: Techniques for Resolving Planning Controversies Transportation Planning for Immigrant Communities in California Working with Native American Tribes: Consultation and Coordination Community Planning Process: Conducting Walking and Virtual Tours
<b>Tuesday, October 2</b>	Participatory Planning and Place-based Investments in Communities of Color Beyond the Community Workshop Navigating the Matrix: Planning and Site Design for Access Compliance Integrating Diversity Into Development Plans
<b>Wednesday, October 3</b>	Baby Boomers and the Urban Renaissance: Next Phase of a Unique Generation



**TRANSFORMING  
THE URBAN FABRIC**  
September 30 - October 3, 2007  
Fairmont San José Hotel  
**REGISTRATION**

**PLEASE REGISTER EARLY TO SAVE MONEY!**

Your name as it will appear on badge (all information must be complete for your registration to be processed).

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Company \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Dietary Requirements  Vegetarian  Other \_\_\_\_\_

**APA MEMBER VERIFICATION:** Please provide your APA or CCAPA Member No. \_\_\_\_\_

**STUDENT VERIFICATION:** I certify that I am currently enrolled full-time. Student picture ID will be required for conference badge pick-up.

Student Signature \_\_\_\_\_

School \_\_\_\_\_ Date \_\_\_\_\_

**LIFE MEMBER:** Year you became a member of CCAPA \_\_\_\_\_ (must be a member for 25 years and minimum age 65)

AICP:  YES  NO

SPOUSE/GUEST NAME (if registered)  
\_\_\_\_\_

**REGISTRATION FEES**

Entire Conference registration includes all events except for mobile workshops. One Day Only registration includes meals only on the day registered.

Registration fees postmarked or registered online	Entire Conference			One Day Only			Total
	By 7/31/07	By 8/31/07	After 8/31/07 or onsite	By 7/31/07	By 8/31/07	After 8/31/07 or onsite	
APA/CCAPA Member	\$450	\$475	\$500	\$250	\$250	\$275	\$
Non-Member	\$525	\$550	\$575	\$275	\$275	\$300	\$
Student	\$225	\$225	\$275	\$125	\$125	\$150	\$
Life Member	\$225	\$250	\$275	\$125	\$125	\$150	\$
Speaker	\$450	\$475	\$500	\$250	\$250	\$275	\$
				Circle day: Sun. Mon. Tues. Wed.			

Add processing fee for EACH non-online registrations (Processing fee can be avoided by registering with check or credit card online at www.calapa.org) **\$ 30**

Not a member yet? Become a CCAPA Chapter-Only member today for \$115 and pay the APA/CCAPA member rate above. **\$ 115**

**SUBTOTAL REGISTRATION FEES:**

**MOBILE WORKSHOPS, SPECIAL SESSIONS AND EVENTS**

**Mobile Workshops: Monday - Full Day**

- MW #1: Livermore Downtown Revitalization in Action
- MW #2: Get Your Shop On: San José Market Center, Santana Row, and Westfield Valley Fair Destination Retail
- MW #3: Baghdad-by-the-Bay: San Francisco High-Rise Residential Projects and Affordable Housing in Green Projects

**Mobile Workshops: Tuesday Morning - Half Day**

- MW #4: Downtown Gilroy Reeks of Success
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- MW #6: Does the Shoe Fit? Size 7 House on a Size 6 Lot: San José's Residential Design Tour
- MW #7: Critical Coastal Study Area: Making the Land Use and Water Quality Protection Connection

**Mobile Workshops: Tuesday Afternoon - Half Day**

- MW #8: What's Going Down (and Up) in Downtown San José
- MW #9: From Pervious Pavement to Living Roofs: Immerse Yourself in Design for Water Quality
- MW #10: Downtown Mountain View: TOD not SUV
- MW #11: San José Affordable Housing in Green

**SPECIAL SESSIONS AND EVENTS**

Opening Reception (Sun.)	\$75	\$
Breakfast (Circle: Mon. Tues.)	\$25	\$
Lunch (Circle: Mon. Tues.)	\$30	\$
Evening Reception (Circle: Mon. Tues.)	\$50	\$
Brunch (Wed.)	\$50	\$
Mobile Workshop - Full Day	\$50	\$
Mobile Workshop - Half Day	\$35 each	\$

**COMPLIMENTARY Events, please check if attending**

- Student "COMPLIMENTARY" Day (Sun.)
- Diversity Summit and Reception

**SUBTOTAL OTHER FEES:**

**TOTAL REGISTRATION AND OTHER:**

**PAYMENT**

Check payable to CCAPA Conference enclosed. Please charge \$ \_\_\_\_\_ to my  Mastercard  Visa Exp. Date \_\_\_\_\_

Card Number \_\_\_\_\_ # on back of card \_\_\_\_\_ Signature \_\_\_\_\_

Cardholder must sign here for us to process payment.

**REGISTRATION INSTRUCTIONS:** Please complete the form in blue or black ink. Use a separate form for each registrant. For inquiries regarding registration, please contact CCAPA at sgassoc@msn.com. **CANCELLATION POLICY:** Cancellations received by 8/31/07 will be fully refunded minus a \$50 processing fee. **NO REFUNDS AFTER 8/31/07.**

**SUBMIT YOUR REGISTRATION:** To avoid double billing, please use only one of the following registration methods. Make checks payable to CCAPA Conference.

1. **On the Web,** by completing our online form at [www.calapa.org](http://www.calapa.org) and using your credit card or check. **Save \$30 processing fee when you register online!**

2. **By Mail, by credit card or check to CCAPA Conference, 1333 36th St., Sacramento, CA 95816.** Additional \$30 processing fee applies with this method of payment. (See above).

3. **By Fax with credit card to 928.438.5022.** Additional \$30 processing fee applies with this method of payment. (See above).

4. **No purchase orders will be accepted.**

**Other important registration information:**

- Faxed or mailed registration with payment will not be accepted after 9/19/07.
- Online registration will remain open until 9/26/07 at 5:00 pm.
- All registrations after 9/26/07 must be done onsite.
- No shows without payment will be billed.
- All faxed, mailed or online registrations where payment has not been received by 9/26 will be cancelled, and attendee will need to re-register onsite.