



2007 CCAPA Conference



September 30 - October 3, 2007

Fairmont San José Hotel

Table of Contents

Welcome from the Mayor of San José	4
Welcome from the Conference Co-Chairs	5
CCAPA Officers	6
Conference Committee	7
General Information	8
Keynote Speakers	9
Leadership Meetings	10
Session Thread Descriptions	11
Conference-at-a-Glance - Events	12
Conference-at-a-Glance - Mobile Workshops & Session Threads . . .	13
Conference-at-a-Glance - Session Threads	14
Highlights and Special Events	15
Diversity Summit	16
Poster Session	17
Mobile Workshops	18
Conference Sessions	
Sunday, September 30	21
Monday, October 1	31
Tuesday, October 2	51
Wednesday, October 3	77
Thank You Sponsors	80
Thank You Exhibitors - Map of Exhibitor Displays	81
Sponsor and Exhibitor Ads	82
2008 CCAPA Conference - Save the Date	115
Fairmont San José Hotel Map	Back Cover

Welcome from the Mayor of San José



Chuck Reed
MAYOR



CCAPA Conference Attendees and Guests:

On behalf of the residents of San José, it is our honor to welcome you to the nation's 10th largest city for the 2007 California Chapter of the American Planning Association Annual conference.

While the City of San José is most well known for advances in technology and innovation, we are also proud of our Planning successes. These include:

- Fostering transit-oriented development that has resulted in over 36,000 housing units either approved or built since 1990
- Revitalizing neighborhoods through the Strong Neighborhoods Initiative
- Preserving natural resources through the Riparian Corridor Policy, and other protection policies
- Putting growth in already urbanized areas using a voter approved Urban Growth Boundary
- Invigorating economic development by mixed use intensification in the North San Jose area

We welcome the exchange of best practices, emerging patterns and lessons learned in an effort to enhance our local and regional planning efforts, strengthen our local economies, and improve the quality of life for our residents.

I would like to thank CCAPA for their continued commitment to California. Implementing sound planning practices and anticipating future needs, CCAPA members have used their vision and leadership to improve countless communities.

While in San José please feel free to explore our diverse offerings downtown, great restaurants, leisure activities and cultural features. I hope you have a productive and pleasant experience.

Sincerely,

Chuck Reed
Mayor

Welcome from the Conference Co-Chairs

On behalf of the Northern Section and the entire CCAPA Conference Committee, we welcome you to the 2007 CCAPA Conference in San José.

This year's conference theme is "*Transforming the Urban Fabric*." The theme, and its associated 'patchwork quilt' logo, was selected to represent the vast array of issues and diverse specialties within planning, as well as the many cross-professional collaborations and partnerships within the profession. Related to the theme and for your convenience, our Conference Committee has worked diligently to group the stimulating 100-plus conference sessions into "threads" to further highlight and organize the diverse planning-related topics and issues that will be addressed. To add to your experience, 11 exciting mobile workshops have also been organized to highlight planning-related topics and issues in San José, Santa Clara County, Silicon Valley, and throughout the greater San Francisco Bay Area.



This year's conference includes a spectacular opening reception at The Tech Museum of Innovation, including the showing of two IMAX movies, and features two dynamic keynote speakers – Carl Guardino, President and CEO of the Silicon Valley Leadership Group, and Norman Y. Mineta, former City of San José Mayor, member of Congress, U.S. Secretary of Commerce, and U.S. Secretary of Transportation.

Don't miss a very special highlight at this year's conference – the Diversity Summit at the San José City Hall Rotunda. The Summit, which ties directly into the conference theme, features keynote speaker Dr. Carla Corroto, Professor from the University of Wisconsin, Whitewater in Sociology and Women's Studies. Dr. Corroto will be exploring the topic of why diversity matters and, in particular, how and why planners should recognize differences and celebrate diversity – in its ranks and in the communities they serve.

Following the tradition of past CCAPA conferences, this year's conference also includes a gala California Planning Foundation Auction to fund scholarships for planning students, the CCAPA Awards Luncheon, the Student Poster Session Luncheon, the Consultants Reception, a CCAPA Leadership Reception, free student sessions, and much more for your continued professional development and conference enjoyment. We truly hope that you are able to take full advantage of all that the 2007 CCAPA Conference has to offer and that you enjoy your stay in Downtown San José for the next couple days.

Last but not least, many 'thanks' are in order to the entire Conference Committee and volunteers for their countless hours of hard work, planning, and dedication to bring you a truly exceptional conference, and to the entire CCAPA Board for their guidance and support.

Sincerely,

Juan Borrelli, AICP
2007 CCAPA Conference Co-Chair

Hing Wong, AICP
2007 CCAPA Conference Co-Chair

CCAPA Officers



CALIFORNIA CHAPTER
AMERICAN PLANNING
ASSOCIATION

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APA Websites

California Chapter	.www.calapa.org
National APA	.www.planning.org
Northern Section	.www.norcalapa.org
California Planning Foundation	.www.californiaplanningfoundation.org
California Planning Roundtable	.www.cproundtable.org

Conference Committee

Conference Co-Chairs

Juan Borrelli, AICP [Co-Chair]

Hing Wong, AICP [Co-Chair]

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Trudy Engel, AICP

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Rodrigo Orduña, AICP

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Catarina Kidd, AICP

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Public Relations / Website Committee

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Sylvia Do

Allen Tai, AICP

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Emy Mendoza

Hilary Nixon

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CCAPA Conference Coordinator

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CCAPA Conference Graphic Designer

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Debbie Pollart

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Jeri Ram, AICP

Mark Rhoades, AICP

Michele Rodriguez, AICP

Jonathan Schuppert

Kenya Wheeler, AICP

General Information

The Registration Desk / General Information

The Registration Desk and the Hospitality Booth are located in the Market Street Foyer next to the ballrooms on the second floor.

Registration Hours

Market Street Foyer

Sunday, September 30 12:00pm – 9:00pm
Monday, October 1 7:30am – 6:30pm
Tuesday, October 2 7:30am – 6:30pm
Wednesday, October 3 7:30am – 11:00am

Exhibitor Hours

40 exhibits of special interest to planners have booths set-up in the Regency Ballroom and Regency Foyer.

Exhibitor Set-up

Sunday, September 30 2:00pm – 6:00pm

Note: Exhibitors may be able to begin set-up earlier providing the decorator has completed all pipe and drape in the Exhibit Hall.

Exhibits Open

Monday, October 1 7:30am – 8:30am
11:45am – 1:15pm
2:30pm – 3:00pm
5:45pm – 8:30pm

Tuesday, October 2 7:30am – 8:30am
11:45am – 1:30pm
2:45pm – 3:15pm
6:00pm – 8:00pm

Exhibitor Tear-down

Wednesday, October 3 9:00am – 1:00pm

Registration Badge & Mobile Workshop / Meal Tickets

Registration badges are necessary for entry to all events and sessions and will be monitored. Registration receipts should be carried with you at all times.

Registration forms will be checked for all mobile workshops and extra tickets to assure payment. No entry to mobile workshops or meal functions will be given unless attendee has proof of registration receipt.

Additional meal tickets and mobile workshop tickets can be purchased onsite at the registration desk on a space available basis.

Speaker Registration

All speakers must check in and pick up their name badges at the registration desk. Speakers/panelists must register for the conference or for the day of their presentation. Access to additional sessions on the day of the presentation only is complimentary. All meals are an additional charge and can be purchased at the registration desk unless a full conference registration has already been purchased.

Biographies Available

Please refer to the CCAPA Conference Website at calapa.org to obtain biographies on all conference moderators and speakers.

Electronic Devices

As a courtesy to meeting attendees, CCAPA requests that all electronic devices (pages, cell phones, laptop computers, etc.) be turned off during the sessions. If it is necessary to use your cell phone, please turn off the audible ringer and step outside of the meeting room to an area that will not disturb other attendees. Please check with the hotel to verify which meeting rooms are wired for internet access.

All sleeping rooms have internet access for a nominal fee, which is not included in your room rate. Please check with the Fairmont San José Hotel for the current fees associated with internet access.

Conference Attire / Minimum Age Requirement

Appropriate attire at all sessions and events for the 2007 CCAPA Conference is business casual. Some meeting rooms may be chilly, so a light sweater or jacket is suggested.

No minors under the age of 21 will be permitted at any CCAPA function where alcohol is served. This will include the Sunday, Monday, and Tuesday night events. Please see the CCAPA website for childcare arrangements or contact the hotel concierge for assistance for onsite arrangement.

Disability Advisory

Material distributed at the 2007 CCAPA Conference can be made available in alternative formats for persons with disabilities. To request documents in alternative format, please e-mail Lynne Bynder at lbynder@meetingsxceptional.com.

Vehicles with mechanical lifts are available if requested. The Fairmont San José Hotel meets all ADA requirements. Please contact the hotel directly if you require special needs during your stay.

Keynote Speakers

Opening Plenary Session

Monday, October 1 · 8:30am - 10:15am
Imperial Ballroom

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.

Brunch and Closing Plenary Session

Wednesday, October 3 · 10:30am - 12:00pm
Imperial Ballroom

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.

Leadership Meetings

Sunday, September 30

CCAPA Board Meeting9:00am - 3:45pmCupertino Room

CPR Board Meeting2:30pm - 3:45pmBelvedere Room

Monday, October 1

CCAPA Professional Development

Officer Meeting1:15pm - 2:30pmBelvedere Room

CPF Board Meeting3:00pm - 4:15pmBelvedere Room

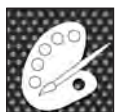
PEN Annual Meeting4:30pm - 5:45pmBelvedere Room

Session Thread Descriptions

The 2007 CCAPA conference program has been organized into ten general tracks or session “threads” which build on this year’s conference theme, “Transforming the Urban Fabric.” The purpose of these threads is to ensure that the conference will offer a broad and balanced range of topics of importance to planners and related professionals. With the large number of planning sessions offered this year, the threads will assist attendees in selecting sessions and customizing their conference schedule. If an attendee is interested in a specific subject, sessions within each thread have been scheduled at different times to minimize conflicts to the extent possible. The following is a brief description of each thread.



Climate Change: SPF Rated – Sessions discuss rapidly emerging planning and design techniques to promote green building and sustainable communities, LEED certification, recent state legislation such as AB 32, and air quality programs.



Designing the Canvas - Sessions evaluate policy plans and regulatory tools to guide development and conservation, such as regional and local planning programs, preparation of General Plans and specific plans, overlay districts and form-based codes.



Emerging Patterns - Sessions under this thread address topics of relevance to current and future planning such as smart growth, new urbanism, emerging development trends and opportunities, and legislative and legal updates.



Health and Security Blanket - This thread includes sessions pertaining to integration of public health considerations into policy plans, creation of safe and secure communities, and planning for environmental concerns such as airport noise and fire safety.



Planner's Sewing Kit - A variety of “nuts and bolts” topics are grouped into this thread for planners interested in expanding and improving planning skills, including technology tools, practical planning advice, professional growth and career development.



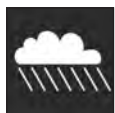
Seamless Transportation - The common thread for these sessions is transportation and related topics that encompass transit planning, street design, alternative traffic analysis methods, pedestrian improvements and efficient parking strategies.



Shelter from the Elements - Housing is the unifying theme and sessions provide information and guidance on preparation of housing elements, affordable and inclusionary housing programs, and housing and demographic trends.



Stitching It Together - Sessions showcase various collaborative planning efforts such as public agency partnerships, community and neighborhood participation in the planning process, and other joint planning initiatives.



Waterproofing the Fabric – Sessions present various topics related to water resource planning and management, such as river and streambed restoration, water quality, water conservation, flood management, and state and regional water policies.



Weaving a Community Quilt – Issues addressed under this thread include planning for cultural diversity and communities of color, planning for accessibility and special needs, environmental justice, and techniques for participatory and inclusive community planning.

Conference-at-a-Glance

E V E N T S		
Sunday, September 30	CCAPA Board Meeting 9:00am – 3:45pm Conference Sessions 10:15am – 11:30am Student Awards Luncheon 11:45am – 12:45pm Conference Sessions 1:00pm – 2:15pm Conference Sessions 2:30pm – 3:45pm CPR Board Meeting 2:30pm – 3:45pm Diversity Summit 4:00pm – 6:00pm Opening Reception 6:30pm – 10:00pm	Cupertino Room Club Regent Room Belvedere Room San José City Hall Rotunda The Tech Museum of Innovation
Monday, October 1	Continental Breakfast 7:30am – 8:30am Opening Plenary Session 8:30am – 10:15am Conference Sessions 10:30am – 11:45am Mobile Workshops 10:30am – 5:00pm Poster Session Luncheon 12:00pm – 1:00pm Conference Sessions 1:15pm – 2:30pm CCAPA PDO Meeting 1:15pm – 2:30pm Break 2:30pm – 3:00pm CPF Silent Auction 2:30pm – 6:30pm Conference Sessions 3:00pm – 4:15pm CPF Board Meeting 3:00pm – 4:15pm Conference Sessions 4:30pm – 5:45pm PEN Annual Meeting 4:30pm – 5:45pm Exhibit Tour 5:45pm – 6:30pm CPF Reception and Live Auction 6:30pm – 8:30pm	Regency Ballroom Imperial Ballroom Imperial Ballroom Belvedere Room Regency Ballroom Regency Foyer Belvedere Room Belvedere Room Regency Ballroom Imperial Ballroom
Tuesday, October 2	Continental Breakfast 7:30am – 9:00am Mobile Workshops 8:30am – 12:00pm Conference Sessions 9:00am – 10:15am Conference Sessions 10:30am – 11:45am Awards Luncheon 12:00pm – 1:30pm Conference Sessions 1:30pm – 2:45pm Mobile Workshops 1:30pm – 5:00pm Break 2:45pm – 3:15pm Conference Sessions 3:15pm – 4:30pm Conference Sessions 4:45pm – 6:00pm Leadership Reception 6:00pm – 7:00pm Consultants Reception 6:30pm – 8:30pm	Regency Ballroom Imperial Ballroom Regency Ballroom Crystal Room Regency Ballroom
Wednesday, October 3	Coffee and Juice 8:30am – 9:00am Conference Sessions 9:00am – 10:15am Closing Plenary Session 10:30am – 12:00pm	Regency Ballroom Imperial Ballroom

Conference-at-a-Glance

MOBILE WORKSHOPS

Monday, October 1	10:30am - 5:00pm 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
Tuesday, October 2	8:30am - 12:00pm MW #4 - Downtown Gilroy Reeks of Success MW #5 - A Walk Through Central San José Neighborhoods: Strong Neighborhoods 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 1:30pm - 5:00pm 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

PLANNING SESSION "THREADS"

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

Sunday, September 30	Seven Steps to Planning Sustainability (Student Committee Selection) Smart Green Building = Green Smart Growth General Plans that Make a Difference	10:15 - 11:30 am 1:00 - 2:15 pm 2:30 - 3:45 pm	Gold Crystal Gold
Monday, October 1	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 (ISR) Programs Monetizing Sustainability: Turning Green into Green Green Industry: An Essential Thread in a Strong Urban Fabric	10:30 - 11:45 am 1:15 - 2:30 pm 3:00 - 4:15 pm 3:00 - 4:15 pm 4:30 - 5:45 pm	Crystal Crystal Hillsborough California Sacramento
Tuesday, October 2	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	9:00 - 10:15 am 10:30 - 11:45 am 1:30 - 2:45 pm 3:15 - 4:30 pm 4:45 - 6:00 pm	Empire Gold Crystal Valley California
Wednesday, October 3	Pasadena's Green Building Outreach and Education Program	9:00 - 10:15 am	Fairfield

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

Sunday, September 30	How Blueprint Planning Can Help Green Your Community Hillside Development and Open Space: A Balanced Strategy for Landowners and the Community	1:00 - 2:15 pm 2:30 - 3:45 pm	Valley Club Regent
Monday, October 1	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	10:30 - 11:45 am 10:30 - 11:45 am 1:15 - 2:30 pm	Valley Atherton Atherton
Tuesday, October 2	Beyond the Visioning Process: State-wide Perspective on Regional Growth Coyote Valley Specific Area 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	9:00 - 10:15 am 10:30 - 11:45 am 1:30 - 2:45 pm 3:15 - 4:30 pm 4:45 - 6:00 pm	Club Regent California California Club Regent Gold
Wednesday, October 3	Leave No Plan Behind: Updating the General Plan Guidelines	9:00 - 10:15 am	Club Regent

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

Monday, October 1	Planner Emeritus Network (PEN) Session: Successful Infill Projects - Past, Present and Future "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	10:30 - 11:45 am 1:15 - 2:30 pm 1:15 - 2:30 pm 3:00 - 4:15 pm 4:30 - 5:45 pm	Sacramento Empire Hillsborough Sacramento Crystal
Tuesday, October 2	Property Rights, Takings, and Exactions: A Legal and Practical Update for Planners Smart Growth and the Workplace Transforming Military Bases to Sustainable Communities Strategies and Resources to Link Childcare and Community Development Transforming the Fabric to Urban	9:00 - 10:15 am 10:30 - 11:45 am 1:30 - 2:45 pm 3:15 - 4:30 pm 4:45 - 6:00 pm	Gold Crystal Fairfield Fairfield Atherton

Health and Security Blanket: Public Health, Safe Communities

Sunday, September 30	Planning for Healthy Places: Chino's General Plan Update (Student Committee Selection) Planning for Tomorrow's Healthy Communities	1:00 - 2:15 pm 2:30 - 3:45 pm	Gold Empire
Monday, October 1	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 It's a Bird...It's a Plane...It's a Flightpath! Airports, Encroachment and Compatible Land Use	1:15 - 2:30 pm 3:00 - 4:15 pm 4:30 - 5:45 pm	Sacramento Empire Garden
Tuesday, October 2	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 Planning for Crime Prevention: CPTED Overview, Case Study and a Form-based Framework Let's Take a Walk! Trails to Smart Growth and Active Aging	9:00 - 10:15 am 10:30 - 11:45 am 1:30 - 2:45 pm 3:15 - 4:30 pm 4:45 - 6:00 pm	California Garden Empire Empire Sacramento

Conference-at-a-Glance

Planner's Sewing Kit: Professional Skills, Technology Tools, Planning Commissioners			
Sunday, September 30	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?	10:15 - 11:30 am 1:00 - 2:15 pm 1:00 - 2:15 pm 2:30 - 3:45 pm 2:30 - 3:45 pm	Crstal Garden Atherton Fairfield Atherton
Monday, October 1	AICP Exam Preparation Workshop Planners on the Campaign Trail: To Endorse or Not Endorse Local Candidates and Ballot Measures Public Engagement Through Web 2.0 Professional Development: How to Move Your Career Forward	10:30 - 11:45 am 3:00 - 4:15 pm 4:30 - 5:45 pm 4:30 - 5:45 pm	Empire Valley Atherton Club Regent
Tuesday, October 2	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	9:00 - 10:15 am 9:00 - 10:15 am 10:30 - 11:45 am 1:30 - 2:45 pm 3:15 - 4:30 pm 4:45 - 6:00 pm	Garden Fairfield Sacramento Atherton Garden Empire
Wednesday, October 3	2007 CEQA Update: Some Things Always Change	9:00 - 10:15 am	Hillsborough

Seamless Transportation: Transit, Street Design, Traffic Analysis, Pedestrians, Parking			
Sunday, September 30	Road Ecology: New Approach in Transportation Planning The Missing Link: Integrating Transportation and Land Use Planning (Student Committee Selection)	1:00 - 2:15 pm 2:30 - 3:45 pm	Fairfield Garden
Monday, October 1	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	10:30 - 11:45 am 1:15 - 2:30 pm 3:00 - 4:15 pm 4:30 - 5:45 pm	Garden Valley Crystal Gold
Tuesday, October 2	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	9:00 - 10:15 am 10:30 - 11:45 am 1:30 - 2:45 pm 3:15 - 4:30 pm 4:45 - 6:00 pm	Crystal Valley Garden California Club Regent
Wednesday, October 3	If We Build It, Will They Ride It?	9:00 - 10:15 am	Piedmont

Shelter from the Elements: Housing Elements, Residential Trends, Affordable/Inclusionary Housing			
Sunday, September 30	The Great Wave: Urban Refugees Head for the Hills Getting Small: Living Efficiently and Affordably on a Small Planet (Student Committee Selection)	1:00 - 2:15 pm 2:30 - 3:45 pm	California Crystal
Monday, October 1	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	10:30 - 11:45 am 1:15 - 2:30 pm 3:00 - 4:15 pm	Club Regent Club Regent Club Regent
Tuesday, October 2	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	9:00 - 10:15 am 10:30 - 11:45 am 1:30 - 2:45 pm 1:30 - 2:45 pm 3:15 - 4:30 pm	Sacramento Fairfield Club Regent Sacramento Atherton

Stitching It Together: Public Partnerships, Collaborations, Neighborhood Initiatives			
Sunday, September 30	Change from the Roots: Planners and Neighborhood Associations Work Together	1:00 - 2:15 pm	Empire
Monday, October 1	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?	10:30 - 11:45 am 1:15 - 2:30 pm 3:00 - 4:15 pm 4:30 - 5:45 pm	Gold Gold Garden Valley
Tuesday, October 2	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	9:00 - 10:15 am 10:30 - 11:45 am 4:45 - 6:00 pm	Atherton Empire Fairfield
Wednesday, October 3	From Vision to Sustainable Transformation of San Francisco's Eastern Neighborhoods	9:00 - 10:15 am	Glen Ellen

Waterproofing the Fabric: Water Resources, Stream Restoration, Water Quality, Flood Management			
Sunday, September 30	How Can Smart Growth Improve Water Quality?	2:30 - 3:45 pm	Valley
Monday, October 1	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	10:30 - 11:45 am 1:15 - 2:30 pm 3:00 - 4:15 pm 4:30 - 5:45 pm	California California Gold Empire
Tuesday, October 2	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	9:00 - 10:15 am 10:30 - 11:45 am 1:30 - 2:45 pm 3:15 - 4:30 pm 4:45 - 6:00 pm	Valley Club Regent Gold Gold Garden

Weaving a Community Quilt: Diversity, Communities of Color, Accessibility, Community Outreach			
Sunday, September 30	What Is the State Doing About Environmental Justice?	2:30 - 3:45 pm	California
Monday, October 1	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	10:30 - 11:45 am 1:15 - 2:30 pm 3:00 - 4:15 pm 4:30 - 5:45 pm 4:30 - 5:45 pm	Hillsborough Garden Atherton California Hillsborough
Tuesday, October 2	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	10:30 - 11:45 am 1:30 - 2:45 pm 3:15 - 4:30 pm 4:45 - 6:00 pm	Atherton Valley Sacramento Valley
Wednesday, October 3	Baby Boomers and the Urban Experience: The Next Phase of a Unique Generation	9:00 - 10:15 am	Sacramento

Highlights and Special Events

Special Student Sessions

Sunday, September 30 · 10:15am – 3:45pm

Sunday sessions are suitable for all conference attendees and are complimentary for student planners. The 2007 Conference Committee has selected special sessions of particular interest to student planners and these are noted as a "Student Committee Selection." CCAPA will also host a luncheon to honor the 2007-08 California Planning Foundation scholarship winners.

Student Awards Luncheon

Sunday, September 30 · 11:45am - 12:45pm

Club Regent

Diversity Summit

Sunday, September 30 · 4:00pm – 6:00pm

San José City Hall Rotunda, 200 East Santa Clara Street, San José

Join us for this informative presentation and discussion on planning and diversity. All are invited to attend the first annual CCAPA Diversity Summit. The purpose is to explore accomplishments in the area of ethnic diversity in planning and to identify areas of improvement with specific solutions to help inform the Chapter's ethnicity goals for the next five years. The keynote speaker will be Professor Carla Corroto who is on the faculty at the University of Wisconsin, Whitewater in Sociology and Women's Studies. Her research interests include the intersection of race, ethnicity, social class, and gender in the design professions.

Opening Reception

Sunday, September 30 · 6:30pm – 10:00pm

The Tech Museum of Innovation, 201 South Market Street, San José

You are invited to join us for an evening filled with innovation and technology at the San José Tech Museum of Innovation. Explore the 'Life Tech' exhibit and experience the "how" of machines that keep us alive and technologies which enhance human performance or become a Silicon Valley-style innovator and design your own rollercoaster or build a microchip. Also shake in an earthquake, see under the sea and use gadgets that take us to places we have only been able to imagine! A special viewing of *Adventures in Wild California* and *Hurricane on the Bayou* will be shown in the IMAX theatre.

Poster Session Luncheon

Monday, October 1 · 12:00pm – 1:00pm

Imperial Ballroom

Take a look at the top six posters created by student planners representing current research or showcasing findings from a class project related to this year's theme of Transforming the Urban Fabric. *Poster session descriptions on page 17.*

CPF Silent Auction

Monday, October 1 · 2:30pm – 6:30pm

Regency Foyer

Come by the Exhibit Hall and check out the various items up for bid. Funds generated for this event will go to the California Planning Foundation (CPF) which awarded over \$30,000 in scholarships this year! While having a fun time participating at the auction, you're helping to raise funds for the serious work CPF undertakes every year to provide scholarships to planning students. The Silent Auction will end promptly at 6:30pm, so bid often and check back to see if anyone has outbid you!

CPF Reception and Live Auction

Monday, October 1 · 6:30pm – 8:30pm

Imperial Ballroom

The Silent Auction ends at 6:30pm and then a CPF tradition begins with the Live Auction fundraising event. Come by and check out the various items up for bid ranging from land use planning books to hot air balloon rides, gift baskets, original art and "weekend away" trips. Past raffle prizes have included fine wine, or a crisp \$100 bill and many things in between. Almost \$20,000 was raised last year – let's see if we can break the record this year!

Awards Luncheon

Tuesday, October 2 · 12:00pm – 1:30pm

Imperial Ballroom

Join your colleagues for a special recognition and tribute to those that have been honored in the planning field at the state level. Over 30 awards and honorable mentions will be presented.

CCAPA Leadership Reception

Tuesday, October 2 · 6:00pm – 7:00pm

Crystal Room

Meet your CCAPA leaders and pick their brains on what's coming up for CCAPA. This networking event gives you the opportunity to learn more about the leadership roles within the organization and how to get involved.

Consultants Reception

Tuesday, October 2 · 6:30pm – 8:30pm

Regency Ballroom

Celebrate with over 40 planning consultant exhibitors and find out how they can assist you in the future. Great food, drinks and networking!

Diversity Summit

Sunday, September 30 · 4:00pm – 6:00pm

San José City Hall Rotunda, 200 East Santa Clara Street, San José

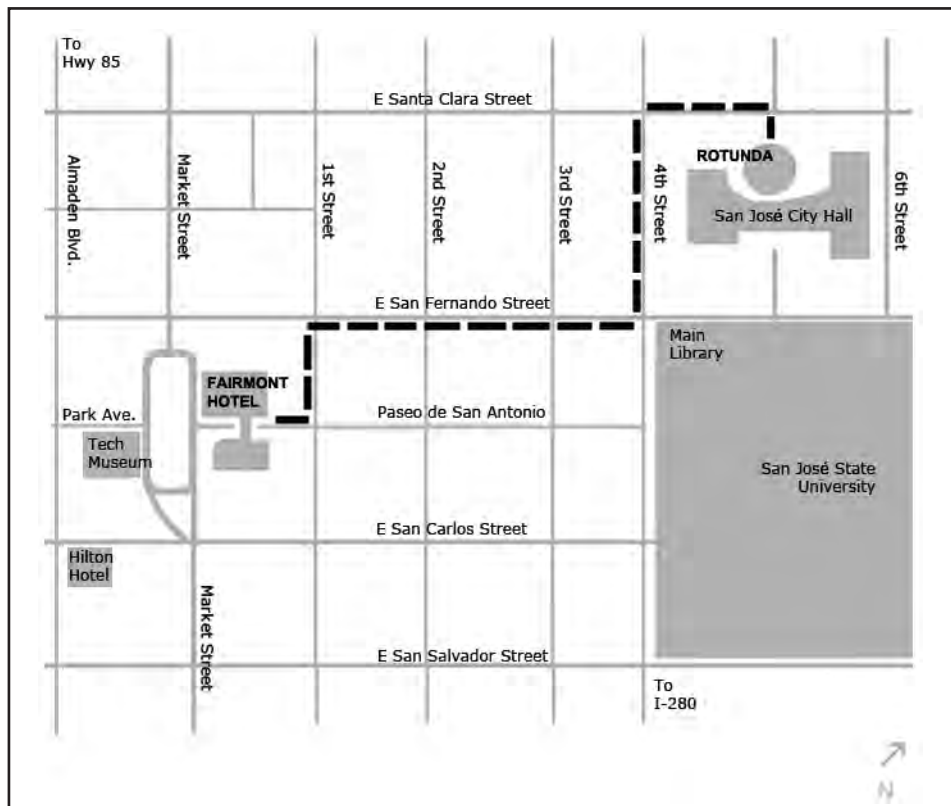
On the first day of the conference (Sunday), you are invited to the first annual CCAPA Diversity Summit from 4:00 – 6:00 p.m. at the San José City Hall Rotunda. The Summit will kick-off with keynote speaker Professor Carla Corroto, who is on the faculty at the University of Wisconsin, Whitewater in Sociology and Women's Studies. Her research interests include the intersection of race, ethnicity, social class, and gender. She is serving on the American Institute of Architects Diversity Committee. Dr. Corroto's publication includes "Maintaining Their Privilege: A Framework for Assessing Minority Inclusion in Architecture Schools."

At the CCAPA Diversity Summit, Dr. Corroto will be exploring why diversity matters. In her words, Dr. Corroto states that "social, economic, political, and environmental problems facing society today are complex and will literally take the brightest and most creative among us to solve. Diversity is about equal opportunity to our most vital institutions and is a social justice issue. Ideally, those in planning should reflect the populations they serve in all their dimensions."



Some of Dr. Corroto's key points are that planners should recognize differences and celebrate diversity – in its ranks and in the communities they serve. This perspective is in contrast to a "color blind society." In the planning profession, those whose perspectives and presence have long been recognized as normative, are privileged relative to "others."

Jeanette Dinwiddie-Moore, AICP, David Salazar, AICP and Michele Rodriguez, AICP wrote a Membership Inclusion proposal which outlines specific steps to be taken in California to increase ethnic diversity in the planning profession. In accepting this proposal, CCAPA added a Membership Inclusion Director position to the state Board and recommended that each of the eight CCAPA Sections do the same. The outcome to the Diversity Summit will help to inform the work programs for these Membership Inclusion Directors and their respective Sections. Please join us for this very exciting event!



Poster Session

Bringing Young Families Back to San Francisco

Brandi de Garneau, Morgan Galli, and Ember Crouch (San José State University)

In 2004, San Francisco had the lowest percentage of children in any major U.S. city. Using a Multiple Criteria Modeling Search, this research identifies the top five San Francisco neighborhoods with "urban hip characteristics" that are attractive to young couples with children. Five factors are developed to evaluate the neighborhoods including: Green Transit to Work; Creative Class Occupations; Gay/Lesbian Households; Married Couples with Children Under 6; and Grandparents Living with Grandchildren (as an inverse factor).

Reduce Sprawling Waistlines and Promote Better Health Through Urban Planning!

Winnie Fong (California State University Sacramento)

Urban sprawl can discourage physical exercise and lead to public health concerns. In an effort to combat obesity and promote overall better health, it is essential to incorporate smart-growth principles in urban planning. This research focuses on the role urban planning can play to create walkable communities that encourage higher levels of physical activity and reduce "sprawling waistlines."

Health and Wellness in Alameda, San Mateo, and Santa Clara Counties: An Urban Planning Prospective

Michael Fossati (San José State University) and Justin Anderson (City of San Carlos)

Recently, public health officials have been investigating the physical environment and land-use policy to see if cities are planning real estate development that incorporates health and wellness in their overall design. Using a map analysis, this research focuses on 39 cities in Alameda, San Mateo and Santa Clara Counties to examine whether land development strategies and techniques that promote physical activity and access to nutritious foods have been used by these cities to plan their communities.

City Tow: Transformation from Car Haven to Community Heaven

Taryn Hanano, Seon Joo Kim, Daniel Krause, and Kanchana Tatipigari (San José State University)

The City Tow project transforms a former 5-acre industrial site in the Five Wounds/Brookwood Terrace neighborhood of San José into a unique transit-oriented residential neighborhood featuring a range of housing options with an "eyes-on-the-street" design approach, play areas, and gathering spaces. In addition, a proposed rail-to-trail project connects residents to the future BART station and creates a "spine" of open space throughout the neighborhood. The meandering trail combines a pedestrian/bicycle path with pockets of open space for recreational activities. Other features of this project design include public plazas, traffic calming features, and retail opportunities.

Measuring the Impact: A Corridor Management Plan Demonstration

Virginia Lingham (University of California Berkeley), Erik Alm (California Center for Innovation Transportation, UC Berkeley), and Dr. Hamed Benouar (California Center for Innovation Transportation, UC Berkeley)

Corridor management planning is an important element to improve mobility by incorporating detailed multi-modal performance measurement and operational analysis into traditional transportation planning efforts. Through a study of three California corridors (I-880 in Oakland; SR-41 in Fresno, and I-5 in Orange County) this project tests new methods of evaluating different investment strategies as possible solutions to mobility problems. Results from this research will be used to design a template for Caltrans to use as a guide to implement successful corridor management plants.

The Gold Line: What Does it Mean to the Urban Fabric of East L.A.?

Hector Solis and Leonard Bechet, Jr. (California State University Pomona)

This project explores how the Los Angeles County Metropolitan Transportation Authority's Gold Line extension into the Boyle Heights neighborhood will impact urban design elements and public space. Specific foci will include transit oriented developments, open space, streetscape design, bicycle lands, portal designs, and public art. In addition, this research will emphasize the revitalization of First Street, the neighborhood's main thoroughfare and route for the Gold Line.

Mobile Workshops

NOTE ON TRANSPORTATION: All mobile workshop transportation will depart in the front of the hotel. Please arrive 15 minutes early.

Monday, October 1, 2007 —10:30am - 5:00pm

MW #1 - Livermore Downtown Revitalization in Action

Located 43 miles east of San Francisco, Livermore features a historic downtown and beautiful wine country containing 36 wineries. Livermore's Downtown Specific Plan has guided public and private investment to transform and revitalize the city's historic downtown. This compact walking tour and wine-country themed lunch will highlight Livermore's award winning streetscape project, public plazas, flexible outdoor dining areas, new movie theater, a new 500-seat performing arts theater, as well as new residential and mixed-use development.

Transportation: Bus and walking

MW #2 - Get Your Shop On: San José Market Center, Santana Row, and Westfield Valley Fair Destination Retail

Post Proposition 13, local economic development strategies encourage sales-tax revenue generators such as shopping centers, car dealers, and driving industries. Visit San José Market Center that invested nearly \$100 million to transform a 40-acre former rail yard into a downtown shopping center that constructed arterial streets, and improved the Guadalupe River Park. Tour and dine at the Santana Row mixed-use project with over 70 shops, 20 restaurants, 6 spas, 1 hotel, and high density residences. Is it a hip neighborhood or a faux main street? Across the street, Westfield Valley Fair located in both San José and Santa Clara continues to be one of the highest grossing retail centers in the country. Learn about the expansion plans at ground zero in the sales tax war between the two cities.

Transportation: Bus and walking

MW #3 - Baghdad-by-the-Bay: San Francisco High Rise Residential Projects and Affordable Housing in Green Projects

Known for bridges, cable cars, hills, and bay views, San Francisco is undergoing transformation with new, diverse residential development. Visit luxury high-rise condominiums, including One Rincon Hill at the foot of the Bay Bridge, to learn what's involved in designing, building, and marketing high-rise projects. See the LEED silver certified Folsom Dore Supportive Apartments. Only in San Francisco, or Scandinavia, could social housing contain a community center, plentiful gardens and bright colors. Its 98 apartments for the homeless, physically disabled, and people with HIV or AIDS are tightly packed with both space and features. You'll not want to miss this urban extra-sensory experience that includes lunch.

Transportation: Bus and walking

Mobile Workshops

Tuesday, October 2, 2007 — 8:30am - 12:00pm

MW #4 - Downtown Gilroy Reeks of Success

Come to the Garlic Capital of the World and see downtown Gilroy beyond outlet stores and big boxes. Gilroy is using a specific plan, form based zoning, and financial incentives to encourage infill development in their downtown. See how these techniques have resulted in streetscape improvements, transit oriented housing, and reuse of unreinforced masonry buildings to create a revitalized downtown, all without redevelopment funds.

Transportation: Bus and walking

MW #5 - A Walk Through Central San José Neighborhoods: Strong Neighborhoods Initiative (SNI) Physical Improvements

The Strong Neighborhoods Initiative in San José is a community-based partnership between the City, Redevelopment Agency, residents, and business owners that has been successful in strengthening 19 neighborhoods located throughout San José. The SNI program delivers neighborhood improvements based on "top ten" priority lists developed from community neighborhood improvement plans. Meet with neighborhood leaders and city staff to find out what has worked, what hasn't worked, and what lies ahead in five SNI neighborhoods.

Transportation: Bus and walking

MW #6 - Does the Shoe Fit? Size 7 House on a Size 6 Lot: San José's Residential Design Tour

San José's exploding housing stock has added approximately 20,000 units since the 2000 Census. This workshop will visit several small lot, detached and townhouse residential projects that have been constructed during this time. You'll see increasingly popular infill housing products proposed by both large and small housing developers. Throughout the tour, planners and developers will lead discussions on issues such as (1) the development review process; (2) negotiations and community involvement; (3) the advantages and disadvantages of each housing design; (4) neighborhood compatibility; and (5) the successes, failures, and lessons learned from each project. The workshop will focus on the recent trend toward urban infill development, and the best ways to successfully design these projects.

Transportation: Bus and walking

MW #7 - Critical Coastal Study Area: Making the Land Use and Water Quality Protection Connection

Learn about the Peninsula's new Critical Coastal Area (CCA) Pilot Project sponsored by a consortium of state agencies, the San Mateo County Fitzgerald Marine Reserve, and the State of California Area of Special Biological Significance. Attendees will arrive at Princeton Harbor, Half Moon Bay which is the embarking point for Mavericks, the winter big-wave surf spot. Princeton Harbor is surrounded by recreational trails, active fault line, agriculture, aviation and Air Force facilities, fishing and boating activities, and dining establishments. From there, attendees will tour the southern boundary of the Critical Coastal Study boundary and view the southern part of the spectacular Fitzgerald Marine Reserve reef, and one of the CCA's largest creeks and marshes.

Transportation: Bus and walking

Mobile Workshops

Tuesday, October 2, 2007 — 1:30pm - 5:00pm

MW #8 - What's Going Down (and Up) in Downtown San José

As the State's first civil settlement in 1777, downtown San José is experiencing its most significant growth in years. Its skyline and urban fabric are being transformed by adaptive reuse of historic buildings and new high-rise mixed-use development. This compact walking tour will focus on the successes and failures of downtown revitalization and historic preservation. You'll learn the stories that preserved city landmarks such as the California Theater, José Theater, and Montgomery Hotel, and see historic districts such as the Downtown Commercial and St. James Square Historic Districts. You'll visit new high-rise mixed-use residential projects such as Axis, 360 Residences, and Tower 88 @ Central Place, and learn about the challenges facing the Downtown Entertainment and SoFa Districts.

Transportation: Walking

MW #9 - From Pervious Pavement to Living Roofs: Immerse Yourself in Design for Water Quality

Explore award-winning storm-water management with experts from the City of San José and Agilent Technologies. The tour includes residential, industrial, and community facility sites that have successfully incorporated innovative designs such as a pervious parking lots, disconnected downspout systems, vegetated swales, water conserving irrigation systems, and a green roof. Learn how sites were designed to promote water quality, how challenges were overcome during design and construction, and issues related to long-term maintenance.

Transportation: Bus and walking

MW #10 - Downtown Mountain View: TOD not SUV

Take a ride on the train and walk the beautiful and bustling downtown Mountain View. Learn how a strategic combination of rail extensions, city policies, transit oriented developments, and an active community have transformed the downtown into a pedestrian and transit friendly, lively destination point for people of all ages. Speak with city officials, downtown developers and community activists who played key roles in creating Mountain View's downtown and learn about their triumphs and frustrations along the way. The tour will highlight projects that have contributed to the success of the downtown area.

Transportation: Bus, train, light rail, and walking

MW #11 - San José Affordable Housing in Green

First Community Housing is an award-winning, non-profit, housing development firm focused on affordable and sustainable housing in San José. This tour will visit the LEED silver certified Gish Apartments with affordable units above a convenience store. You'll see the El Paseo Studios, a green building single-room occupancy (SRO) development, and the Los Esteros Apartments, an affordable housing project undergoing retrofit into a green building.

Transportation: Bus and walking

Sunday, September 30, 2007

CCAPA Board Meeting

9:00am – 3:45pm

Cupertino Room

Special Student Sessions

10:15am – 3:45pm

The 2007 Conference Committee has scheduled a series of sessions geared for student planners. All conference sessions on Sunday are complimentary for student planners. CCAPA will also host a luncheon to honor the 2007-08 California Planning Foundation scholarship winners.

Seven Steps to Planning Sustainability

(Student Committee Selection)

In terms of the sustainable growth of human settlement, what is “just enough”? This presentation introduces, in seven steps, the metrics of ‘Time-Testing,’ ‘Vernacular,’ ‘Pervasive,’ and ‘Virtuous’ to evaluate ‘sustainable solutions’ to determine what’s developable, affordable and broadly accessible without the need for specialists or cause unintended consequences that undermine the core objectives, and proposes five sustainable strategies and techniques: ‘Contained,’ ‘Connected,’ ‘Contextual,’ ‘Adaptable,’ and ‘Conservative’ to describe the means to develop or redevelop sustainable, human environments or settlements, and the need for holistic thinkers and doers. The presentation will introduce strategic and practical ways to make buildings, blocks, neighborhoods, corridors, and communities more sustainable, to meet the needs of the present without compromising the ability of future generations to meet their needs, through currently-available or attainable planning tools and techniques.

Steve Coyle, Principal, HDR Town Planning



Climate Protection - SPF Rated

10:15 am - 11:30 am

Gold Room

Developing Leadership in Young Planners

(Student Committee Selection and California Planning Roundtable (CPR) Session)

How can we effectively develop the leadership skills of young planners so they can raise and address the difficult issues facing their communities and organizations? A panel of seasoned and young planners will engage in a discussion with the audience on why and how we need to build the leadership skills of planners. We will explore several topics, including: Why is leadership an important skill for planners? How do strong leadership skills make planning a more effective, productive and fun profession? What are the most effective ways to mentor leadership skills? How do young planners get a handle on how to be courageous in difficult situations? What actions can young planners take to develop their leadership skills?

Elaine Costello, Community Development Director, City of Mountain View

Tom Jacobson, Professor of Environmental Studies and Planning, Sonoma State University

Mike Moore, Community Development Director, City of Petaluma

Janet Ruggiero, FAICP, Community Development Director, City of Citrus Heights

Grace Song, Associate Planner, City of San Gabriel

Amy Wingfield, Planner II, Comprehensive Planning, Permit and Resource Management Department, County of Sonoma

Gary Helfrich, Planner II, Comprehensive Planning, Permit and Resource Management Department, County of Sonoma



Planner's Sewing Kit

10:15 am - 11:30 am

Crystal Room

Student Awards Luncheon

2007-08 California Planning Foundation scholarship winners.

11:45pm - 12:45pm

Club Regent Room

Sunday, September 30, 2007

12:00pm - 9:00pm

Market Street Foyer

Conference Registration



Climate Protection - SPF Rated

1:00 pm - 2:15 pm

Crystal Room

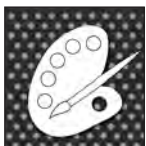
Smart Green Building = Green Smart Growth

Based on 1997-2020 growth projections and recent development densities, California may urbanize 3,200 square miles through 2020. Besides putting pressure on farmland, open space, and wildlife habitat, current development patterns exacerbate pressures on the electricity grid, water supply and delivery, and urban infrastructure, while contributing to climate change. This panel will explore how California policy makers and planners are taking action. We will review strategies for encouraging compact, in-fill development, while harnessing the power of GreenPoint Rated and LEED to ensure those developments are also designed and built green. We will also discuss residential voluntary and municipal mandatory approaches to green building and growth management. Finally, we will summarize the land use, air quality, resource, and economic development challenges facing the San Joaquin Valley and highlight innovative strategies to promote smart growth and green building through the Regional Blueprint process.

Bruce Mast, Development Director, Build It Green

Karen Kho, Program Manager, Green Building in Alameda County

Carol Whiteside, President, Great Valley Center



Designing the Canvas

1:00 pm - 2:15 pm

Valley Room

How Blueprint Planning Can Help Green Your Community

Caltrans initiated the Blueprint Planning Program in 2005 to encourage regional planning that involves a variety of stakeholders and builds consensus for a vision of future land use and transportation. Through funding and capacity building, the program seeks to help metropolitan planning organizations (MPOs) work with other government agencies, the private sector, and the public to produce plans that consider land use, natural resources, and transportation, as well as other local issues. Now in the second year of the program, most MPOs in the state have received Blueprint grants. SAFETEA-LU, the 2005 federal transportation legislation, requires MPOs and state DOTs to consult with resource agencies and to consider environmental mitigation strategies when preparing their long range transportation plans. These new requirements offer an opportunity for transportation and resource agencies to work together early in the planning process and minimize conflicts when transportation projects are built. Panelists will provide their perspectives on the benefits of cross-agency coordination, and how local land use planners and officials are needed to make these efforts work "on the ground."

Carolyn Mulvihill Environmental Protection Specialist, Environmental Review Office, U.S. EPA, Region 9

Marilee Mortenson, Senior Environmental Planner, Caltrans Division of Transportation Planning

David Shabazia, Senior Planner, Sacramento Area Council of Governments

Rich Radmacher, Planner, Open Space Division, Sacramento County Planning Department

Sunday, September 30, 2007

Planning for Healthy Places: Chino's General Plan Update

(Student Committee Selection)

As the public outcry over childhood obesity grows and related health care costs rise, many cities and counties are wondering what they can do. Some are taking innovative approaches to incorporating public health into planning efforts, making health an integral part of all that they do. The City of Chino, in Southern California, is pioneering the incorporation of public health throughout its General Plan update. Public health is the main theme of the plan, leading to a focus on a city that will create a safer, healthier place to live, offer healthy food and transportation choices, and provide access to green spaces that all residents can use. Learn how the public health community, both researchers and the California Department of Health Services, are supporting planners in making the connections between land use and public health.

Dahlia Chazan, Associate, Design, Community & Environment (moderator)

Nicholas Liguori, Principal Planner, City of Chino, Community Development Department

Jeffery Rosenhall, Project Coordinator, Healthy Transportation Network/California Center for Physical Activity

Dr. Lawrence Frank, President, Lawrence Frank and Company (public health consultants)



Health and Security Blanket

1:00 pm - 2:15 pm

Gold Room

What's Next? What Planning Students Need to Know

(Student Committee Selection)

The purpose of the panel is to provide students with tips about making the transition from student to planning professional. After introductory comments by panel members on how they initiated their planning careers and lessons learned to date on their career paths, they will conclude with suggestions on approaches to landing that first important job, including suggested skill sets and other helpful hints. After the initial presentations, a majority of the session will be devoted to a free exchange of questions, suggestions, and ideas between the panel and participants.

Paul Wack, AICP, Professor, City and Regional Planning, Cal Poly, San Luis Obispo; Principal, Jacobson & Wack (moderator)

Matthew Burris, AICP, LEED AP, Urban and Environmental Planner, RBF Consulting

Connie Galambos, Coordinator, The Social Equity Caucus, Urban Habitat

Julie Hawkins, Associate Planner, Community Development Department, City of Mountain View

Carrie Loarie Mayhew, AICP, Planning Project Manager, KTG Group, Irvine



Planner's Sewing Kit

1:00 pm - 2:15 pm

Garden Room

What Do Elected Officials and Decisionmakers Want in Staff Reports?

Public planners often have a fixed format which is used in staff reports to convey information about the project and the applicable policies and findings used for evaluation. Is this information and data being presented in a format which is effectively reaching its target audience: the decision maker? Come hear directly from elected officials and other decision makers on what they expect and look for in staff reports.

Rob Eastwood, AICP, Senior Planner, County of Santa Clara (moderator)

Ken Yeager, Supervisor, 4th District, Santa Clara County

Cindy Chavez, Former Councilmember, District 3, City of San José

Annie Mudge, Planning Commissioner, City of Oakland



Planner's Sewing Kit

1:00 pm - 2:15 pm

Atherton Room

Sunday, September 30, 2007



Seamless Transportation

1:00 pm - 2:15 pm

Fairfield Room

Road Ecology: New Approach in Transportation Planning

Understanding of road ecology will be a key knowledge area for future planners, ecologists and engineers working in local, regional and state government. The increasing demand for transportation mobility requires proactive consideration of the impacts of roads on natural resources to avoid serious irreversible impacts and to achieve the environmental stewardship required in federal transportation planning requirements. We will introduce the field of road ecology with information on how this collaborative planning approach can help planners, ecologists and engineers integrate environmental science into transportation planning. We will present how road ecology can be applied in long-range transportation planning, regional blueprint efforts, habitat conservation and meeting the challenges of integrating multiple planning processes.

Katie Benouar, Regional and Interagency Transportation Planning Manager, Caltrans

Fraser Shilling, PhD, Senior Researcher in Landscape Ecology and Watershed Management, UC Davis

Amy Pettler, AICP, Senior Endangered Species Coordinator and Wildlife Biologist, Caltrans



Shelter from the Elements

1:00 pm - 2:15 pm

California Room

The Great Wave: Urban Refugees Head for the Hills

Rural communities throughout California, particularly foothill and mountain communities, face a rapid influx of new residents—some full-time, some seasonal—from urban areas. This urban to rural migration has changed the character of rural communities, their demographics, and local service demands. Urban refugees are more affluent, have “urban” expectations of government services, and often have different perspectives on local issues than many long-time residents. Older urban refugees can find it challenging to obtain health care and other supportive services. Yet, these new residents provide opportunities for rural communities seeking to diversify their economies. This session will explore the many ways in which urban migration is changing the face of rural communities in California and how local planners can tackle the challenge of a changing future for their communities.

Jeffrey Goldman, Principal, EDAW

Susan Grijalva, Planning Director, Amador County Planning Department

Cheryl Casdorph, Supervising Planner, Kern County Planning Department

Bev Shane, Planning Director, Tuolumne County Community Department Planning Division

Sunday, September 30, 2007

Change from the Roots:

Planners and Neighborhood Associations Work Together

The panel will explore ways planners and grassroots neighborhood organizations collaborate to ensure optimal change. California cities have turned to neighborhood associations to understand issues and encourage change. With different approaches and issues, San Francisco, Los Angeles, and Chico have reached out to cooperate with neighborhood groups and encourage neighborhood-based planning. San Francisco's North of the Panhandle Neighborhood Association formed in response to drug-related crime, proving that dedicated neighborhood groups can implement change. The Mayor's Office turned to local groups to reflect community needs in corridor revitalization. Chico's Housing and Neighborhood Services Department works with neighborhood associations and other community members to develop neighborhood plans and neighborhood priorities. In L.A., a 1999 voter-passed charter formed the Department of Neighborhood Empowerment to promote public participation in government and support a City-wide system of grassroots neighborhood councils. The panel will investigate neighborhood association and planner cooperation; will explore approaches, challenges, and successes; and will provide tools for neighborhood-based planning.

Andrea Nelson, Assistant Planner, PMC (moderator)

Dan Nguyen-Tan, Vice-President, Golden Capital Network

Amy Cohen, Project Manager, Mayor's Office of Economic Development, San Francisco

Raphael Sonenshein, Executive Director, Neighborhood Council Review Commission, Los Angeles

Michele Siqueiros, Neighborhood Commissioner, Los Angeles Department of Neighborhood Empowerment

Debbie Villaseñor, Community Housing Improvement Program

Claudia Stuart, Senior Planner, City of Chico



Stitching It Together

1:00 pm - 2:15 pm

Empire Room

CPR Board Meeting

California Planning Roundtable Board Meeting

2:30pm - 3:45pm

Belvedere Room

General Plans that Make a Difference

Planners are starting to incorporate the concept of sustainability into General Plans being adopted around the state. These plans take different approaches to implementing sustainability, but all work to tie the concepts of environment, economy and equity together. Plans can use strong urban design to help people interact more successfully with their environment and achieve better communities. The City of Newman, a small town in the Central Valley, used sustainability in its General Plan update to preserve agriculture, develop a more consistent community identity, and manage new development within the City. Marin County organized its General Plan into three broad themes reflecting natural systems, the built environment, and socioeconomic considerations and used these themes for both policy development and long-term monitoring of the plan's success. All of these efforts have in common a new idea of what successful comprehensive planning means because they integrate all aspects of sustainability into planning and evaluation.

Dahlia Chazan, Associate, Design, Community & Environment (moderator)

David Early, AICP, Founding Principal, Design, Community & Environment

E. Timothy Parker, Former Planning Commission, Councilmember, and General Plan Advisory Committee member, City of Newman

Alex Hinds, Director, Community Development Agency, County of Marin

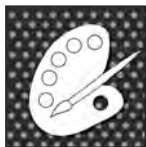


Climate Protection - SPF Rated

2:30 pm - 3:45 pm

Gold Room

Sunday, September 30, 2007



Designing the Canvas

2:30 pm - 3:45 pm

Club Regent

Hillside Development and Open Space:

A Balanced Strategy for Landowners and the Community

Challenging historical or antiquated zoning in hillside? The City of Brea includes a largely undeveloped area of the Puente Hills, lands long perceived by residents as a public resource although the majority of the holdings remain in private hands. Over the course of the past 30+ years Brea has strived to strike a balance between land use controls to realize community goals for retaining open space, while acknowledging private property rights and providing an ability to appropriately develop these sensitive lands. The past several years have brought about new state of the art zoning controls for the hillsides to achieve both these goals.

David M. Crabtree, AICP, City Planner, City of Brea

Mark S. Rogers, Principal, TRG Land

Charles View, AICP, Development Services Director, City of Brea



Health and Security Blanket

2:30 pm - 3:45 pm

Empire Room

Planning for Tomorrow's Healthy Communities

Our nation is suffering from the devastation and cost of chronic disease that affects millions of individuals and our federal government. Through design, communities could promote health and affect the quality of life for their constituents. This session will provide perspectives on the current understanding of the interconnectedness between health issues and land use and how they typically affect communities today.

Panelists will provide different perspectives on: issues faced by new communities versus established communities; how healthy communities should look, feel, and function; and the applicability planning and other professionals have in promoting their development. The session identifies the opportunities and challenges facing communities today and the components that can be incorporated into successful healthy communities. The ideas and concepts will be summarized into a set of assessments and guidelines that promote healthy communities and healthy living.

Aaron Pfannenstiel, Urban Planner, RBF Consulting (moderator)

Dior Hildebrand, Community Liaison Representative, County of Los Angeles Department of Health Services

Maribel De La Torre, City Council Person, City of San Fernando

Hilary Norton Orozco, Senior Vice President of Community Development, Palmer Investments Inc.



Planner's Sewing Kit

2:30 pm - 3:45 pm

Fairfield Room

Staffing Trends: Making Contract Planners a Seamless Extension of City Staff

Recent trends in municipal planning include an increase in the employment of contract planning services. More public agencies are turning to outside consultants to augment their planning staff, but are contract planners really the answer? Contract planners can provide a cost-effective solution to interim vacancies, technical expertise for special projects and management of fluctuating workloads. This interactive session, perfect for public sector planners and consultants alike, will include a discussion of practical ways to increase the efficiency of utilizing contract planners.

Charity Wagner, Senior Planner, RRM Design Group

Eric Angstadt, Strategic Planning Manager, City of Oakland

Lynette Dias, AICP, Principal, RRM Design Group

Margaret Kavanaugh-Lynch, PMC

Debra Sanderson, Acting Land Use Manager, City of Berkeley

Sunday, September 30, 2007

Mitigation Measures: Implemented or Ignored?

A series of statewide surveys suggest that implementation of mitigation monitoring and reporting programs has been uneven since adoption of AB 3180. Find out what public agencies, developers, consultants and advocacy groups have to say about mitigation measure implementation. Results of in-depth interviews reveal trends, obstacles, best practices, and potential solutions. This session will include a debate among key stakeholders in mitigation implementation. Although these groups are instrumental to successful implementation, they often disagree on how best to do it. Questions to spark debate include: A) Are there some mitigation measures that everyone knows will never be implemented? B) Are developers paying their fair share toward the cost of development? C) Are environmental advocacy groups abusing CEQA to halt development? D) Should developers pay an extra fee for mitigation monitoring?

Melyssa Sheeran, Environmental Analyst, HDR

Brian Mendenhall, Santa Clara Valley Water District

Betty Dehoney, HDR

Craig Breon, Consultant



Planner's Sewing Kit

2:30 pm - 3:45 pm

Atherton Room

The Missing Link: Integrating Transportation and Land Use Planning

(Student Committee Selection)

The City of Palo Alto has organized its staff and commissions to integrate the transportation and land use planning functions, recognizing the necessary linkages between the two. In this session, City staff will describe several plans and projects demonstrating the integration of the two disciplines, including:

- Charleston-Arastradero Corridor Improvements: Roadway, bicycle and pedestrian improvements to anticipate housing growth while providing for pedestrian and school crossing safety.
- Pedestrian and Transit Oriented Development Zoning: A zoning overlay in proximity to the California Avenue Station.
- El Camino Real/Stanford Ave. Improvements and Design Guidelines: Pedestrian and bicycle safety improvements at a key intersection, and context-sensitive design guidelines along El Camino Real.
- Mayfield Agreement: A Development Agreement with Stanford University to provide a major recreation facility and additional research and housing development in conjunction with transportation demand management measures.

Gayle Likens, Transportation Manager, City of Palo Alto Department of Planning and Community Environment

Curtis Williams, AICP, Assistant Director, City of Palo Alto Department of Planning and Community Environment



Seamless Transportation

2:30 pm - 3:45 pm

Garden Room

Sunday, September 30, 2007



Shelter from the Elements

2:30 pm - 3:45 pm

Crystal Room

Getting Small: Living Efficiently and Affordably on a Small Planet

(Student Committee Selection)

Land and construction costs in the State of California have increasingly made homeownership, and even housing, an economic challenge if not a pipe dream. Urban sprawl has increasingly impacted the agricultural landscape of a state known worldwide for its agricultural economy. The impacts of rapid growth, sprawl, increased population and transportation needs have had alarming effects on the environment. Architect Teddy Cruz, Author/Builder Shay Solomon, and Santa Cruz's Community Development Manager Carol Berg have launched innovative explorations of the concepts of "household", "sustainable design", "density" and "infill development". Come discover the antidote to new urbanism's "fake façade of difference without considering the lifestyle of the community", quoting Cruz, for California's increasing affordable housing needs-based, aging-in-place and immigrant-based populations. Each speaker has worked with need based development and design to confront the restrictions imposed by outdated code and regulation, garnering design and development awards along the way.

Janet Myles, Housing and Community Development Representative, California Department of Housing and Community Development, Housing Policy Division (moderator)

Shay Solomon, Author, Carpenter, Construction Manager, Small House Society

Estudio Teddy Cruz, Architect, Author, Living Rooms at the Border

Carol Berg, Housing and Community Development Manager, City of Santa Cruz



Waterproofing the Fabric

2:30 pm - 3:45 pm

Valley Room

How Can Smart Growth Improve Water Quality?

Stormwater runoff is a leading source of water pollution, and stormwater regulations are becoming increasingly stringent to address this problem. Growing numbers of projects are required to include "low impact" designs to reduce the amount of runoff, and treat runoff to remove pollutants. At the same time, many cities are embracing smart growth principles to accommodate more growth in less area, create vibrant urban centers and preserve open space. This session explores the growing need for planners to integrate low impact designs with smart growth, to help communities protect aquatic habitats, improve water quality, and meet regulatory requirements, while accommodating growth. Case studies from San Francisco and San José will highlight smart growth projects with effective site-specific stormwater controls, and address common policy and programmatic challenges to implementation.

Laura Prickett, AICP, Senior Scientist, EOA Inc./Santa Clara Valley Urban Runoff Pollution Prevention Program (moderator)

Clark Wilson, Urban Designer, US Environmental Protection Agency, Development, Community and Environment Division

Jack Sylvan, Redevelopment Project Director, San Francisco Mayor's Office of Base Reuse and Development

Jeff Oberdorfer, FAIA, CDS, Executive Director, First Community Housing

Sunday, September 30, 2007

What Is the State Doing About Environmental Justice?

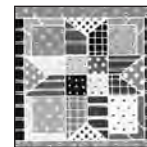
Though the term Environmental Justice was coined two decades ago and borne of environmental conflicts between low-income residents and toxic disposal sites, the concept now pervades other areas of planning. Environmental analysis of project impacts upon poor communities is no longer limited to dump sites, but also extends to many other projects. In years past, environmental justice issues, if not disregarded and dismissed, were often treated as local or regional issues, without much need for state level responses. This panel will describe different state level environmental justice objectives and approaches. Three state agencies will be represented: Business, Transportation and Housing (Caltrans), Cal EPA, and Resources (Energy Commission), and well as one grass roots or local panelist to balance the panel. Panelists will explore the crucial component of achieving diversity in policy formulation and decision-making. Audience participation is expected to elicit dialogue about whether there is a theory/action gap, where policy implementation priorities lie, whether local/state practices are congruent, and where improvements to state approaches are identifiable.

Robert W. Cervantes, Office of Policy Analysis and Research, Caltrans Division of Transportation Planning (moderator)

Javier Aguirre, Senior Policy Aide, Santa Clara County Supervisor Blanca Alvarado

Dale Edwards, former Environmental Justice Coordinator, California Energy Commission

Cynthia Gomez, Branch Chief, Native American Branch, Office of Regional and Interagency Planning, Caltrans Division of Transportation Planning



Weaving a Community Quilt

2:30 pm - 3:45 pm

California Room

Diversity Summit

Join us for this informative presentation and discussion on planning and diversity. All are invited to attend the first annual CCAPA Diversity Summit. The purpose is to explore accomplishments in the area of ethnic diversity in planning and to identify areas of improvement with specific solutions to help inform the Chapter's ethnicity goals for the next five years. The keynote speaker will be Professor Carla Corroto who is on the faculty at the University of Wisconsin, Whitewater in Sociology and Women's Studies. Her research interests include the intersection of race, ethnicity, social class, and gender in the design professions.

4:00pm - 6:00pm

San José City Hall Rotunda
200 East Santa Clara Street,
San José

Opening Reception

You are invited to join us for an evening filled with innovation and technology at the San José Tech Museum of Innovation. Explore the 'Life Tech' exhibit and experience the "how" of machines that keep us alive and technologies which enhance human performance or become a Silicon Valley-style innovator and design your own rollercoaster or build a microchip. Also shake in an earthquake, see under the sea and use gadgets that take us to places we have only been able to imagine! A special viewing of *Adventures in Wild California* and *Hurricane on the Bayou* will be shown in the IMAX theatre.

6:30pm - 10:00pm

The Tech Museum of Innovation
201 South Market Street
San José

Monday, October 1, 2007

Continental Breakfast

7:30am - 8:30am

Regency Ballroom

Conference Registration

7:30am - 6:30pm

Market Street Foyer

Opening Plenary Session

Carl Guardino, President and CEO, Silicon Valley Leadership Group

8:30am - 10:15am

Imperial Ballroom

California's Changing Climate (Part I):

AB32 and Reducing Your City's Carbon Footprint

The recent passage of AB32 leads to many questions of how counties and cities will address global warming. While the state will take an active role in reducing our greenhouse gas emissions, inevitably much of the responsibility will be placed on local cities and counties. This interactive session will discuss how planners can evaluate a plan's greenhouse gas impact and communicate a project's greenhouse gas impact to the region. The session will discuss pending state legislation that could impact local planning policies and transportation policy, how regional growth patterns impact climate change, and methods for evaluating a plan's CO2 costs. It will also discuss mitigation measures to reduce your city's carbon footprint, such as carbon development impact fees, regional carbon banks, and green building programs. As these efforts are only beginning to take root in California, we welcome other planners discuss their experience and strategies for addressing global warming and how planners can apply these efforts in their city.

Alexander Quinn, Senior Associate, Bay Area Economics

Joe DiStefano, AICP, Senior Associate, Calthorpe Associates

Stuart Cohen, Executive Director, Transportation and Land Use Coalition



Climate Protection - SPF Rated

10:30 am - 11:45 am

Crystal Room

Implementing a Regional Vision (Part I):

New Orientations to Transit-Oriented Development

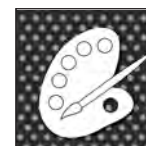
What's the best way to respond when a new rail station is coming to your community? What are the opportunities and challenges this amenity will present? How can you plan a TOD that is economically feasible, respectful of the existing context and pleasant place to live? This panel features speakers from three different Bay Area cities who are working to implement TOD plans on sites. The City of Livermore created a plan for medium-density residential development bordered by industrial development. The City of Richmond has facilitated the construction of new development at the intermodal Richmond BART and Amtrak Station. In Santa Rosa, City staff and community members contributed to the development of a plan for intensification in the already-thriving downtown, in response to a potential future rail station. Take advantage of the lessons these planners have learned and gain a better understanding of how TOD can fit, within, and make better use of, your community.

James Corless, Senior Planner, Metropolitan Transportation Commission

Steve Stewart, AICP, Senior Planner, City of Livermore

Ken MacNab, Senior Planner, City of Santa Rosa

Alan Walken, Director, Richmond Community Redevelopment Agency

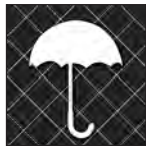


Designing the Canvas

10:30 am - 11:45 am

Atherton Room

Monday, October 1, 2007



Shelter from the Elements

10:30 am - 11:45 am

Club Regent Room

Housing Element Update (Part I): Tailoring the Urban Landscape

In 2008 and 2009, most local agencies will find themselves revising their elements. This is the first of two coordinated sessions that will examine the opportunities provided by housing element updates to utilize innovative approaches to accommodate growth. This session will include an overview of housing element requirements with an emphasis on designating adequate sites, and recent legislative changes, and discuss design compatibility issues using form-based codes and how effective design and density relates to the implementation of housing elements.

Melinda Coy, State Department of Housing and Community Development (moderator)

Paul McDougall, Policy Specialist, State Department of Housing and Community Development

Kerrin T. West, Associate AIA, Partner in Charge, BSB Design, Western Regional Office



Waterproofing the Fabric

10:30 am - 11:45 am

California Room

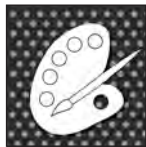
Restoring Urban Rivers (Part I): Greener Visions of the Concrete Box

This session describes the historic problems and new directions in urban stream management. It includes the public agency perspective, guidance for successful projects and regulatory requirements guiding the new vision for urban waterways. During urbanization, streams were channelized to minimize flood and safety hazards and maximize developable land. In response to the dramatic loss of habitat, recreation, and aesthetics, support for environmental river management was established 40 years ago, but implementation has been slow. This paradigm shift requires changes in the mission and structure of agencies, new design tools, and a cooperative regulatory approach. From an agency perspective, the mandate provided to the water district to manage and improve streams in Santa Clara County will be described. Then, a broader discussion of successful approaches throughout California will be provided. Finally, an overview of the evolving regulations on urban impacts (hydromodification) and the implications for urban river management will be described.

Jeffrey Haltiner, PhD, P.E., Vice President; PWA, Ltd (moderator)

Stan Williams, Chief Executive Officer, Santa Clara Valley Water District

Christie Beeman, Associate Principal, PWA, Ltd.



Designing the Canvas

10:30 am - 11:45 am

Valley Room

Overlay Districts: A New Tool for Managing Urban Development

In rapidly growing urban areas, cities are struggling with the velocity and volume of multi-family and mixed-use development as developers seek infill sites for new construction to replace dwindling supplies of suburban land. However, there is a new planning tool gaining popularity as a way for municipalities and developers to guide and control this type of development—a tool referred to as an urban overlay zone. The overlay zone provides the zoning structure for higher density, mixed-use development in areas that aren't generally zoned for housing, such as business complexes where there are existing concentrations of industrial, retail, and office properties. This program will discuss how this tool is being implemented in progressive California cities, including Anaheim (Platinum Triangle) and Irvine (Irvine Business Complex).

Sheri Vander Dussen, Planning Director, City of Anaheim

Steve Kellenberg, Principal, EDAW

Doug Williford, AICP, Director of Community Development, City of Irvine

Monday, October 1, 2007

Planner Emeritus Network (PEN) Session: Successful Infill Projects - Past, Present and Future

Planners seek to encourage urban infill, while redevelopment officials see infill as one approach to a successful redevelopment project, and developers look for opportunities to build in urban centers. This Planner Emeritus Network (PEN) session will present what the people who have been involved in infill projects think about what it takes to make a successful project, what difficulties were encountered in undertaking a project, what can planners do to assure a successful project, and why some proposed projects are seen as opportunities and others are not. This presentation will focus on successful infill projects completed in California in the past twenty years, projects recently completed and the type of infill projects we may expect in the future. Our speakers are people who have substantial experience in determining what uses should be included, know the potential financial hurdles that have to be overcome, and recognize that not all parties may view the proposed project as a "great idea."

William Anderson, FAICP, Director of City Planning and Community Investment, City of San Diego

Brian Jones, President, Forest City West, Commercial Group

Allen Wayne Warren, President/CEO, New Faze Development



Emerging Patterns

10:30 am - 11:45 am

Sacramento Room

AICP Exam Preparation Workshop

The AICP exam is administered via computer-based testing with two two-week test periods offered each year, one in May and one in November, providing flexibility for AICP candidates both in terms of selection of testing dates and locations. Come and learn about the AICP exam application procedures; how to navigate through the exam on the computer; the structure, format and key topics of the exam; and available materials and exam preparation workshops tentatively scheduled for the May 2008 exam testing period.

Kimberly Christensen, AICP, CCAPA VP Professional Development; Planning Manager, City of El Segundo



Planner's Sewing Kit

10:30 am - 11:45 am

Empire Room

Non-Traditional Transportation Improvements on State Routes

Increasingly, cities in California are looking toward non-traditional multimodal transportation treatments on State Routes. Examples include transit priority treatments, and boulevard or parkway treatments. Oftentimes, these projects face design challenges, including state highway design standards which are not intended for application to multimodal transportation facilities in the urban road network. Increasingly, Caltrans is coordinating with local agencies to consider exceptions to their design standards and even to promote new policies and design guidelines, such as those developed by the Caltrans BRT Task Force. However, the pace and extent of these changes is not always commensurate with local needs. This panel addresses lessons learned in the process of implementing non-traditional projects on state routes; new perspectives for making multimodal improvements to state routes located in the urban street network; and how to strengthen future partnerships.

José Luis Moscovich, Executive Director, San Francisco County Transportation Authority

Jim Cunradi, Bus Rapid Transit Project Manager, Alameda-Contra Costa Transit District

Jean Finney, District Office Chief, Transit and Community Planning, Caltrans District 4

Barrow Emerson, Senior Transportation Planner, San Diego Association of Governments

Lee Saage, Manager, Doyle Drive Environmental and Design Study, San Francisco County Transportation Authority



Seamless Transportation

10:30 am - 11:45 am

Garden Room

Monday, October 1, 2007



Stitching It Together

10:30 am - 11:45 am

Gold Room

Is California Ready for Complex Urban Development?

It is time for the California planning profession to address a core issue. Is this state – its government, its industry, and its people – actually ready to accept and implement complex urbanism? To transform the urban fabric requires a new planning paradigm. But are Californians – not just California planners — really ready for Smart Growth? Is California somehow immune to Smart Growth principles? Or are shortcomings in the new paradigm preventing its general adoption and application in California? This will not be a polite presentation. It will be staged in the format of an Oxford-style academic debate, with winners and losers. The rigorous framework of academic debate, with strong reasoning and forceful rhetoric, is a rare sight in the working life of California planners. You will see and hear the clash of ideas, according to formal rules, by forceful and skilled debaters, on the most important proposition facing this generation of the profession.

John King, Urban Design Writer, San Francisco Chronicle (moderator)

John Anderson, Vice President of Planning and Design, New Urban Builders

Marjorie Macris, FAICP, Consulting Planner, based in Mill Valley

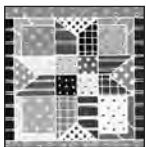
Stefanos Polyzoides, Principal, Moule + Polyzoides, Pasadena

David Sargent, Senior Associate, Moule + Polyzoides, Pasadena

Al Zelinka, AICP, CMSM, Principal/Senior Associate, Urban Design Studio, RBF Consulting

Mike McKeever, Executive Director, Sacramento Area Council of Governments

Marie Jones, Community Development Director, City of Fort Bragg



Weaving a Community Quilt

10:30 am - 11:45 am

Hillsborough Room

Cultural Element:

Diversity, Outreach and Involvement in Planning

This session presents fundamentals of engaging ethnic communities in urban planning projects. Three speakers present unique case studies about projects that opened lines of communication and allowed for meaningful dialogue among consultant teams, agencies and ethnic or non-English-speaking communities. Shared lessons learned will help you hone your own outreach tools. Come to this moderated session to learn the fundamentals of engaging non-traditional audiences and underserved communities in your urban planning project. Listen to three speakers present their own unique case studies about projects that opened lines of communication and allowed for meaningful dialogue among consultant teams, agencies and ethnic or non-English-speaking communities. Lessons learned will be shared to help you hone your own outreach tools.

Claudia Unhold, Urban Planning Team Leader, Jones & Stokes (moderator)

Janet Barbieri, Community Affairs Practice Leader, Jones & Stokes

Karen Linehan Williams, Community Affairs Team Leader, Jones & Stokes

Mark Butala, Program Manager, Southern California Association of Governments (SCAG).

Monday, October 1, 2007

MW #1 - Livermore Downtown Revitalization in Action

Located 43 miles east of San Francisco, Livermore features a historic downtown and beautiful wine country containing 36 wineries. Livermore's Downtown Specific Plan has guided public and private investment to transform and revitalize the city's historic downtown. This compact walking tour and wine-country themed lunch will highlight Livermore's award winning streetscape project, public plazas, flexible outdoor dining areas, new movie theater, a new 500-seat performing arts theater, as well as new residential and mixed-use development.

Transportation: Bus and walking

10:30am - 5:00pm

NOTE ON TRANSPORTATION:

All mobile workshop transportation will depart in the front of the hotel. Please arrive 15 minutes early.

MW #2 - Get Your Shop On: San José Market Center, Santana Row, and Westfield Valley Fair Destination Retail

Post Proposition 13, local economic development strategies encourage sales-tax revenue generators such as shopping centers, car dealers, and driving industries. Visit San José Market Center that invested nearly \$100 million to transform a 40-acre former rail yard into a downtown shopping center that constructed arterial streets, and improved the Guadalupe River Park. Tour and dine at the Santana Row mixed-use project with over 70 shops, 20 restaurants, 6 spas, 1 hotel, and high density residences. Is it a hip neighborhood or a faux main street? Across the street, Westfield Valley Fair located in both San José and Santa Clara continues to be one of the highest grossing retail centers in the country. Learn about the expansion plans at ground zero in the sales tax war between the two cities.

Transportation: Bus and walking

MW #3 - Baghdad-by-the-Bay: San Francisco High Rise Residential Projects and Affordable Housing in Green Projects

Known for bridges, cable cars, hills, and bay views, San Francisco is undergoing transformation with new, diverse residential development. Visit luxury high-rise condominiums, including One Rincon Hill at the foot of the Bay Bridge, to learn what's involved in designing, building, and marketing high-rise projects. See the LEED silver certified Folsom Dore Supportive Apartments. Only in San Francisco, or Scandinavia, could social housing contain a community center, plentiful gardens and bright colors. Its 98 apartments for the homeless, physically disabled, and people with HIV or AIDS are tightly packed with both space and features. You'll not want to miss this urban extra-sensory experience that includes lunch.

Transportation: Bus and walking

Poster Session Luncheon

Take a look at the top six posters created by student planners representing current research or showcasing findings from a class project related to this year's theme of Transforming the Urban Fabric. Lunch will be served.

12:00pm - 1:00pm

Imperial Ballroom

CCAPA Professional Development Officer Meeting

1:15pm - 2:30pm

Belvedere Room

Monday, October 1, 2007



Climate Protection - SPF Rated

1:15 pm - 2:30 pm

Crystal Room

California's Changing Climate (Part II): The Ultimate CEQA Cumulative Impact

Climate change is a topic of local, regional, national, and international interest. With the passage of AB32, California has engaged in a long-term program to reduce greenhouse gas emissions. As CEQA requires the analysis of cumulative environmental impacts for publicly initiated and permitted projects, lead agencies face challenges in how to address climate change in the CEQA process. Climate change can also affect the context in which some projects are advanced, for example, with potential sea level rise. This session will discuss CEQA strategies, approaches, and challenges to establishing baselines, inventory emissions, assessing project level contributions, determining significance, and identifying feasible mitigation.

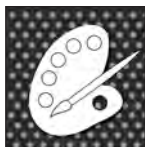
Terry Rivasplata, AICP, Senior Environmental Planner, Jones & Stokes

Tony Held, Ph.D., P.E., Air Pollution Engineer, Jones & Stokes

Jim Moose, Partner, Remy, Thomas, Moose, and Manley, LLP

Alicia Guerra, Partner, Cox, Castle & Nicholson, LLP

Rich Walter, Principal/Project Director, Jones & Stokes



Designing the Canvas

1:15 pm - 2:30 pm

Atherton Room

Implementing a Regional Vision (Part II): Engaging the Local Response

This session will examine both local development and transportation projects designed to implement a regional strategy for Smart Growth in San Diego. The City of Solana Beach Mixed Use Train Station project is one of the outstanding examples of Transit Oriented Development (TOD), yet local opposition to density has mired its approval process. On the other hand, the City of Lemon Grove's Downtown Specific Plan, also a high density TOD, has found significant support in the community. This session will explore these various approaches taken by each community, the transit district, and the local COG (SANDAG), and explore pathways for success.

Brian Mooney, Principal, Jones & Stokes (moderator)

Graham Mitchell, City Manager, City of Lemon Grove

Lance Schulte, AICP, Economic Development Administrator, North County Transit District

Carolina Gregor, Senior Regional Planner, San Diego Association of Governments

William B. Chopyk, AICP, Director of Planning and Development Services, City of La Mesa

Monday, October 1, 2007

Housing Element Update (Part II): Shaping Your City's Future

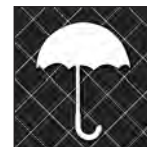
This is the second of two coordinated sessions that will examine the opportunities provided by housing element updates to develop innovative approaches to accommodate growth. Housing element law requires that approximately 40 percent of sites must be zoned at densities suitable for low income housing — usually 20 to 30 units per acre in metropolitan areas. This session will focus on how to utilize these requirements to create opportunities for smart growth, transit-oriented development, and regional blueprint implementation and will identify issues related to getting credit for mixed use and commercially zoned sites as adequate housing sites. The session will focus on the experience of the San Diego County agencies, which were the first in the State to meet the new statutory requirements and were faced with the often conflicting demands of State law, housing advocates, and local communities.

Amy DeVaudrevil, Attorney, Goldfarb & Lipman Attorneys (moderator)

Susan Baldwin, AICP, Senior Regional Planner, San Diego Association of Governments

Barbara Kautz, FAICP, Attorney, Goldfarb & Lipman Attorneys

Betsy McCullough, AICP, Deputy Planning Director, City of San Diego Planning and Community Investment Department



Shelter from the Elements

1:15 pm - 2:30 pm

Club Regent Room

Restoring Urban Rivers (Part II): The Los Angeles River

With a 30-year, approximate \$2 billion plan in place, the City of Los Angeles has embarked on an important citywide Los Angeles River Revitalization Master Plan effort. The plan will ensure a region-wide evaluation of the potential uses, opportunities and constraints on the Los Angeles River. The goal is to guide future recreational use, storm water management and other development along the river for future generations. The master plan encompasses more than 30 miles of the 51-mile river and is a fundamental concern for numerous public agencies and planners. Flood control, open space, habitat restoration, sustainability, public access to the river, and water quality, are just a few of the major concerns of the community at large. Attendees will learn about one of the largest river revitalization efforts in the nation and planning solutions fundamental to the river's success.

Ed P. Reyes, City Council, City of Los Angeles

Gary Lee Moore, P.E., City Engineer, City of Los Angeles

Vaughan Davies, Principal, Director of Urban Design, EDAW/AECOM

Perry Cardoza, Principal, NUVIS Landscape Architecture and Planning



Waterproofing the Fabric

1:15 pm - 2:30 pm

California Room

Monday, October 1, 2007



Emerging Patterns

1:15 pm - 2:30 pm

Empire Room

“Ground-Truthing” Smart Growth and New Urbanist Developments

This panel addresses opportunities for new urbanist/smart growth developments to improve sustainability at the ground level by incorporating creative landscape principles that mitigate on-site the impacts from the resulting urbanization; such as increased urban runoff and heat island effect. The purpose of this presentation is to discuss factors at multiple levels that both support and hinder successful implementation of these principles. From existing and emerging planning policies and regulations to site planning trends, physical design, construction and cost realities, the audience will receive tangible take-home messages that can better inform planning and design decisions at all levels.

Shay Boutillier, Associate Environmental Specialist, Tahoe Regional Planning Agency

Sarah Sutton, ASLA, Principal, Design, Community & Environment

Ellen Hanak, Program Director, Public Policy Institute of California

Jill Bicknell, M.S., P.E, Managing Engineer, EOA, Inc.



Emerging Patterns

1:15 pm - 2:30 pm

Hillsborough Room

“Hot” Planning Topics in the California Legislature

Find out what the California Legislature has been up to in 2007 and how their efforts will affect our work as planners in the future. CCAPA has a new Legislative Platform this year and the Chapter is very active on legislative issues through its Legislative Review Teams and lobbying efforts. This conference session will provide an overview of several hot topics in the Legislature for 2007: Flood control is a very hot topic again this year as the legislature is certain to pass bills that will include new flood hazard planning requirements for general plans and a road map for increasing flood protection in central valley areas. We will also provide an overview of the bills aimed at reducing greenhouse gas emissions through various planning tools, including regional plans, transportation plans and local general plans. And more! Find out how you can be a part of CCAPA's voice in Sacramento.

Sande George, CCAPA Executive Director and Lobbyist

Pete Parkinson, AICP, CCAPA Vice-President for Policy & Legislation

Monday, October 1, 2007

Connecting Urban Design and Public Health: A Health Policy Element for Richmond, CA

The City of Richmond has embarked upon a comprehensive general plan update process that will reflect its community values and vision, address long-term issues, and move Richmond into the 21st century. A critical element of the plan is the development of a Health Policy Element (HEP). The HEP will evaluate the overall health and wellness of the community through a Health Impact Assessment; analyze existing public health policies; develop new policies, design guidelines and zoning regulations as appropriate for comprehensive public information and training program; and reach out to the community through extensive public involvement program. The final Richmond General Plan will include the seven mandatory elements, the HEP, and elements for economic development; education; public facilities and infrastructure; and arts, culture and historic resources. The plan will be a model for California cities who want to use the plan update process to create tangible lasting change for their community. This session will discuss the process, elements and objectives of this unique planning project and how the lessons and policy elements can be transferred to other communities.

Daniel Iacofano, FAICP, Principal, MIG

Richard Mitchell, Director of Planning, City of Richmond

Rajiv Bhatia, MD, MPH, AICP, Director, Occupational and Environmental Health, Department of Public Health, San Francisco

Tracey Rattray, Director, Community Wellness & Prevention Program, Contra Costa Health Services



Health and Security Blanket

1:15 pm - 2:30 pm

Sacramento Room

Mythbusting Common Traffic Calming Misconceptions

What does it mean to reside on a "livable" street and how does traffic affect livability? How can you effectively use resident input for traffic planning? Does calming really increase resident satisfaction? The answers to these questions and more will be addressed in this session, which presents thought-provoking data from several residential calming projects and research conducted in the city of Palo Alto, California.

Representing consulting, city planning, and academia, our speakers will share their findings in an engaging "Mythbusters" style, providing attendees with new perspectives on co-managing resident satisfaction and suburban traffic. Currently, there is great interest in the urban planning and traffic engineering communities towards context sensitive street design. This session provides concrete guidance on how resident-based context sensitive issues can practically be incorporated into municipal projects.

Joe Kott, AICP, Senior Transportation Project Manager, Wilbur Smith Associates

Katherine Cushing, Ph. D., Assistant Professor, Environmental Studies Department, San José State University

Jim West, Vice President, Kimley-Horn

John Schoolery, CEO, DataCycles-Millennium Broadcast, Inc.



Seamless Transportation

1:15 pm - 2:30 pm

Valley Room

Monday, October 1, 2007



Stitching It Together

1:15 pm - 2:30 pm

Gold Room

Can't We Just All Get Along?

Supersizing Public Agency Collaboration

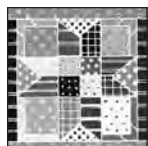
In these days of dwindling budgets, "jurisdictional fiefdoms" are going the way of the mastodon. Two major initiatives occurring in the Bay Area, the Grand Boulevard Initiative (GBI) and the Regional Housing Needs Allocation (RHNA) have fostered a new creative, solution-based vision for dynamic multi-agency collaboration. The GBI is a collaboration of 29 cities, counties, local and regional agencies united to improve the performance, safety and aesthetics of El Camino Real. The goal of the GBI is to produce a coordinated series of policy decisions for improving connectivity and integration of the boulevard throughout Santa Clara and San Mateo counties. As provided in State law, San Mateo County has formed a subregion, through 100% consent of all County jurisdictions, to implement the next round of the 2007-2014 RHNA process. The subregion provides unprecedented autonomy in a process previously criticized for a lack of local involvement. It is a "grand experiment" that has been monitored throughout the State for its effectiveness.

Andrea Ouse, AICP, Principal, LSA Associates, Inc. (moderator)

Michael Garvey, Consultant to the Grand Boulevard Initiative, Grand Boulevard Initiative

Duane Bay, Director of Housing, San Mateo County

Corinne Goodrich, Manager, Special Projects, San Mateo County Transit District



Weaving a Community Quilt

1:15 pm - 2:30 pm

Garden Room

When Projects Go South:

Techniques for Resolving Planning Controversies

Techniques for resolving planning controversies are reviewed in three presentations which cover the approaches planners use to regain trust through public meetings, the application of mediation tools, and management of the hearing process. Time is reserved for audience comment, so come prepared to share your experiences.

Sara Kocher, AICP, PhD, Principal, Sara Kocher Consulting

Doreen Liberto-Blanck, AICP, MDR, ACR, President, Earth Design, Inc.

Alex Hinds, Director, Marin County Community Development Agency

2:30pm - 3:00pm

Regency Ballroom

Break

2:30pm - 6:30pm

Regency Foyer

CPF Silent Auction

Come by the Exhibit Hall and check out the various items up for bid. Funds generated for this event will go to the California Planning Foundation (CPF) which awarded over \$30,000 in scholarships this year! While having a fun time participating at the auction, you're helping to raise funds for the serious work CPF undertakes every year to provide scholarships to planning students. The Silent Auction will end promptly at 6:30pm, so bid often and check back to see if anyone has outbid you!

Monday, October 1, 2007

CPF Board Meeting

California Planning Foundation Board Meeting

3:00pm – 4:15pm

Belvedere Room

Land Use Connection to Air Quality: Indirect Source Review (ISR) Programs

Though required by the California Clean Air Act, Air Pollution Control Districts were hesitant in implementing ISR programs because they did not look forward to the challenges and lawsuits that are expected from the development community. One Air District went forward with an ISR program over 12 years ago. It was developed cooperatively with the development community and has been operating successfully for all these years. In this session, we will elaborate the lessons learned and controversial challenges faced during the development and implementation of an ISR program by Placer County APCD. Second, we will discuss a workable framework to evaluate both the implementation and emission reduction reality of ISR programs. Presenters will describe the development of a research program and protocols that can be used by all stakeholders to evaluate ISR programs and will list the areas that need further research to produce real-world emission reductions from new land use developments.

Walter Arenstein, President, Writrac Consulting

Asim Zia, Professor, Environmental Studies Department, San José State University

David Calkins, Independent consultant

Dr. John Holtzclaw, Ph.D., Independent consultant

Kathryn Phillips, California Clean Air for Life Campaign for Environmental Defense



Climate Protection - SPF Rated

3:00 pm - 4:15 pm

Hillsborough Room

Monetizing Sustainability: Turning Green into Green

This session will discuss critical strategies to implement sustainability in California from three disciplines: architecture, planning and law. Emphasis will be placed on three major examples: (1) solar and alternative energy systems including building orientation; (2) rain storage and water recycling and reuse; and (3) integration into new towns, master planned communities and existing urban settings. Particular focus will be placed on the incentives needed to attract developers to invest in sustainable design including: savings from design of buildings, infrastructure and energy systems; monetizing the long range savings of sustainability into up-front economic gain for developers modernizing zoning, subdivision and environmental code incentives to stimulate sustainability, new urbanism and regional smart growth.

Dr. Robert H. Freilich, Special Land Use Counsel, Paul, Hastings, Janofsky & Walker, Los Angeles

Stefanos Polyzoides, Moule & Polyzoides, Pasadena, and Co-founder, Congress of New Urbanism



Climate Protection - SPF Rated

3:00 pm - 4:15 pm

California Room

Challenges and Changes in Redevelopment and Eminent Domain

Legislation adopted in 2006 makes significant changes in redevelopment and eminent domain practices that will impact the use of redevelopment and eminent domain powers, including changes to the blight definitions and the process for adopting and amending redevelopment plans. Other legislation adopted this year changes the definitions of predominantly urbanized, requires agencies to adopt ordinances detailing their eminent domain programs, and imposes new procedures for eminent domain proceedings. This panel will discuss the implications of the new legislation for redevelopment agencies and cities, discuss ways to evidence the new blight definitions, changes to eminent domain planning and implementation and discuss prospects for future state and federal eminent domain legislation.

Lee Rosenthal, Attorney, Goldfarb & Lipman Attorneys

Karen Tiedemann, Attorney, Goldfarb & Lipman Attorneys



Emerging Patterns

3:00 pm - 4:15 pm

Sacramento Room

Monday, October 1, 2007



Health and Security Blanket

3:00 pm - 4:15 pm

Empire Room

Land Use for the People?

Planning for Health and Social Justice in Oakland

A growing set of approaches from Smart Growth to Livable Communities demonstrates the resurgence in efforts to reunite planning with public health. Yet these efforts, in the way they actually unfold, often do not directly address everyday quality of life and social justice concerns within urban neighborhoods nor do they exhibit an understanding of how disparities in health have resulted from deliberate and unintended consequences of planning decisions. At the intersection of social justice, public health and land-use planning concerns is a vibrant landscape of community-driven efforts to reverse existing environmental health disparities linked to poor planning decisions and approaches. This session explores this landscape and presents the outcomes of a yearlong effort in the City of Oakland to incorporate community health/equity objectives into the existing land-use decision-making process. These efforts will be evaluated in the context of input from public health professionals, planners, and community stakeholders.

David Ralston, Neighborhood Commercial Revitalization Project Manager, City of Oakland, Community and Economic Development Agency (moderator)

Lisa Feldstein, Principal, Lisa Feldstein Consulting

Swati Prakash, Program Director of the Community Strategies for Sustainability & Justice Program, Pacific Institute



Planner's Sewing Kit

3:00 pm - 4:15 pm

Valley Room

Planners on the Campaign Trail:

To Endorse or Not Endorse Local Candidates and Ballot Measures

Political advocacy at the local level can be risky. But if "...all politics is local...", then maybe APA should have a stronger voice during local elections. The Central Coast Section has launched a pilot political endorsement program. By engaging candidates when they are most captive – prior to election – we have established our voice in local politics as well as an effective communications program that advances our principles and AICP's code of ethics. But political endorsements by non-profit organizations are challenging. The IRS code allows CCAPA and its member organizations to conduct certain political activities. Hear the strategy that protects our non-profit status while engaging in advocacy campaigns. A "tool-kit" for Section Boards will be presented including protocols for choosing relevant campaigns and suggested bylaw language revisions. Hear how to tie your local outreach to the CCAPA's legislative platform and how to build bridges with other organizations. As an alternative to formal endorsements, candidate debates and focused interviews are programs that can help educate our membership. Hear how APA is leveraging this communications program with an eye towards fundraising, influence and an annual membership drive.

Jay Higgins, AICP, Central Coast Section Director Elect

Robert Teneyck, Principal, Ideocore

Steven A. Amerikaner, Principal Attorney, Hatch & Parent

Alec Bash, AICP, President, Democracy Action, 2005 APA Conference Committee

Monday, October 1, 2007

Smart Parking for Smart Communities

This panel discussion will provide an overview of innovative parking strategies that communities throughout California are implementing to provide better management of parking to support new transit-oriented developments, development in downtown locations and urban infill projects. The panel is comprised of experienced professionals with a number of different perspectives on parking strategies, including a parking planning consultant, a developer who has successfully incorporated innovating parking strategies into his projects, a city planner who has implemented innovative parking practices in his jurisdiction, and an academic researcher who has studied effective measures to manage parking. Attendees will gain an understanding of some of the latest innovations to manage parking in a wide range of locations from urban transit stations to fast growing suburban town centers to historic rural downtowns.

F. Kenya Wheeler, AICP, Senior Planner, San Francisco Bay Area Rapid Transit District

Bill Hurrell, P.E., Regional Vice President, Wilbur Smith Associates

Dan Zack, AICP, Downtown Development Coordinator, City of Redwood City

Patrick Kennedy, Owner, Panoramic Interests

Dr. Rick Willson, Ph.D., Professor and Chair, Department of Urban Planning, California Polytechnic State University, Pomona

Valerie Knepper, Transportation Planner/Analyst, Metropolitan Transportation Commission



Seamless Transportation

3:00 pm - 4:15 pm

Crystal Room

Santa Clara: A Market-based Approach to Affordable Housing Ownership

Inclusionary Zoning has long been championed by advocates as one solution to the housing affordability crisis and as a means to ensure that the American Dream of homeownership doesn't disappear for hardworking Californians. Like many panaceas that have preceded, it doesn't always work and the cure may leave severe side effects for the patient. This session provides an interactive panel discussion of the City of Santa Clara's innovative Below Market Price Purchase Program and how it uses a market-based approach to address State housing production mandates and specifically the common issues associated with local inclusionary ownership housing programs. Specific items addressed by "The Santa Clara Model" include policy considerations of wealth building vs. long term affordability, monitoring, unit administration, resale, a funding source for replacement units to fulfill the City's long term affordable housing obligations.

Kevin Riley, AICP, Director of Planning & Inspection, City of Santa Clara (moderator)

Jeffrey Pedersen, Housing and Community Services Division Manager, City of Santa Clara

Edward Moncrief, Executive Director and Vice President of Real Estate, Neighborhood Housing Services, Silicon Valley

Charles McKeag, Vice President, Land Acquisition and Development, SCS Development Co. (dba Citation Homes)

Jonel Jackson, Regional Builder Manager, First Horizon Home Loans



Shelter from the Elements

3:00 pm - 4:15 pm

Club Regent Room

Monday, October 1, 2007



Stitching It Together

3:00 pm - 4:15 pm

Garden Room

Partnerships and Smart Growth Lead to Successful Schools and Communities

The average public school is over 40 years old and needs critical repair; however, most schools use ineffective models that impair urban environments, such as singularity of uses, isolation from surrounding community, and poor pedestrian/transportation planning. Using Smart Growth concepts, planners now have an opportunity to respond to changing demographics and employ ways to link schools with communities. A team of professionals will discuss how partnerships, cross-collaboration, and the principles of Smart Growth can improve not only schools, but communities as well. Key issues discussed will include:

- The effects of today's inefficient school models and how they inhibit the creation of successful communities;
- How partnerships between cities, schools and industry professionals can provide successful learning environments and a better quality of life;
- Educational, social and financial benefits of applying Smart Growth principles; and
- How good design and planning can create optimal learning environments and closer communities.

Pamela Touschner, AIA, Partner, WWCOT Architects (moderator)

Sherianne Cotterell, Superintendent, Rio School District

Tony Talamante, Community Director, Shea Homes, LLC

Matthew Winegar, Director of Development Services, City of Oxnard

Mark Wareham, Director of Planning, Keller-CMS

John Metoyer, Director of Construction, Keller-CMS



Waterproofing the Fabric

3:00 pm - 4:15 pm

Gold Room

Planning Water-wise Developments in California: Integrating Solutions for Multiple Benefits

How and where development occurs has enormous implications for water quality and availability. A variety of planning and design strategies can be used to alleviate the impacts of development on water resources including smart growth, Low Impact Development, and watershed planning. It is important to understand how these strategies fit together, particularly as regulatory mechanisms designed to address development impacts begin to drive planning and development decisions. While some practices address impacts at the site level, they may also contribute to sprawl. A key question is how to coordinate site scale strategies with broader community planning goals. This session will clarify connections between water and land use and illustrate how redevelopment, infill, and mixing uses can be coordinated with green site design solutions to meet multiple benefits. Speakers will stress the importance of integrating solutions and highlight projects that meet water management needs while addressing other community planning goals.

Judy Corbett, Executive Director, Local Government Commission

Laurel Prevetti, Deputy Director of Planning, City of San José

Clark Wilson, Urban Designer, US Environmental Protection Agency, Development, Community and Environment Division

Monday, October 1, 2007

Transportation Planning for Immigrant Communities in California

Although immigrants comprised over 25% of the population of California in 2000, little is known about the challenges immigrants face in meeting their daily travel needs. Census data show that immigrants carpool and use transit at much higher rates than the rest of the population, but the reasons for these differences and the implications for immigrant households are not well documented. To remedy this gap, Caltrans recently funded a project designed to transportation agencies in the state with an essential foundation for more effectively meeting the needs of immigrant communities. The results of the project, including extensive analysis of Census data and findings from focus groups and interviews with community based organizations, are compiled on a CD-ROM for easy access by planners. In this session, presentations of key findings from the research are followed by a panel discussion of the implications for planning.

Lacey Symons, Junior Planner, Sacramento Area Council of Governments (SACOG)

Frank Taylor, Research Project Manager, Division of Research and Innovation, California Department of Transportation



Weaving a Community Quilt

3:00 pm - 4:15 pm

Atherton Room

PEN Annual Meeting

Planner Emeritus Network Annual Meeting

4:30pm - 5:45pm

Belevedere Room

Green Industry: An Essential Thread in a Strong Urban Fabric

Manufacturing is crucial to California's economy, supporting as much as 30 percent of its employment and underwriting the state's competitiveness and standard of living. At the same time, offshoring, a falling dollar and diminishing oil reserves have exposed the risk of depending on distant sources for our energy and consumer goods. Yet industry figures in prevailing visions of urban California mainly as a ruin (brownfields, blight). Taking the East Bay Area as its "lab," a diverse panel will highlight manufacturing's essential contribution to our cities' economic resilience, environmental sustainability and equitable workforce development. The session will also address the challenge of re-industrialization in the context of the current urban housing renaissance and offer strategies for balancing new housing and green-collar jobs.

Nancy Nadel, Oakland City Council, District 3

Margot Prado Lederer, AICP, Industrial and Brownfields Specialist, City of Oakland

Mary Lou Van Deventer, Corporate Secretary and Operations Manager, Urban Ore

Zelda Bronstein, Former Chair, Berkeley Planning Commission



Climate Protection - SPF Rated

4:30 pm - 5:45 pm

Sacramento Room

Monday, October 1, 2007



Emerging Patterns

4:30 pm - 5:45 pm

Crystal Room

Implementing Infill Development: Moving Beyond CEQA

Infill development, encouraged by the state to promote more efficient land use, is hampered at the local level by narrowly defined CEQA thresholds. Efforts to design sustainable infill development are impeded by regulatory and environmental constraints derived from the historical focus on green field development. This workshop assembles key thinkers working on the design of environmentally sustainable developments and CEQA reform for infill development. The goal is to stimulate dialogue between land use planners, CEQA consultants, scientists, and legislative analysts regarding infill development, and to develop specific directives for CEQA reform. The workshop will cover which regulations must change for successful infill development and the specific changes to CEQA that the legislature should consider to eliminate the conflict between state mandates for infill development and CEQA's definition of what constitutes an infill development with minimal environmental impacts.

Rachel Struglia, Ph.D., AICP, Director of Environmental Services, The Planning Center

Heather Rosenberg, CTG Energetics, Inc.

Terry Rivasplata, AICP, Jones and Stokes

Michael Seman, Board of Directors of the Fulton El Camino Recreational Park District

Brian Smith, AICP, City of Santa Maria

Curtis E. Alling, AICP, Vice President, EDAW



Health and Security Blanket

4:30 pm - 5:45 pm

Garden Room

It's a Bird . . . It's a Plane . . . It's a Flightpath!

Airports, Encroachment and Compatible Land Use

Aviation has played an important role in California's history and economy for over a century. But times change: aircraft are larger, louder, and greater in number, and once remote airports are now surrounded by ever-growing cities and suburbs. Learn about California's approach to compatible land use and how jurisdictions and planners can work together to resolve conflicts between airports and their neighbors. Representatives from Caltrans, Bay Area counties, and consultants will discuss the challenges associated with maintaining California's airport system despite pressure from developers to redevelop airport lands for other uses. Learn about Airport Land Use Commissions, how Airport Land Use Compatibility Plans are developed and used, and learn about the new topics that will be addressed in Caltrans forthcoming edition of the California Airport Land Use Planning Handbook.

Lisa Harmon, Senior Project Manager, ESA Airports Division (moderator)

Joanne Hutton-McDermott, Land Use Planner, Caltrans' Division of Aeronautics

David Carbone, Senior Planner, San Mateo County

Cynthia Horvath, Senior Transportation Planner, Alameda County

Ken Brody, Senior Airport Planner, Mead & Hunt, and primary author of the California Land Use Planning Handbook

Monday, October 1, 2007

Public Engagement Through Web 2.0

Everyone is talking about Web 2.0 – teenagers are addicted to YouTube and MySpace, and millions worldwide are blogging – yet many planners and companies are not embracing Web 2.0 and the benefits it can provide. Web 2.0 has no specific definition, although the topic is discussed and debated on thousands of websites. One website describes it as “giving people the flexibility to find, organize, share and create information in a locally meaningful fashion that is globally accessible.” In whatever context Web 2.0 is used, the new tools available can help planners widely distribute information and encourage public engagement. This presentation will highlight how others have been advancing the planning profession by using Web 2.0-type technologies, and will demonstrate how planners can use these tools and resources to foster discussion and collaboration.

Eric Fredericks, Executive Director, Walkable Neighborhoods

Dustin Luther, Director of Interactive Marketing, Move.com



Planner's Sewing Kit

4:30 pm - 5:45 pm

Atherton Room

Professional Development: How to Move Your Career Forward

Did you know that over 35,000 people work as Planners in the United States? Yet this amazingly diverse and wonderful profession, even bright and talented planners get “stuck” in their careers. The nature of the workforce has changed dramatically over the last decade. Many once “rising stars”, now mid-career professionals, have placed their careers on autopilot and have not strategically assessed their careers since they decided to become planners. The workshop will explore important issues they didn’t teach you in planning school and will provide attendees with the tools they need to move forward. The session will focus on strategies for career mobility including discovering hidden opportunities in your organization; becoming a leader when you are not in charge; determining if your career has stagnated; getting “unstuck” and how to refocus; curing burnout; acknowledging when it’s time to jump ship; and career action.

Alex Meyerhoff, Community Development Director

Leslie Meyerhoff, AICP, Principal, Harvey Meyerhoff

Patricia Nevins, CEO, Planning Consultants

Hope Sullivan, AICP, Director of Planning and Building, Town of Woodside



Planner's Sewing Kit

4:30 pm - 5:45 pm

Club Regent Room

Monday, October 1, 2007



Seamless Transportation

4:30 pm - 5:45 pm

Gold Room

Measuring Up:

Four Key Transportation Reforms for Improved Livability

Want to promote infill development and create safer, more beautiful streets? This session will explore how outdated "policy fossils" often hinder communities from meeting these goals, and discuss 4 tools to help your community "measure up" to better transportation outcomes. Commonly used auto-centric Level of Service (LOS) measures generally overestimate car trips for infill, mixed-use, and transit-oriented development and do little to improve conditions for transit passengers, pedestrians, and bicyclists. This session will draw on the expertise of a panel currently developing real-world solutions to this problem. The 4 key reforms that will help communities measure up are:

- Establishing performance measures for all streets and modes.
- Revising auto LOS impact measures with multi-modal impact measures.
- Establishing traffic impact fees that encourage low-traffic development.
- Developing streetscape design standards consistent with multimodal performance measures.

Niko Letunic, Founding Principal, Eisen | Letunic

Rachel Hiatt, Senior Transportation Planner, San Francisco County Transportation Authority

Clark Wilson, Associate Principal, Community Design + Architecture

Jessica ter Schure, Senior Associate, Nelson\Nygaard Consulting Associates



Stitching It Together

4:30 pm - 5:45 pm

Valley Room

Planning for Child Care and Early Education: Where, How and Why?

Quality child care is a key component of a healthy, livable community. Planners play an important role in this through making short-term land use and zoning decisions while envisioning long-range planning. Integrating child care services and facilities into regional and local planning process supports a range of community and economic development activities that planners promote such as housing development, employment opportunities, traffic reduction, and creation of vital centers of social activity. In this panel, we will first examine what we mean by child care/preschool and measuring quality. Then, referencing the recent Alameda County Early Care and Education for All Plan, we will discuss data, such as local demographics and childcare supply and demand, needed to plan for accessible high-quality child care, and the challenges to accessing this information. We will also present available resources, including strategies to create partnerships and cross-professional collaborations that can result in comprehensive, family-friendly communities.

Sara Press, AICP, Associate, Design, Community & Environment (moderator)

Laura Keeley-Saldana, Director of Early Childhood, UC Berkeley

Diane Early, Early Child Education Specialist

Alexander Quinn, Senior Associate, EDAW

Monday, October 1, 2007

Urban Habitat Restoration: Challenges Facing Planners

In order to meet regulatory and environmental compliance requirements, planners and other environmental professionals often become involved in restoring plant communities to mitigate for the loss of habitat associated with residential and commercial development, flood protection, or water supply infrastructure projects, or to provide recreational or other amenities for local communities. In an urban setting these projects often need to achieve multiple objectives – flood protection, recreation, fish and wildlife habitat – and may require complex analyses to ensure that the project meets the success criteria established by the permitting agencies. Through the use of case studies, speakers will present the technical issues and analyses associated with each project to provide attendees with a basic understanding of key elements that need to be considered as part of urban restoration projects. Speakers will also present the challenges and the “lessons learned” from their experiences planning and implementing restoration projects in the Bay Area.

Kevin MacKay, Principal, Jones & Stokes (moderator)

Tania Pollak, Natural Resources Planner, Presidio Trust

Jeff Peters, Geomorphologist, Jones & Stokes

Steve Seville, Civil Engineer, Jones & Stokes

Harry Oakes, Restoration Ecologist, Jones & Stokes



Waterproofing the Fabric

4:30 pm - 5:45 pm

Empire Room

Working with Native American Tribes: Consultation and Coordination

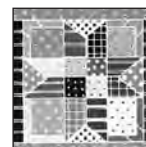
The session will provide a brief history of Tribes in California, tribal governance and tribal cultural laws, highlight state and federal consultation requirements, provide examples of MOU's and other agreements between tribes and government entities, and provide basics for consulting with tribal governments. State law requires consultation with Tribes during the local planning process and anytime Native American remains are uncovered. Federal laws and regulations require state and local agencies to consult with tribes on a variety of issues. City, county and regional governments need to have processes in place to meet the notice and consultation requirements that are required by state and federal laws. Pre-consultation with tribes can help to reduce delays, shorten timelines, ensure appropriate involvement from stakeholder groups and lead to better working relationships between government entities and Tribes. The panel will consist of planning professionals, tribal attorneys, tribal members and cultural specialists.

Scott Morgan, Senior Planner and Assistant Deputy Director, State Clearinghouse and Planning Unit, Governor's Office of Planning and Research (OPR) (moderator and speaker)

Michelle LaPena, Attorney, Member of Pit River Indian Tribe

Alison Harvey, Executive Director, California Tribal Business Alliance

Cynthia Gomez, Chief of the Native American Liaison Branch, California Department of Transportation (Caltrans)

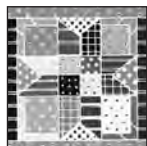


Weaving a Community Quilt

4:30 pm - 5:45 pm

California Room

Monday, October 1, 2007



Weaving a Community Quilt

4:30 pm - 5:45 pm

Hillsborough Room

Community Planning Process: Conducting Walking and Virtual Tours

City staff and citizens are exploring their communities and visiting others to learn new ideas and see on-the-ground projects, as part of community-based planning processes. This session will demonstrate the value of conducting walking and virtual tours as part of a planning process and include "how to" tips to plan your own tour.

Suzanne Rynne, Community Planner, RBF Consulting/Urban Design Studio

Jennifer Gates, Assistant Planner, City of San Clemente

6:30pm - 8:30pm

Imperial Ballroom

CPF Reception and Live Auction

The Silent Auction ends at 6:30pm and then a CPF tradition begins with the Live Auction fundraising event. Come by and check out the various items up for bid ranging from land use planning books to hot air balloon rides, gift baskets, original art and "weekend away" trips. Past raffle prizes have included fine wine, or a crisp \$100 bill and many things in between. Almost \$20,000 was raised last year – let's see if we can break the record this year!

Tuesday, October 2, 2007

Continental Breakfast

7:30am - 9:00am

Regency Ballroom

Conference Registration

7:30am - 6:30pm

Market Street Foyer

MW #4 - Downtown Gilroy Reeks of Success

Come to the Garlic Capital of the World and see downtown Gilroy beyond outlet stores and big boxes. Gilroy is using a specific plan, form based zoning, and financial incentives to encourage infill development in their downtown. See how these techniques have resulted in streetscape improvements, transit oriented housing, and reuse of unreinforced masonry buildings to create a revitalized downtown, all without redevelopment funds.

Transportation: Bus and walking

8:30am - 12:00pm

NOTE ON TRANSPORTATION:

All mobile workshop transportation will depart in the front of the hotel.

Please arrive
15 minutes early.

MW #5 - A Walk Through Central San José Neighborhoods: Strong Neighborhoods Initiative (SNI) Physical Improvements

The Strong Neighborhoods Initiative in San José is a community-based partnership between the City, Redevelopment Agency, residents, and business owners that has been successful in strengthening 19 neighborhoods located throughout San José. The SNI program delivers neighborhood improvements based on "top ten" priority lists developed from community neighborhood improvement plans. Meet with neighborhood leaders and city staff to find out what has worked, what hasn't worked, and what lies ahead in five SNI neighborhoods.

Transportation: Bus and walking

MW #6 - Does the Shoe Fit? Size 7 house on a Size 6 lot: San José's Residential Design Tour

San José's exploding housing stock has added approximately 20,000 units since the 2000 Census. This workshop will visit several small lot, detached and townhouse residential projects that have been constructed during this time. You'll see increasingly popular infill housing products proposed by both large and small housing developers. Throughout the tour, planners and developers will lead discussions on issues such as (1) the development review process; (2) negotiations and community involvement; (3) the advantages and disadvantages of each housing design; (4) neighborhood compatibility; and (5) the successes, failures, and lessons learned from each project. The workshop will focus on the recent trend toward urban infill development, and the best ways to successfully design these projects.

Transportation: Bus and walking

Tuesday, October 2, 2007

8:30am - 12:00pm

NOTE ON

TRANSPORTATION:

All mobile workshop transportation will depart in the front of the hotel.

Please arrive
15 minutes early.

MW #7 - Critical Coastal Study Area: Making the Land Use and Water Quality Protection Connection

Learn about the Peninsula's new Critical Coastal Area (CCA) Pilot Project sponsored by a consortium of state agencies, the San Mateo County Fitzgerald Marine Reserve, and the State of California Area of Special Biological Significance. Attendees will arrive at Princeton Harbor, Half Moon Bay which is the embarking point for Mavericks, the winter big-wave surf spot. Princeton Harbor is surrounded by recreational trails, active fault line, agriculture, aviation and Air Force facilities, fishing and boating activities, and dining establishments. From there, attendees will tour the southern boundary of the Critical Coastal Study boundary and view the southern part of the spectacular Fitzgerald Marine Reserve reef, and one of the CCA's largest creeks and marshes.

Transportation: Bus and walking



Climate Protection - SPF Rated

9:00 am - 10:15 am

Empire Room

Retooling Suburbia:

Planning Sustainable Communities in Marin and Beyond

Until recently, planners have usually been on the back bench when it came to addressing global sustainability issues. In collaboration with the Global Footprint Network and the International Council for Local Environmental Initiatives (ICLEI) the Marin County Community Development Agency was the first local planning agency to analyze its ecological footprint – and has since set ambitious targets to address climate change and the need to reduce our dependence on fossil fuels. How can a local planning department reduce their jurisdiction's ecological footprint and greenhouse gas emissions? How will results be achieved and measured? Marin County programs can provide a model for others to explore sustainable development techniques through collaboration with local governments and non-profits. This session will review three local and global initiatives: the Ecological Footprint; Climate Protection; and the Countywide Plan.

Dawn Weisz, Coordinator, Sustainability Team, Marin Community Development Agency (moderator)

Mathis Wackernagel, Ph.D., Executive Director, Global Footprint Network

Michelle Wyman, Executive Director, US Office, International Council for Local Environmental Initiatives

Alex Hinds, Director, Marin County Community Development Agency

Tuesday, October 2, 2007

Beyond the Visioning Process:

State-wide Perspectives on Regional Growth

California is a state of regions. Eighty percent of California's 36 million people live in the four major urban areas of the state: Los Angeles, Sacramento, San Diego and the San Francisco Bay Area. These regions will absorb the majority of the state's population growth. In response to anticipated growth, regional policies have been adopted to hopefully curb inefficient, energy consuming sprawl development. Regional policies call for more housing to be built in existing communities and at "infill" locations, especially near transit. Over the last five years, Sacramento, the San Francisco Bay Area, Los Angeles and San Diego's regional agencies have each developed innovative regional "plans" to direct growth into these region-supporting areas. Panelists will discuss these regional plans; while Michael Teitz, Senior Fellow at PPIC, will comment on what real influence these plans may have over actual local land use planning and development around the state.

Mark Pisano, Executive Director, Southern California Association of Governments

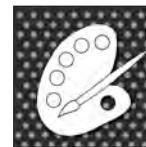
Bob Leiter, Planning Director, San Diego Association of Governments

Ken Kirkey, Planning Director, Association of Bay Area Governments

Mike McKeever, Executive Director, Sacramento Area Council of Governments

Michael Teitz, Senior Fellow, Public Policy Institute of California (PPIC)

Elisa Barbour, Policy Analyst, Public Policy Institute of California (PPIC)



Designing the Canvas

9:00 am - 10:15 am

Club Regent Room

Property Rights, Takings and Exactions:

A Legal and Practical Update for Planners

Every year sees changes to the law governing property rights, "takings," and conditions to development approvals. This year is no exception. This panel will cover relevant background information on takings and will identify the "state of the art" for these topics. The panel will also discuss new pronouncements from the courts. An additional feature will be "a planner's guide to takings litigation," which will focus on two topics: 1) how to create an administrative record to enhance legal defensibility against takings challenges; and 2) the anatomy of a takings lawsuit – how is it filed, what it means, can I be held personally liable, etc. In addition, the panel will look at the aftermath of California's Proposition 90, a controversial statewide measure that failed on the 2006 ballot but that will be back before California voters in revised form.

Thomas Jacobson, JD, MCP, AICP, Professor, Dept. of Environmental Studies and Planning

Sonoma State University

Vivian Kahn, FAICP, Associate Principal, Dyett and Bhatia

Andrew Schwartz, Esq., Shute, Mihaly & Weinberger

Bill Higgins, Esq., League of California Cities



Emerging Patterns

9:00 am - 10:15 am

Gold Room

Tuesday, October 2, 2007



Health and Security Blanket

9:00 am - 10:15 am

California Room

Time for a Checkup:

Understanding the Health Impacts of Planning

California's communities are seeking ways to create healthier places, but what is a healthy place? How can health impacts be measured? Can healthy urban form be profitable for developers, or do communities have to choose between good health and a healthy economy? This workshop will seek to answer these questions. We will:

- Examine LEED-ND for its potential as a healthy planning tool;
- Introduce participants to Health Impact Assessments, a methodology for evaluating potential health impacts of plans and developments;
- Explore the San Francisco Department of Public Health's Healthy Development Measurement Tool, another evaluation instrument; and
- Learn what it takes to make all of the pieces fit together from a developer who has successfully collaborated with public health and planning professionals to create healthier developments.

Participants will gain insight into getting the right partners at the table for creating healthier communities.

Robert Ogilvie, Director, Land Use and Health Program, Public Health Policy Institute (moderator)

Matthew Raimi, AICP, President, Raimi & Associates, Inc.

Jonathan Heller, Ph.D., Project Director, Human Impact Partners

John Anderson, Vice President of Planning and Design, New Urban Builders

Margaret Gordon, Co-Chair, West Oakland Environmental Indicators Project, Pacific Institute



Planner's Sewing Kit

9:00 am - 10:15 am

Garden Room

The Care and Feeding of Your Planning Commission

A well-run, smoothly functioning Commission can make the work of a planning agency so much easier. What are you doing to help your Commission and its members to be knowledgeable, confident, good listeners and sound decision makers? As staff providing support to such Commissions, how can we effectively prepare them to assume their responsibilities, provide them with ongoing support, maintain constructive working relationships with them, and address problems with the Commission such as poor public perception, uneven attendance, and disrespectful Commissioners? The panel includes both agency staff and community members who have served as Commissioners who will share their ideas about how to improve and maintain a high-functioning Commission. In this session, we will present a checklist of ideas, solicit input on other techniques and provide a forum for the audience to share their ideas.

Colette Meunier, AICP, Senior Planner, LSA Associates

Kathy Garcia, FASLA, CCAPA Planning Commissioner Representative

Darcy Kremin, AICP, Design Review Commission, City of Walnut Creek

Lynn Osborn, Planning Commissioner, Town of Danville

Mark Rhoades, AICP, former Planning Manager, City of Berkeley

Tuesday, October 2, 2007

Mapping Tools for Workforce Development, Economics and Planning

This presentation will demonstrate the "work2future GeoMapper" web GIS application for the City of San José's Workforce Development Division. This web GIS application provides analytical capability across a variety of time-series datasets that include employers, work force, occupations, demographics and housing.

Won Yi, President, Wn Techvision

Cheryl Parker, Principal, Urban Explorer



Planner's Sewing Kit

9:00 am - 10:15 am

Fairfield Room

Breaking a Planning Taboo: CEQA Review without Automobile LOS Analysis

The practice of evaluating and mitigating congestion impacts to motorists under CEQA is riddled with significant perverse consequences for sustainable transportation and land use planning. Our panelists will examine pioneering efforts by San Francisco and San José to resolve this conundrum by reforming their CEQA analyses of congestion impacts.

Niko Letunic, Founding Principal, Eisen | Letunic

Hans F. Larsen, Deputy Director, City of San José Department of Transportation

Christopher Ferrell, PhD, Senior Transportation Planner, Dowling Associates, Inc.

Rachel Hiatt, Senior Transportation Planner, San Francisco County Transportation Authority

Andy Thornley, Program Director, San Francisco Bicycle Coalition



Seamless Transportation

9:00 am - 10:15 am

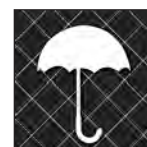
Crystal Room

Creating Green, Healthy Affordable Housing

Perspectives from a San José Non-Profit Affordable Housing Developer: an overview of "green" affordable housing presented by First Community Housing – a non-profit developer recognized as a pioneer in greening affordable housing. The focus of the session will be on urban infill, transit-oriented, multifamily housing. Topics will include: "eco-passes," parking, Brownfields, LEED Certification and design issues. Planning policies that assist affordable, infill development will be highlighted. Case studies will discuss: the advantages of green building to tenants and the community at large, partnering with retail developers, the costs of "greening" affordable housing, and "greening" existing multi-family properties.

Gary Schoennauer, FAICP, Principal, Schoennauer Company, and Chairperson, First Community Housing Board of Directors

Jeff Oberdorfer, FAIA, CDS, Executive Director, First Community Housing



Shelter from the Elements

9:00 am - 10:15 am

Sacramento Room

Tuesday, October 2, 2007



Stitching It Together

9:00 am - 10:15 am

Atherton Room

Getting on the Same Track: Partnerships in TOD Planning

Transit-Oriented Development (TOD) is a widely accepted smart growth trend and is heavily endorsed as a necessary solution for achieving regional and local sustainability. Planning and implementing a successful TOD, however, is often complex and requires the collaboration of the private and public sectors. The session will discuss challenges, opportunities, common issues, and solutions related to creating and fostering partnerships with:

- Transit agencies
- Local, regional and state agencies
- Community, business and historic groups
- Major property owners and developers

The session will also include a discussion of how partnerships can play a key role in resolving a variety of specific issues concerning TOD planning. Case studies of recent TOD planning efforts in the cities San Leandro and Santa Clara will be highlighted to provide working examples of successful partnerships.

Tim Chan, Senior Planner, BART (moderator)

Hanson Hom, AICP, Director of Community Development, City of Sunnyvale

Marian Lee, Principal Planner, VTA



Waterproofing the Fabric

9:00 am - 10:15 am

Valley Room

Farm to City: Urban-Rural Links in Agricultural Preservation

From the coastal valleys to the Central Valley to the desert, planners are challenged to find new approaches to preserve agriculture. Increasingly, agricultural preservation means saving the farm not just farmland. Sustaining viable farm economies is inseparable from preserving farmland and working landscapes. Also, Californians are more aware of the quality and source of their food. Local food systems security takes on real importance amid threats in a global economy. A diverse panel will represent different perspectives from farm to city — urban core, urban edge, ag hinterland and statewide — appealing to a wide range of planners. They will use unique case studies, taken from San José, the Bay Area region, and the broader agricultural hinterland that puts food on Bay Area tables. Case studies may include the Coyote Valley Specific Plan in San José, California Harvest Hall in Oakland, the Yolo County General Plan Update and a thorough look at what's working and what's not for planners in the Central Valley. Local-grown snacks provided.

Lisa Katz, Planner, Design, Community & Environment (moderator)

Ricardo Bressanutti, AICP, Project Planner, Design, Community & Environment

Ed Thompson, Jr., California State Director, American Farmland Trust

Sibella Kraus, President, Sustainable Agriculture Education

Renato Sardo, Lead Consultant, California Harvest Hall

Tuesday, October 2, 2007

Making It Green:

How Your City Can Develop a Sustainable Economy

As California's cities adopt local global warming initiatives, opportunities are growing to "green" our economy. This session brings together leading economic developers and experts in "green" industries to showcase leading-edge strategies that work. The moderator will provide a brief overview of initiatives throughout the state to capture and grow local green businesses. She will review both making "green things" and the process of greening traditional businesses. Speakers will then describe their local initiatives and what works, including San Francisco's Clean Tech program, Berkeley's Sustainability Initiative, and a statewide perspective on emerging green businesses and the investment community's role in financing them. The panel will focus on how cities can foster sustainable economic development, incorporating up-to-date legislative directions. Audience participation is invited.

Janet Smith-Heimer, Managing Principal, BAE (a certified Alameda County Green Business) (moderator)

Jesse Blout, Executive Director, San Francisco Mayor's Office of Economic and Workforce Development

Catherine Squire, Sustainability Consultant

Kate Sofis, Statewide Business Advising, Pacific Community Ventures

Mary Tucker, Green Building Program Manager, City of San José



Climate Protection - SPF Rated

10:30 am - 11:45am

Gold Room

Coyote Valley Specific Area Plan:

A New Urban Fabric for San José

The Coyote Valley Specific Plan, a planned community for San José, will create a new urban fabric for California. Coyote Valley will include 25,000 residential units and 50,000 jobs within an urban, pedestrian/transit-oriented community focused around the natural environment. The session will highlight the many innovative planning tools and techniques employed in the four-year specific plan process for one of the largest new communities in California. Topics will include: the extensive, multi-disciplinary community participation process, the Environmental Footprint, Sustainability Objectives, Composite Infrastructure Framework, and Urban Design Experience: Urban to Rural Transect. The session will address the question, "How can greater land use densities and intensities lead to a more livable and vibrant community than traditional suburban intensities?" The presentation and open discussion will focus on the opportunities, constraints and challenges planners face today to achieve new paradigms for the urban fabric of cities.

Stan Ketchum, Principal Planner, City of San José Department of Planning, Building and Code Enforcement (moderator)

Doug Dahlin, Founder, Dahlin Group Architecture Planning

Ken Kay, FASLA, Ken Kay Associates

Stephen Hammond, Director of Planning, WRT/Solomon E.T.C

Salifu Yakubu, AICP, City of San José Department of Planning, Building and Code Enforcement

Darryl Boyd, AICP, City of San José Department of Planning, Building and Code Enforcement



Designing the Canvas

10:30 am - 11:45am

California Room

Tuesday, October 2, 2007



Emerging Patterns

10:30 am - 11:45am

Crystal Room

Smart Growth and the Workplace

For decades, workplaces have been decentralizing from metropolitan centers to suburbs and exurbs beyond, to become a basic ingredient of sprawl and auto-dependency. Given the fundamental importance of workplaces to economy, environment and mobility, a Smart Growth approach is needed. This session will go beyond the quantitative framework of "jobs/housing balance" towards a set of principles and practices that address type and character of workplaces as they fit in to our communities' future visions. Discussion will focus on strategies for achieving objectives for long-term economic stability, place making, and satisfaction of the demands of the 21st century workforce.

Ellen Greenberg, AICP

Dena Belzer, President, Strategic Economics



Planner's Sewing Kit

10:30 am - 11:45am

Sacramento Room

Street-Level Imagery: The Virtual Site Visit

Learn about the City of Livermore's Street-Level Imagery Project which uses software called iStreetView. This high-tech tool allows staff to virtually "drive" all city streets from any computer within the city's network – without leaving the office. The browser-based application links multiple photo images to digital map files from the City's Geographic Information System (GIS) and streamlines a myriad of day-to-day tasks which normally involve field visits. Everything from pavement condition evaluations to street furniture inventories can be performed with just a few clicks of a mouse. Livermore's Street-Level Imagery Project was a 2006 League of California Cities Helen Putnam Award Grand Prize Winner in the Internal Administration Category.

Melinda Sunnarborg, GIS Specialist, City of Livermore – Engineering Division



Health and Security Blanket

10:30 am - 11:45am

Garden Room

Building Smarter Together:

How Planning and Public Health Can Work Collaboratively

The evidence supporting a connection between community design and health continues to grow. With obesity rates dramatically increasing, it is critical that planning and public health work more closely together to create communities that support physical activity and healthy eating. Public health can help planning accomplish many of its goals by supporting their efforts to build more walkable, livable communities. The main purpose of the session is to share success stories about how planning and public health departments can work together to improve health, and to discuss strategies on how other cities and counties can do similar work. The session will wrap up with some group discussion about barriers and opportunities in cities and counties that want to take similar action.

Judith A. Corbett, Executive Director, Local Government Commission (moderator)

Sandy Jackson, Public Health Program Coordinator, Riverside County Department of Public Health

John Ledbetter, Principal Planner, City of Santa Barbara

Mitra Mehta, Senior Planner, Riverside County Planning Department

Tuesday, October 2, 2007

Land Use Based Transit Planning

This session focuses on the important influence land use development has on transit viability and how to communicate this information to decision makers through the transportation planning process. Two case studies representing different geographic and socioeconomic conditions will be used to demonstrate new planning and impact methods that can be applied in any planning agency. The first case study is the Placer County Bus Rapid Transit (BRT) Conceptual Plan, which focuses on how to influence the land use planning process to develop transit-supportive land use plans. One of the most unique things about this process was that land use criteria were developed and applied to determine where the best stations would be in the future and then the transit alignment was developed to connect these potential stations. The second case study comes from AC Transit in the San Francisco Bay Area where new transit impact guidelines have been prepared. These guidelines are intended to ensure that new development adequately considers transit as part of the development review process and they provide a means by which decision makers can quantitatively understand whether a new development project is truly transit-oriented and transit-supportive.

Ronald T. Milam, AICP, PTP Principal, Fehr & Peers

Celia McAdam, AICP, Executive Director, South Placer Regional Transportation Authority

Matthew Ridgway, AICP, Principal, Fehr & Peers



Seamless Transportation

10:30 am - 11:45am

Valley Room

Tackling Neighborhood Blight:

From Problem Motels to Permanent Affordable Housing

Nearly every California community has one or more transient motels characterized by physical blight, high crime rates and code violations. Conversion of these properties into permanent affordable housing can catalyze neighborhood revitalization, but can be a daunting task requiring zoning/land use changes, attention to architectural, design and code compliance issues, financial challenges, and resolution of social, political and policy concerns related to relocation of existing residents. Using case studies from successful motel conversions in California communities, this panel will address: evaluation and selection of motel properties most likely to be successfully converted; design and architectural solutions; financial resources for affordable and special needs housing; relocation issues; and other key political, planning and policy issues. The panel will explore effective strategies for undertaking motel conversions by public-private partnerships and joint ventures between nonprofit and for-profit developers.

Susan Bloch, Attorney, Meyers Nave Riback Silver and Wilson (moderator)

Tom Liao, Housing/CDBG Manager, City of San Leandro

Patricia Whitaker, Vice President, Advanced Planning, Orange Housing Development Corporation

Todd Cottle, Principal, C & C Development Company, LLC



Shelter from the Elements

10:30 am - 11:45am

Fairfield Room

Tuesday, October 2, 2007



Stitching It Together

10:30 am - 11:45am

Empire Room

So Your RFP Asked for a Charrette and You Got a Charade?

From Chico to Providence, cities are requesting charrettes in their RFPs. When is it right to use a charrette and how do you specify it? Learn how to use NCI new charrette RFP specification. Hear what happened when Chico used charrettes in their city planning. Just including a request for a charrette in an RFP may not be enough. Within the planning community there exist different interpretations of the word charrette. An agency may receive a confusing number of proposed process variations in the absence of a clear charrette specification. NCI has developed a simple guide for specifying effective charrettes that balances the need for specificity, flexibility and cost effectiveness. Claudia Stuart will tell how the city crafted their RFPs for charrettes. Steve Coyle and Tom Ford will then explain the process and outcomes of the Downtown and the Southwest Neighborhood planning charrettes. Bill will present the NCI charrette specification for RFPs comparing it with Chico and other national examples.

Bill Lennertz, Executive Director, National Charrette Institute (moderator)

Claudia Stuart, Senior Planner, City of Chico

Steve Coyle, Principal, HDR/Town Planning

Tom Ford, AICP, Principal, Design, Community & Environment



Waterproofing the Fabric

10:30 am - 11:45am

Club Regent Room

Do Not Pass Go, Do Not Collect \$200 . . . The Perils of a California Water Reuse Project

Building a water reuse project in California can be like playing Monopoly, only worse. The players are real, and when you have to go back 3 spaces, it could cost you 3 years of precious time. When state regulators hand you the equivalent of a "Go to Jail card," you don't want to miss their deadline and face a penalty. Your policymakers are relieved to identify what appears to be a creative green solution: pumping 11 MGD of recycled water 42 miles through vineyards and up a narrow canyon road to a geothermal plant to generate electricity for a city of 100,000. But when you pick the "Community Chest" card, you find yourself in a lawsuit with the National Audubon Society. Oops, the contractor held up a loaded truck of premium grapes for over 15 minutes – pay \$1500! Discussion of pitfalls and planning solutions for a water reuse project is followed by the multi-media show: "Reuse-opoly."

Dan Carlson, Manager, Laguna Wastewater Treatment Plant, Santa Rosa

Mark Millan, Public Information Coordinator, Data Instincts

Pat Collins, Senior Environmental Planner, Winzler & Kelly

Tuesday, October 2, 2007

Participatory Planning and Placed-based Investments in Communities of Color

Participatory planning, when comprehensive and culturally inclusive, can yield big wins in revitalizing neighborhoods and improving the lives of citizens. The session will explore participatory planning and place based investments in two predominately Latino communities; El Monte in southern California and East San José in northern California. Residents of these areas have been involved in community planning processes that have improved the physical, social, and economic fabric of their communities. The session will discuss the collaborative roles of planners, community groups, city officials, governmental agencies and private foundations. The Transportation and Land Use Collaborative and the California Community Foundation, are involved in a place-based initiative linking the work of the El Monte General Plan Update to ongoing investments in neighborhood revitalization. East San José residents have benefited from place-based investments including public funding from the City of San José Strong Neighborhood Initiatives and private foundation investments in the Mayfair Improvement Initiative. Each has instituted differing processes that leverage the collective engagement of diverse citizens in planning and have translated into long-term investments for change.

Monica Villalobos, Executive Director, Transportation and Land Use Collaborative of Southern California (moderator and speaker)

Rosa Benitez, Program Officer, California Community Foundation

Jaime Alvarado, Executive Director, Somos Mayfair (formerly Mayfair Improvement Initiative)

Salvador Alvarez, Team Manager, San José Strong Neighborhoods Initiative



Weaving a Community Quilt

10:30 am - 11:45am

Atherton Room

Awards Luncheon

Join your colleagues for a special recognition and tribute to those that have been honored in the planning field at the state level. Over 30 awards and honorable mentions will be presented.

12:00pm - 1:30pm

Imperial Ballroom

Greening the Entitlement Process: The Public Agency Response

California cities and counties are adopting "green building" policies to respond to climate change. Planners can have a profound impact by integrating green design features early in the process. Site planning, landscaping, and community connectivity are areas green building and planning can interface. Planners from three Bay Area agencies will share their insights on implementing residential and commercial green building programs through their experiences in: County of Marin's residential green building requirements for projects requiring discretionary review; City/County of San Francisco programs that include sustainable building and smart growth features; and City of San José's program for new construction and implementation of LEED for Existing Buildings. The discussion will be moderated by a planner for the City of San Leandro actively involved in creating a green building program.

Sally Barros, AICP, LEED AP, Senior Planner, City of San Leandro (moderator)

Alec Hoffmann, Green Building Program Coordinator, Marin County Community Development Agency

Rich Chien, LEED AP, Residential Green Building Coordinator, City and County of San Francisco, Department of the Environment

Michael Foster, Green Building Coordinator, City of San José



Climate Protection - SPF Rated

1:30 pm - 2:45 pm

Crystal Room

Tuesday, October 2, 2007



Designing the Canvas

1:30 pm – 2:45 pm

California Room

Implementing Your Community's Vision with Form-Based Codes

Form-Based Codes (FBCs) are a regulatory tool whose prescriptive and place-based nature is enabling communities across California and the nation to make their vision plans as well as the preservation of their community character a reality. Discuss the creation, implementation, and administration of Form-Based Codes with the country's leading FBC practitioners and founding members of the Form-Based Code Institute. This session will start with an overview of the Form-Based Code Institute's best practice standards, then transition quickly to in-depth details of how different communities have used FBCs to help regulate and implement their community's vision. Local examples will be presented as case studies to illustrate the different ways FBCs are being implemented in the region.

Daniel Parolek, Principal, Opticos Design, Inc. (moderator)

Paul Crawford, Principal, Crawford, Multari, Clark Associates

Karen Parolek, Principal, Opticos Design, Inc.



Health and Security Blanket

1:30 pm – 2:45 pm

Empire Room

Planning for Fire Safety in California Communities

As planners, we have an important role to play in the safety management of our cherished yet fire prone landscape. We can affect our community's safety through strategic planning, including subdivision design, building design, landscaping ordinances, land-use regulations, open space, and management of fuel loads. It is increasingly important that we factor the Wildland Urban Interface (WUI) into our planning practice. This panel of fire safety experts will lead a well-rounded discussion that includes federal, state, and local perspectives regarding importance of local and regional involvement in fire safety planning efforts. From the potential impacts of global warming on fire behavior and activity to localized effects of development within the WUI, our panelists will discuss fire hazards, safety and what we can do as planners.

Kateri Harrison, AICP, Senior Planner, Kleinschmidt Consultants and Planning Commissioner, City of Grass Valley (moderator)

Kathleen Edwards, Forester, California Department of Forestry and Fire Protection/County of Nevada

Peter Van Zant, Field Director, Sierra Watch

Uma Hinman, Resource Planner, Kleinschmidt Consultants

Carol Kennedy, Watershed Program Manager and Soil Scientist, Tahoe National Forest



Planner's Sewing Kit

1:30 pm – 2:45 pm

Atherton Room

Managing the Client/Consultant Relationship

When city or county staff decides to hire a consultant, staff hopes that in addition to providing quality work and services, the consultant will help create an enjoyable contract relationship. Using humor and practical examples, this session illustrates how the client/consultant relationship can be enhanced and projects completed to the satisfaction of all using such techniques as mutual understanding of the work scope, defined schedules, clear invoicing procedures, and well-defined expectations.

Laura Stetson, AICP, Senior Project Manager, Hogle-Ireland, Inc. (moderator)

David Crabtree, City Planner, City of Brea

Diane Jenkins, AICP, Principal Planner, City of Riverside

Nelson E. Miller, AICP, Principal, Hogle-Ireland

Tuesday, October 2, 2007

Regional Transportation Mitigation Fees

Establishing regional transportation fee programs to mitigate the impacts of local development has proven to be an increasingly important method of satisfying CEQA responsible agencies and the development community. Caltrans seeks to promote comprehensive and appropriate state highway system mitigation for growth impacts with collaboration among land use authorities and councils of governments through the local development intergovernmental CEQA review process. Regional transportation networks and efficient infrastructure funding are critical to the accommodation of growth in California. Impact mitigation fees are but one tool in the box of methods for financing transportation infrastructure. There are a number of key elements for successful implementation of a Regional Transportation Mitigation Fee Program.

Terri Pencovic, Senior Transportation Planner- Statewide Program Manager, Caltrans Local Development – Intergovernmental Review (moderator)

Gregg Albright, Deputy Director, Caltrans Planning and Modal Programs

William Abbott, Attorney, Abbott and Kindermann, LLP

Andrew Chesley, Executive Director, San Joaquin Council of Governments



Seamless Transportation

1:30 pm – 2:45 pm

Garden Room

Gaining High Support for High Density

Due to a variety of factors, primarily changing demographics, lack of land and higher development costs, a huge market has emerged for higher density housing, especially in urban areas. This session will demonstrate effective ways to build higher densities in your community. How can planners work together with stakeholders to create higher density communities, and why they are a viable method to provide more housing options for a growing market? Hear about the latest trends in design, architecture, floor plans, features, options, and amenities. This session is designed to offer real and practical solutions to gaining the necessary support for higher densities. Communication and education are important, but what does that really mean? What and with whom do you communicate? When and how? What are the typical challenges governments and planners face, and how can a strategic approach overcome these challenges? A “lessons learned” approach will be used to discuss the impacts the projects have on overall community building, planning, design and architecture.

Sheri Vander Dussen, Planning Director, City of Anaheim

Vaughan Davies, Principal, Director of Urban Design, EDAW

Susan Smartt, Vice-President, Forest City Development



Shelter from the Elements

1:30 pm – 2:45 pm

Club Regent Room

Tuesday, October 2, 2007



Shelter from the Element

1:30 pm – 2:45 pm

Sacramento Room

Workforce Housing: What Is It? Can We Do It?

Localities have increasingly tried to create “workforce housing” as high housing costs have helped to create labor shortages in urban areas, including shortages of teachers and other skilled labor. “Workforce housing” includes such disparate strategies as employer-built housing; housing reserved for specific kinds of employees, such as teachers; preferences for local employees in affordable homes; and requirements for housing affordable to families earning incomes too high for “affordable” housing but too low for market-rate housing. This session will describe the pros and cons of the various techniques, including employer-sponsored housing, housing reserved for teachers and public employees, and “above moderate” housing. It will also explain various legal issues, in particular, the fair housing problems that arise when local employees or particular occupations are given a preference for housing.

Heather Gould, Attorney, Goldfarb & Lipman LLP (moderator)

Stephen Burke, Principal, Stephen Burke Consulting – Housing and Community Development

Rachelle Pellissier, Executive Director, Workforce Housing Association of Truckee Tahoe

Marti Noel, Senior Analyst, Monterey County Resource Management Agency

Libby Seifel, AICP, President, Seifel Consulting



Waterproofing the Fabric

1:30 pm – 2:45 pm

Gold Room

Integrated Regional Water Planning in California: State and Regional Perspectives

This panel addresses Integrated Regional Water Management (IRWM) in California at regional and state scales. Representatives from the Bay Area and Los Angeles regions will discuss the development and implementation of their plans. In both regions, creative approaches were taken to integrate water supply, water quality, water recycling, and stormwater solutions while also considering ecologic, watershed, local land use, and social benefits. Presenters will share lessons learned including: key challenges; additional opportunities for integration; project evaluation and selection; role of local governments; and how local projects support regional and state IRWM goals. In addition to these perspectives, a representative from the Dept. of Water Resources (DWR) will discuss how local IRWM planning can be improved by understanding state-wide issues (a top down perspective); and conversely, how local efforts around the state can improve state-level water planning (the bottom-up perspective).

Kenneth Schwarz, Principal, Jones & Stokes Associates (moderator)

Kamyar Guivetchi, Manager, Statewide Water Planning, California Department of Water

Stan Williams, Chief Executive Officer, Santa Clara Valley Water District

Thomas M. Erb, Director of Water Resources, Los Angeles Department of Water and Power

Tuesday, October 2, 2007

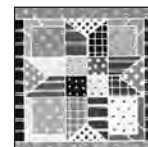
Beyond the Community Workshop

Planners are increasingly effective at using hands-on design charrettes, mapping exercises, and even the application of technology. But, by doing so, it seems that we are downplaying the absolute need for talking and verbal communication to solve community problems. This session will explore the growing field of "dialogue and deliberation". Participants will be invited to engage in a dialogue about how this field impacts planning and will acquire some new public engagement approaches for their own public participation toolbox. The diverse panel includes perspective and experience of both private and public sectors. The session will provide an overview of the dialogue and deliberation field - how it is being used, who is using it, and why it is so important. Specific techniques and models will be presented for discussion, including Facilitated Collaborative Planning, Sustained Dialogue, Open Space Technology, Bohemian Dialogue, National Issues Forums, World Café, etc. The session will close with a dialogue of how these various techniques can be (or are being) applied to the work we do in communities.

Susan Harden, RBF Consulting

*Bud Lortz, AICP, Community Development Director/Redevelopment Agency Deputy Director
City of Los Gatos, California*

Ariel Ambruster, Associate, Center for Collaborative Policy, California State University, Sacramento



Weaving a Community Quilt

1:30 pm - 2:45 pm

Valley Room

Transforming Military Bases to Sustainable Communities

The former Fort Ord on the Monterey Peninsula is one of the nations' largest military base reuse undertakings. The Tustin Legacy Project at the former Tustin Marine Corps Air Station contains some of the last remaining undeveloped land in Orange County. The sites differ in their opportunities and challenges and in regional context. However, their reuse approaches share a commitment to transforming these former military installations into sustainable civilian communities. This interactive session will examine these installations' reuse philosophies and progress in attaining their goals through the "lens" of sustainability. Public and private sector representatives from these redevelopment projects will explore the development and evolution of their sustainability goals. They will address how each approached reuse and determined desired outcomes, describe where each is in the redevelopment process, and assess the achievements and lessons learned so far. Audience engagement will be actively solicited following the presentations.

Michael Houlemard Jr., Executive Officer, Fort Ord Reuse Authority

Steve Endsley, Director of Planning and Finance, Fort Ord Reuse Authority

Keith McCoy, Principal, Urban Community Partners, LLC.

Doug Yount, Development Services Director, City of Marina

Elizabeth Binsack, Director of Community Development, City of Tustin

Elizabeth A Cobb, Vice President, Shea Properties



Emerging Patterns

1:30 pm - 2:45 pm

Fairfield Room

Tuesday, October 2, 2007**1:30pm - 5:00pm****NOTE ON****TRANSPORTATION:**

All mobile workshop transportation will depart in the front of the hotel. Please arrive 15 minutes early.

MW #8 - What's Going Down (and Up) in Downtown San José

As the State's first civil settlement in 1777, downtown San José is experiencing its most significant growth in years. Its skyline and urban fabric are being transformed by adaptive reuse of historic buildings and new high-rise mixed-use development. This compact walking tour will focus on the successes and failures of downtown revitalization and historic preservation. You'll learn the stories that preserved city landmarks such as the California Theater, José Theater, and Montgomery Hotel, and see historic districts such as the Downtown Commercial and St. James Square Historic Districts. You'll visit new high-rise mixed-use residential projects such as Axis, 360 Residences, and Tower 88 @ Central Place, and learn about the challenges facing the Downtown Entertainment and SoFa Districts.

Transportation: Walking

MW #9 - From Pervious Pavement to Living Roofs: Immerse Yourself in Design for Water Quality

Explore award-winning storm-water management with experts from the City of San José and Agilent Technologies. The tour includes residential, industrial, and community facility sites that have successfully incorporated innovative designs such as a pervious parking lots, disconnected downspout systems, vegetated swales, water conserving irrigation systems, and a green roof. Learn how sites were designed to promote water quality, how challenges were overcome during design and construction, and issues related to long-term maintenance.

Transportation: Bus and walking

MW #10 - Downtown Mountain View: TOD not SUV

Take a ride on the train and walk the beautiful and bustling downtown Mountain View. Learn how a strategic combination of rail extensions, city policies, transit oriented developments, and an active community have transformed the downtown into a pedestrian and transit friendly, lively destination point for people of all ages. Speak with city officials, downtown developers and community activists who played key roles in creating Mountain View's downtown and learn about their triumphs and frustrations along the way. The tour will highlight projects that have contributed to the success of the downtown area.

Transportation: Bus, train, light rail, and walking

MW #11 - San José Affordable Housing in Green

First Community Housing is an award-winning, non-profit, housing development firm focused on affordable and sustainable housing in San José. This tour will visit the LEED silver certified Gish Apartments with affordable units above a convenience store. You'll see the El Paseo Studios, a green building single-room occupancy (SRO) development, and the Los Esteros Apartments, an affordable housing project undergoing retrofit into a green building.

Transportation: Bus and walking

2:45pm - 3:15pm

Regency Ballroom

Break

Tuesday, October 2, 2007

Strategies and Resources to Link Child Care and Community Development

Child care is often a missing link in community planning for families and children. Knowledge of successful on-the-ground projects, public/private funding and development partnerships, and challenges with policy adoption and implementation can support planners' efforts to address child care/early education needs and leverage resources. A slide show of housing- and transit-based, worksite and other child care projects will illustrate public/private partnerships, innovative siting and design, and proactive city strategies. New data from a Caltrans-funded study sheds light on strategies that can support child care and transit linkages to increase ridership. An urban economist with impact fee experience will discuss unique challenges inherent in applying this tool to child care, an essential community facilities component for which no public agency has responsibility.

Kristen Anderson, Child Care Planner/Coordinator, City of Redwood City (moderator)

Joanne Brion, Principal, Brion & Associates, Urban Economics Consulting

Ellen Dektar, Local Investment in Child Care Project Coordinator, County of Alameda



Emerging Patterns

3:15 pm - 4:30 pm

Fairfield Room

Palo Alto's Green Programs

Increasingly, planners find themselves participating in sustainability policy development and serving on interdepartmental committees focused on environmental initiatives. Like many cities, Palo Alto is focused on reducing greenhouse gas emissions and implementing and expanding sustainability policies and programs. An interdepartmental panel will describe the City's recent efforts toward greater sustainability, including an overview of the Mayor's Green Ribbon Task Force recommendations, the Environmental Stewardship Steering Committee efforts including implementing Zero Waste and increasing salvage of deconstructed buildings, and the efforts of the Green Team and the Architectural Review Board to implement a Green Building program and requirements. The City is establishing an Environmental Coordinator position and preparing to adopt ordinances to ensure sustainable building practices.

Amy French, AICP, Manager of Current Planning, City of Palo Alto (moderator)

Russ Reich, certified B.I.G. Planner, City of Palo Alto

Jason Nortz, Sustainability Coordinator/Planner, City of Palo Alto

Clare Malone Prichard, AIA, LEED-AC, Vice-Chair of Architectural Review Board, City of Palo Alto

Karl Knapp, Utilities Senior Resource Planner, City of Palo Alto

Bruce Lesch, Interim Manager of Marketing Services, City of Palo Alto, Utilities Department

Annette Puskarich, Recycling Coordinator, Public Works Refuse, City of Palo Alto

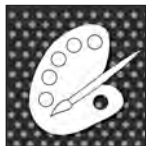


Climate Protection - SPF Rated

3:15 pm - 4:30 pm

Valley Room

Tuesday, October 2, 2007



Designing the Canvas

3:15 pm - 4:30 pm

Club Regent Room

El Toro/The Great Park: Setting New Standards in Sustainability

Cities across California are considering sustainable development guidelines and criteria. But how is this done without overly burdening developers or pushing them beyond market and economic feasibility? In many cases cutting edge developers are developing their own programs on new, large community scale projects. How do cities work with such developers to develop joint public/private programs that achieve both the cities sustainability and developers pragmatic goals? The City of Irvine is currently in the middle of such a process with Lennar and Heritage Fields (formerly El Toro Air Base) and could provide a model for other California cities and counties. We will hear the basics of sustainable community development, including issues related to site selection, designing with nature, sustainable urban form, mobility, energy, water, and landscape. We will then check in mid-course on the development of one of the most progressive sustainability programs in the country, seen from both the public and private points of view on how the myriad of potential components are vetted for technical, market and financial viability.

Beth Krom, Mayor, City of Irvine, CA

Bob Santos, President, Lennar

Steve Kellenberg, Principal, EDAW



Health and Security Blanket

3:15 pm - 4:30 pm

Empire Room

Planning for Crime Prevention: CPTED Overview, Case Study and a Form-based Framework

The foundation of Crime Prevention Through Environmental Design (CPTED) is a concept called defensible space: "the proper design of space, so legitimate users can watch over it and be responsible for it." CPTED works by decreasing a criminal's ability to commit a crime and increasing the chances that citizens will witness the crime. This session will provide an overview of CPTED principles, followed by a case study of the BART Coliseum station in Oakland. Finally, a new element to form-based codes will be highlighted. This element is the natural evolution in form-based code and has been created to help communities optimize natural surveillance and provide safer areas to work, play and live. By using form-based CPTED code as a tool for designing our communities, planners can play an instrumental role in meeting our goals to reduce crime and improve the quality of life in our neighborhoods.

Darcy Kremin, AICP, Senior Project Planner, ENTRIX, Inc. (moderator)

Mike Wells, Retired Lieutenant, City of Concord Police Department

Jerry Goldberg, AICP, Urban Design Practice Leader, PB Placemaking

Al Zelinka, AICP, CMSM, Principal and Senior Associate, RBF Consulting Urban Design Studio

Tuesday, October 2, 2007

Weaving Ethics into Planning Practice

(AICP Code of Ethics)

This session offers an interactive forum for planners to discuss emerging and difficult issues related to planning ethics. Participants will be invited to join in scenario discussions moderated by leading planners in the private and public sectors. The scenarios will address common ethical dilemmas that planners face at the workplace. Those intending to seek AICP certification will benefit particularly from this session, and the interactive discussions will offer planners the reasoning process and basis for dissecting ethics questions on the exam.

Kimberly Christiansen, AICP, CCAPA VP Professional Development; Planning Manager, City of El Segundo
Hanson Hom, AICP, NSCCAPA Ethics Review Director; Director of Community Development, City of Sunnyvale



Planner's Sewing Kit

3:15 pm - 4:30 pm

Garden Room

Putting Design in the Driver's Seat

Most cities and counties have a wide variety of regulations that affect streetscape design. Many of these regulations are the product of legitimate concerns about traffic safety. For example, because drivers need to see oncoming traffic, as well as pedestrians, traffic engineers typically insist that a clear "sight triangle" be preserved at street intersections. However, many cities turn these reasonable concerns into unnecessarily strict, rigid requirements that make it almost impossible to create a truly great streetscape. This session will empower planners and urban designers by showing them how to move past these misconceptions about safety and "put design in the driver's seat." Panelists will discuss some of the most important regulations that affect the design of streets, such as a ban on planting street trees near intersections. They will provide real-world examples of successful, pedestrian-oriented streets that break all the rules and still keep people safe.

Jeff Williams, Associate, Design, Community & Environment

Elizabeth Macdonald, Ph.D., Assistant Professor, Department of City and Regional Planning, UC Berkeley

Christopher Ferrell, Ph.D., Senior Transportation Planner, Dowling Associates



Seamless Transportation

3:15 pm - 4:30 pm

California Room

Tuesday, October 2, 2007



Shelter from the Elements

3:15 pm - 4:30 pm

Atherton Room

Including Inclusionary:

Developing Affordable Housing in Your Community

If you think it's impossible to create affordable housing, let us show you how the City of Livermore has developed an effective housing program. Through close collaboration of its Planning and Housing Divisions, Livermore has developed a broad range of housing programs and projects that serve its low and moderate-income seniors, families, and disabled with little or no cost to the City. This panel discussion will describe the critical role Planning plays in the creation of effective affordable housing programs and projects. We will explore the use of planned developments, development agreements, density bonus law, growth control measures, and inclusionary ordinances and how these planning tools can be combined with existing federal and state housing programs. We will show specific examples of how this midsize suburban City has been able to successfully develop a broad range of both affordable rental and ownership housing throughout the City. Discussion will include practical tips on developer incentives as well as tenant/buyer selection methods and how to maintain affordability over time.

Eric Uranga, Housing and Human Services Manager, City of Livermore (moderator)

Fred Osborn, Assistant Planning Manager, City of Livermore

Milly Seibel, Housing Specialist, City of Livermore

Catherine Hagebusch, AICP, Associate Planner, City of Livermore



Waterproofing the Fabric

3:15 pm - 4:30 pm

Gold Room

California Flood Management Policy: Crisis or Opportunity?

(California Planning Roundtable (CPR) Session)

In 2006, the Legislature considered but failed to pass controversial bills that would require general plans to have detailed flood management provisions, and require CEQA documents for subdivisions to demonstrate 200-year flood protection. Similar bills were considered again in 2007. In the absence of comprehensive flood management legislation, however, general plans and EIRs must still meaningfully address flooding issues. In an update to the CCAPA 2006 conference panel discussion, panelists will present the latest California flood management policy issues, and discuss the status, and pros and cons, of alternative legislative solutions in Sacramento. They will also present the status of FEMA remapping of floodplains, give practical advice on using general plans and CEQA documents to address flooding issues, and discuss how future global warming affects flood management policy.

Al Herson, Managing Principal, SWCA Environmental Consultants (moderator)

Pete Parkinson, Director, CCAPA Vice President for Policy and Legislation

Curtis Alling, Vice President, EDAW Inc.

Sande George, CCAPA Executive Director and Lobbyist

Terry Rivasplata, AICP, Senior Environmental Planner, Jones & Stokes

Tuesday, October 2, 2007

Navigating the Matrix:

Planning and Site Design for Access Compliance

Access for disabled persons should (and in most cases is legally required to) be an integral part of the design of developments, ultimately serving to enhance the environment for all members of the community. Creating developments that are accessible to persons with disabilities requires an understanding of federal and state civil rights laws, building codes, and design guidelines, specifically, the ADA, Section 504, the Federal Fair Housing Act, (and ANSI, UFAS, and ADA Standards for Accessible Design), and California's antidiscrimination statutes and Title 24. This seminar will examine these laws and how they affect site and building design and construction. In discussing site design we will focus on issues such as parking, lighting, path of travel, grading, and landscaping. Special emphasis will be given to affordable housing projects (both single family and multifamily) where multiple layers of financing complicate the analysis. We will also look at ongoing programmatic issues such as tenant selection and reasonable accommodations.

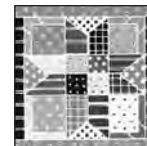
Jay Salazar, Chief Building Official, City of Vacaville; California Building Officials Organization (moderator)

William Schock, Chief Building Official, City of San Leandro; California Building Officials Organization

Steve Kieffer, Building Official, City of Livermore; California Building Officials Organization

Isabel Brown, Attorney, Goldfarb & Lipman Attorneys

Heather Gould, Attorney, Goldfarb & Lipman Attorneys



Weaving a Community Quilt

3:15 pm - 4:30 pm

Sacramento Room

The Planner's Guide to Implementing Green Principles

While LEED has provided architects with methods to incorporate sustainable building practices into their design projects, programs such as LEED-ND now offer an opportunity to weave sustainable concepts into the way we plan and design our communities. In order to realize the potential physical and social benefits of designing our communities more efficiently, LEED-ND objectives must be diligently implemented throughout the planning process. And even though the LEED-ND rating system is still being developed, the inherent principles promoted through LEED-ND can be achieved NOW through mandated and incentive programs that public agencies have employed. Our panelists will share their successes in folding "green" ideals into their planning process, leaving you with a "How To" guide so you too can achieve your sustainable planning goals.

Debbie Lagomarcino Rudd, AICP, Principal, RRM Design Group (moderator)

David Javid, LEED AP, Senior Planner, RRM Design Group

Scott Lee, AICP, Associate Planner, City of Livermore

Tom Richman, AICP, ASLA, Principal, The Office of Tom Richman



Climate Protection - SPF Rated

4:45 pm - 6:00 pm

California Room

Tuesday, October 2, 2007



Designing the Canvas

4:45 pm – 6:00 pm

Gold Room

New Urbanism and the Comprehensive Plan

This session will explore the state-of-the-practice on developing a form-based approach to General Plans that is based on principles of the Charter of the New Urbanism. Drawing on examples of in-progress General Plan updates, including South Gate, Sacramento, and Glendale, the panelists will discuss how General Plans can de-emphasize land use and instead focus on typology, character, and condition of place. Panelists will focus on how new urban General Plans differ from conventional General Plans and explore the tools available to overcome challenges in the conventional planning process. Specific topics that will be discussed include form-based designations, land use/transportation integration, multi-jurisdictional coordination, connecting physical form with social outcomes and techniques for visualizing change.

Matt Raimi, AICP, Principal, Raimi & Associates

Alan Loomis, Principal Urban Designer, City of Glendale

Steve Hammond, Principal, Wallace Roberts and Todd, LLC



Emerging Patterns

4:45 pm – 6:00 pm

Atherton Room

Transforming the Fabric to Urban

As communities reach build-out and awareness of the benefits of sustainable development practices increases, communities and planners will see a growing number of proposals for residential infill projects. This facilitated discussion will examine three planning efforts for new neighborhoods in the Bay Area: a former riverfront industrial site near downtown Petaluma, a vacant parcel near a commuter rail station in Livermore, and the former Oak Knoll Naval Hospital in Oakland. Using these plans as examples, panelists will explain how infill neighborhoods can make the best use of both land and existing infrastructure, drawing on the innovative regulatory tools of local governments, the planning and design ingenuity of community and urban designers, and the development strategies and cost containment techniques of private developers.

Michele Beasley, South Bay Field Representative, Greenbelt Alliance

Nick Haskell, Principal, EDAW

David Blake, Principal, Calthorpe Associates

Tom Ford, AICP, Principal, Design, Community & Environment



Health and Security Blanket

4:45 pm – 6:00 pm

Sacramento Room

Let's Take a Walk! Trails to Smart Growth and Active Aging

This session will present the benefits of walkable communities and highlight strategies that planners could employ to achieve walkability and create vibrant, livable communities. The rising awareness of bicycle and pedestrian issues has brought with it a new era of planning for these modes. We will discuss the benefits offered by walkable communities, such as promoting social interaction, reducing traffic, thus air pollution, increasing health and creating attractive neighborhoods. The session will also discuss the link between walkability and smart growth and will present best practices around California, key resources, and innovative ideas on creating walkable communities. The presentation will include a profile of the Mountain View walkability project.

Anda Draghici, Housing Policy Analyst, Housing and Community Development (moderator)

Neil Hrushowy, Urban Designer, City of San Francisco Planning Department

Paul Zykoofsky, AICP, Director, Land Use and Transportation Programs, Local Government Commission

Sungjin Park, Ph.D. Candidate, Dept. of City and Regional Planning, University of California, Berkeley

Ernesto M. Vasquez, AIA, Partner/Project Principal, McLarand Vasquez Emsiek & Partners

Tuesday, October 2, 2007

Time Management for Harried Planners

Time management techniques used in other career tracks don't always work for planners. We in California have the PSA, CEQA deadlines, the Planning Commission Packet deadline, the Mayor/Supervisor wants this settled today deadlines and on and on. Unlike many other professionals, we do not have the luxury of turning off the spigot and saying "No" to projects coming in the door. This fast-paced presentation/panel makes use of graphics, music, humor and proven techniques and tools for making the most of the time you have and finding extra time in a day. Five planning professionals will share their secrets to time management. We will cover everything from staff reports to the counter, e-mail to talkative applicants, and that total time-sink: meetings. This session is fun and fast and provides tools to immediately help planners manage their workload better. Can you make time to attend?

Christina Ratcliffe, AICP, Senior Associate, PMC

Deborah Diamond, AICP, General Plan Project Manager, City of Emeryville

Andrew Thomas, AICP, Planning Manager, City of Alameda

Steve Flint, Planning Director, City of Half Moon Bay

Jennifer Carman, AICP, Planning Manager, City of El Cerrito



Planner's Sewing Kit

4:45 pm – 6:00 pm

Empire Room

Pedestrian Improvements on a Budget

Cities are eager to make their streets more walkable, but money for capital improvement budgets can be scarce. What's the most cost-effective way to make streets safer and more attractive? In this session, participants will learn about a cost estimating tool, developed by the Bay Area's Metropolitan Transportation Commission (MTC) and Design, Community & Environment (DC&E), that makes it easy to compare costs for potential streetscape improvements. The tool also provides guidance about which improvements are best at improving pedestrian safety. Participants will learn how they can apply this tool to their own projects, and they will get a transportation planner's perspective on the most effective ways to create pedestrian-friendly streets without breaking the bank. Finally, participants will have a facilitated group discussion where they can get advice from the experts and share experience from their own projects and communities.

John Hykes, Associate, Design, Community & Environment

Kelley Kahn, Senior Planner, San Francisco Redevelopment Agency

Josh Abrams, AICP, Transportation Planner, W-Trans



Seamless Transportation

4:45 pm – 6:00 pm

Club Regent Room

Tuesday, October 2, 2007



Stitching It Together

4:45 pm – 6:00 pm

Fairfield Room

Las Vegas Arts District Planning: Successful Tactics

Because the preferred method of urban renewal in Las Vegas historically involved demolition and reconstruction, the city had little experience with renewal projects that involved rehabilitation and retrofitting. Arts District Overlay projects were stalled in the approval process as each department approached projects with their own requirements that often conflicted with other departments reviewing the same project. As increasing numbers of property owners contacted the Mayor's office for assistance with interdepartmental coordination, he concluded that a more comprehensive solution was needed to address the issues unique to the Arts District and the Arts District Task Force was born. A panel of three will discuss the details of how the Task Force operates highlighting three successful examples: 1) the Urban Lounge Ordinance; 2) the Live/Work Ordinance; and 3) the collaboration on the First Friday event. Each illustrates the holistic approach to solving planning-related issues to assist in the emergence of a successful Arts District. The Task Force has fostered better communication between the public and private sectors, becoming so successful that other neighborhoods have requested a similar program.

M. Margo Wheeler, AICP, Director of Planning & Development, City of Las Vegas, Nevada (moderator)

Yorgo Kagafas, AICP, Urban Design Coordinator, City of Las Vegas, Nevada

Richard Hooker, Urban Arts Senior Program Specialist, City of Las Vegas, Nevada



Waterproofing the Fabric

4:45 pm – 6:00 pm

Garden Room

Effective Community Engagement Through Watershed Councils

Each of us lives and works in a watershed, though we may be unaware of it. Managing watersheds presents public policy questions that generate strong public feelings, require imaginative and complex solutions, and call for cooperation between jurisdictions. These questions are often related to stream management, flood control, water quality and water supply, habitat conservation and recreation. Local Watershed Councils can offer planners a collaborative way to resolve vexing problems that do not have easy answers. This session draws on the experience of four panelists who have participated in rural and urban Watershed Councils as representatives of affected communities, a regulatory agency and a municipal utility. They will describe how Councils function as a forum where planners and community members can participate with equal standing in a way that increases community capacity to identify issues, and resolve planning problems, as well as providing planners with a powerful tool for productively engaging with affected communities.

Nicholas Dewar, Senior Facilitator and Mediator, Jones & Stokes (moderator)

Dale Hopkins, Watershed Management Coordinator, San Francisco Bay Regional Water Quality Control Board

Mondy Lariz, Executive Director, Stevens & Permanente Creeks Watershed Council

Michael Mery, Member of Tomales Bay Watershed Council, founding Chair 2000-2003, and long-term local resident of the watershed

Pat Showalter, P.E., Senior Project Manager, Supply Management Division, Santa Clara Valley Water District

Tuesday, October 2, 2007

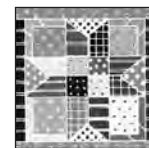
Integrating Diversity into Development Plans

This panel will explore how understanding cultural values can be integrated into redevelopment plans based on a unique project completed in downtown San Diego. The project involved an ethic evaluation of a major portion of downtown San Diego. Buildings and places were assessed to document the presence of the African-American community in urban San Diego circa 1870-1950. The study responded to a growing consensus that ethnic communities and culturally identifiable populations have been largely ignored in documenting and preserving structures and places in the urban setting. Through extensive archival research, oral interviews, public outreach in the African-American community, and well-publicized cultural events, the once obscure history of this community was illuminated. The product was a list of well-documented buildings and places of meaning and cultural value to the African-American community. Many of the buildings would not have been classified as significant resources if typical CEQA significance criteria were applied. These buildings and themes have been integrated into both the master planning and project review processes. This session will explore the study and how its different threads continue to be woven into the downtown San Diego tapestry.

Brian Mooney, Principal, Jones & Stokes (moderator)

Richard Carrico, Branch Leader – San Diego, Jones & Stokes

Gil Johnson, Board of Directors, Centre City Development Corporation



Weaving a Community Quilt

4:45 pm – 6:00 pm

Valley Room

CCAPA Leadership Reception

Meet your CCAPA leaders and pick their brains on what's coming up for CCAPA. This networking event gives you the opportunity to learn more about the leadership roles within the organization and how to get involved.

6:00pm – 7:00pm

Crystal Room

Consultants Reception

Celebrate with over 40 planning consultant exhibitors and find out how they can assist you in the future. Great food, drinks and networking!

6:30pm – 8:30pm

Regency Ballroom

Wednesday, October 3, 2007

Conference Registration

7:30am - 11:00am

Market Street Foyer

Coffee and Juice

8:30am - 9:00am

Regency Ballroom

Pasadena's Green Building Outreach and Education Program

This session will discuss how the City of Pasadena structured their Green Building Outreach and Education Program. The session will focus on the success of the program, which was designed to educate the public on the benefits of building green and how green building fits into Pasadena's Green City Action Plan. This session will discuss lessons learned during the critical first year of implementing Pasadena's landmark Green Building Ordinance, examining those aspects that were successful and those that need improvement, providing program information relevant to any jurisdiction or agency seeking to develop similar programs.

Matthew Burris, AICP, LEED AP, Community Planner, RBF Consulting (moderator)

Alice Sterling, Senior Project Manager, City of Pasadena

Pamela Foxley, LEED AP, Community Planner, RBF Consulting

Suzanne Rynne, Community Planner, RBF Consulting

Marie Jones, Community Development Director, City of Fort Bragg



Climate Protection - SPF Rated

9:00am - 10:15am

Fairfield Room

Leave No Plan Behind: Updating the General Plan Guidelines

The general plan will be 70 years old this summer. The General Plan Guidelines, produced by the Governor's Office of Planning & Research (OPR), is the state's only official document explaining the legal requirements for General Plans. Both general plans and the Guidelines have changed over the years. Have they outgrown their usefulness? Do they need to a facelift? OPR is in the process of updating the Guidelines for 2008. Please join us for a lively, interactive discussion among all session participants to provide both practical input on the current Guidelines update and allow for a big picture discussion about the structuring of general plans.

Julia Lave Johnston, Senior Planner, OPR

Seth Lithney, Planner, OPR

David Early, AICP, Design, Community & Environment

Larry Mintier, FAICP, Mintier & Associates

Janet Ruggerio, FAICP, Community Development Director, City of Citrus Heights

Woodie Tescher, EIP



Designing the Canvas

9:00 am - 10:15 am

Club Regent Room

Wednesday, October 3, 2007



Planner's Sewing Kit

9:00am - 10:15am

Hillsborough Room

2007 CEQA Update: Some Things Always Change

Keeping up with the changes to the California Environmental Quality Act (CEQA) is always a challenge. Every year, the courts issue 15-20 new judicial interpretations of its provisions. Every year, the Legislature adopts new statutes. And sometimes the Resources Agency updates the Guidelines. This session gives you the opportunity to hear three CEQA experts present a comprehensive and entertaining look at what's been happening in the CEQA world.

Terry Rivasplata, AICP, Senior Environmental Planner, Jones & Stokes

Ron Bass, Principal, JD, AICP



Seamless Transportation

9:00am - 10:15am

Piedmont Room

If We Build It, Will They Ride It?

Transit oriented development offers the hope for creating vibrant communities where people use transit and walk more. Do people who live or work close to transit really take transit more? Do they own fewer cars or drive less? Recent analytical efforts have found strong correlations between the proximity of homes and work to high quality transit, and levels of transit use and walking, as well as vehicle ownership and use. This session will also report on the expert recommendations in San Diego for how to increase the role of public transportation both from the perspective of transit system design and transit/land use integration, which will be incorporated into SANDAG's 2030 Regional Transportation Plan. The session will close with a look at who lives around transit and why, the influence of personal factors on travel mode, and policy implications for coordinated development of our communities and transit systems.

Valerie Knepper, Transportation Planner/Analyst, Metropolitan Transportation Commission

Chuck Purvis, AICP, Principal Transportation Planner/Analyst, Metropolitan Transportation Commission

F. Kenya Wheeler, AICP, Senior Planner, San Francisco Bay Area Rapid Transit District

David Schumacher, Principal Transportation Planner, San Diego Association of Governments



Stitching It Together

9:00am - 10:15am

Glen Ellen Room

From Vision to Sustainable Transformation of San Francisco's Eastern Neighborhoods

San Francisco is a city of neighborhoods with unique redevelopment opportunities and challenges. In recent years, the Planning Department has focused on developing a long term land use strategy for enhancing and transforming the City's eastern neighborhoods. Redevelopment is an increasingly important tool for realizing several of the neighborhoods' visions, and the Redevelopment Agency has incorporated community enhancement programs in its recent redevelopment plans. The Planning Department has been exploring the use of Public Benefit Zoning as a way to insure that each neighborhood's needs are met as new development occurs and the City has been exploring other incentives and funding strategies to provide community facilities. Panelists will present the community planning process that informed and guided the redevelopment strategy in the Visitacion Valley and Bayview neighborhoods, and the City's unique approach to a neighborhood based impact fee, which has been used in Rincon Hill, and recently in Visitacion Valley.

Elizabeth (Libby) Seifel, AICP, President, Seifel Consulting

Tom Evans, Lead Planner, San Francisco Redevelopment Agency

Sarah Dennis, Planner, San Francisco Department of City Planning

Jessica Zenk, Senior Consultant, Seifel Consulting Inc.

Wednesday, October 3, 2007

Baby Boomers and the Urban Experience: The Next Phase of a Unique Generation

"Baby Boomers" are turning 60 at a rate of 10,000 per day, and will continue their substantial influence on culture, development, and the economy until approximately 2050 (Boomers currently comprise 35% of US population, but control 77% of the nation's financial assets). Moving into retirement, this independent generation will continue to challenge the status quo through their demands for housing, lifestyle, employment, and health amenities and services. Although some Boomers will seek retirement in more typical, gated, active-adult communities, our research indicates that up to 11 million of this 77-million strong age group plan to spend their Golden Years enjoying the cultural and recreational amenities of diverse urban environments; another 14 million are intrigued by the idea. Learn how cities and developers can prepare for, attract, and benefit from Boomers, and what this renegade generation (and its resources) can mean to city revitalization and regeneration.

Lisa Fisher, AICP, Urban Planner, EDAW (moderator)

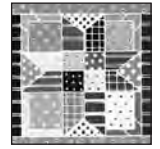
Stephen Engblom, Principal/Urban Designer, EDAW

Sandy Mori, Development Director and Co-Founder, Kimochi, Inc.

Barbara Blong, Housing Director, Senior Action Network

Katherine Aguilar Perez, Vice President of Development, Forest City Development

Teresa Ojeda, Planner, Citywide Policy & Analysis, San Francisco Planning Department



Weaving a Community Quilt

9:00am - 10:15am

Sacramento Room

Brunch and Closing Plenary Session

Norman Y. Mineta, Vice Chairman, Hill and Knowlton

10:30am - 12:00pm

Imperial Ballroom

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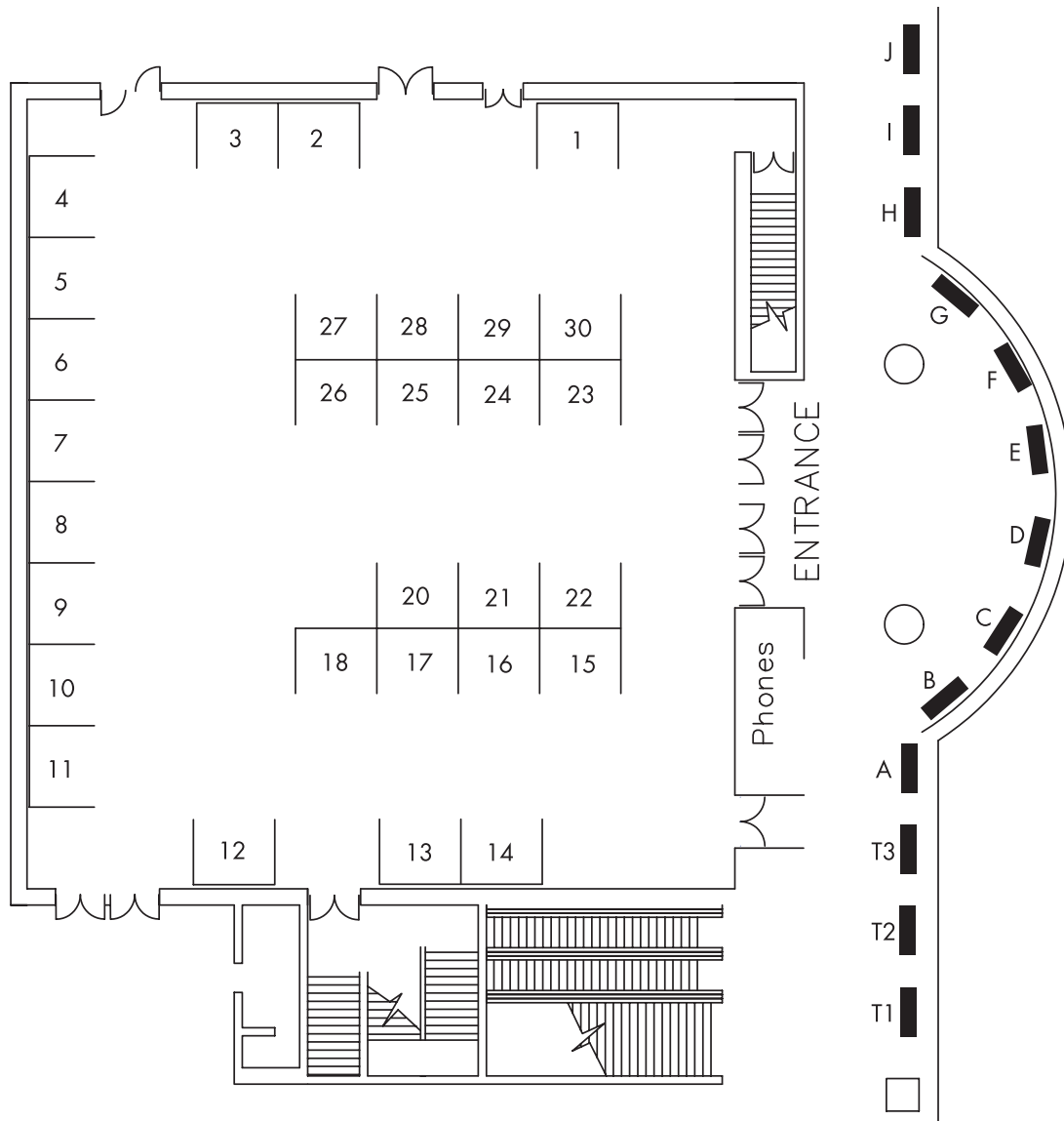
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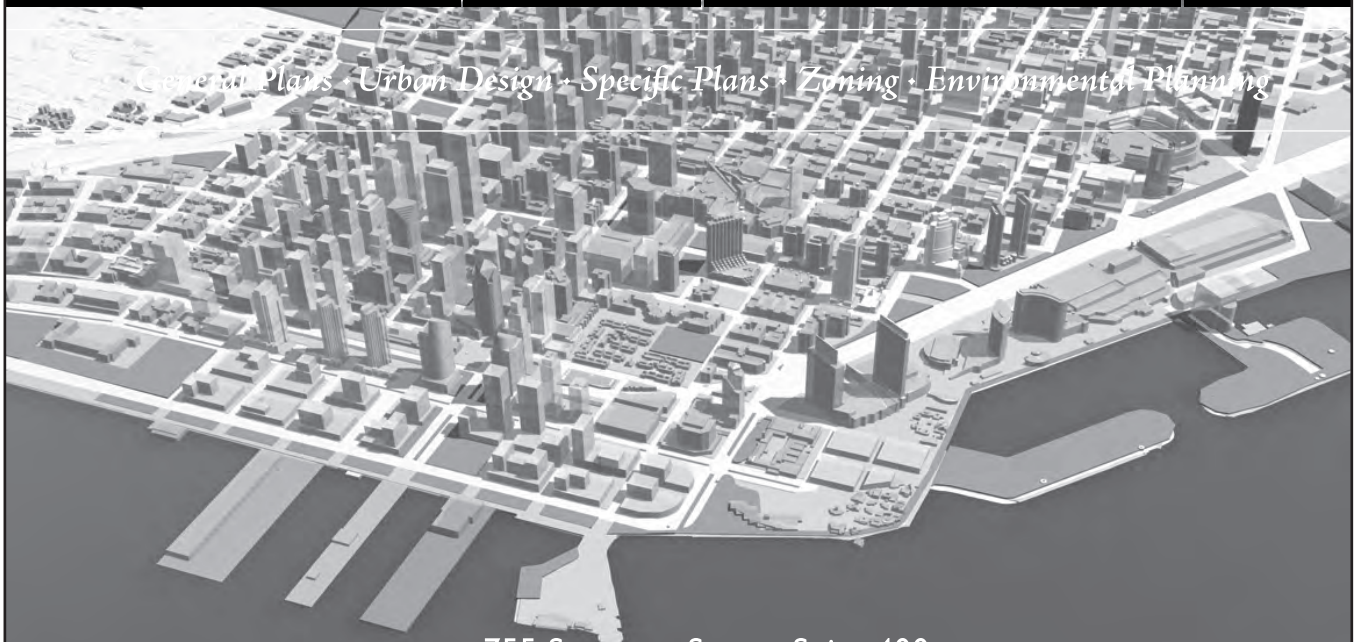
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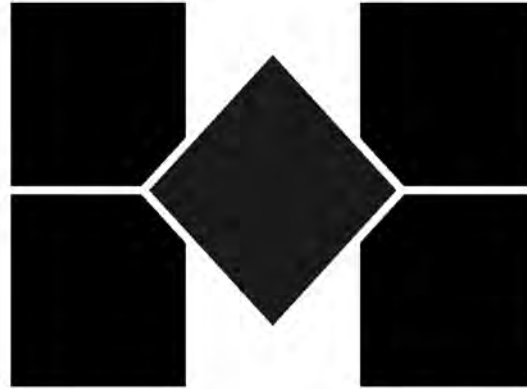
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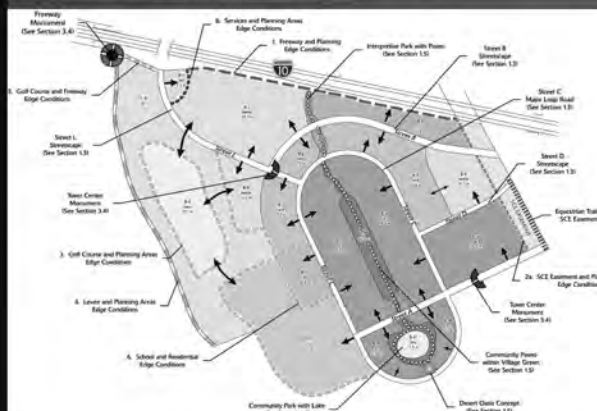
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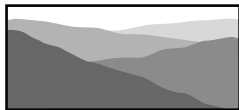
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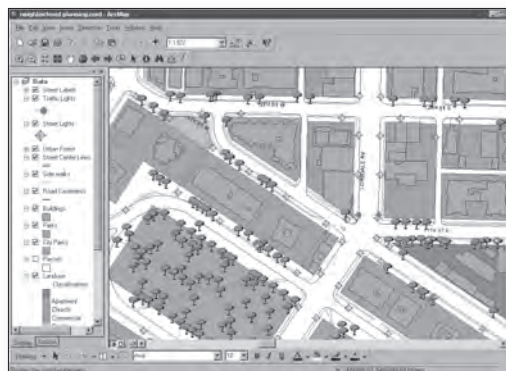


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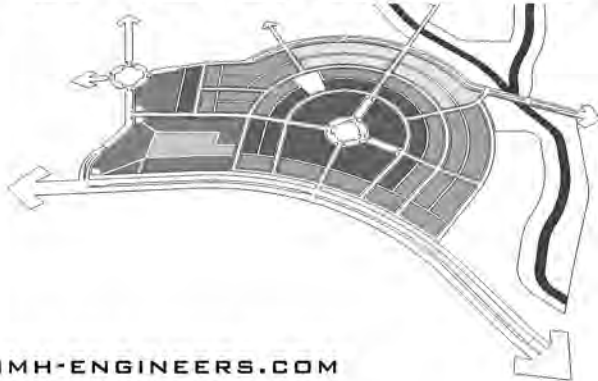
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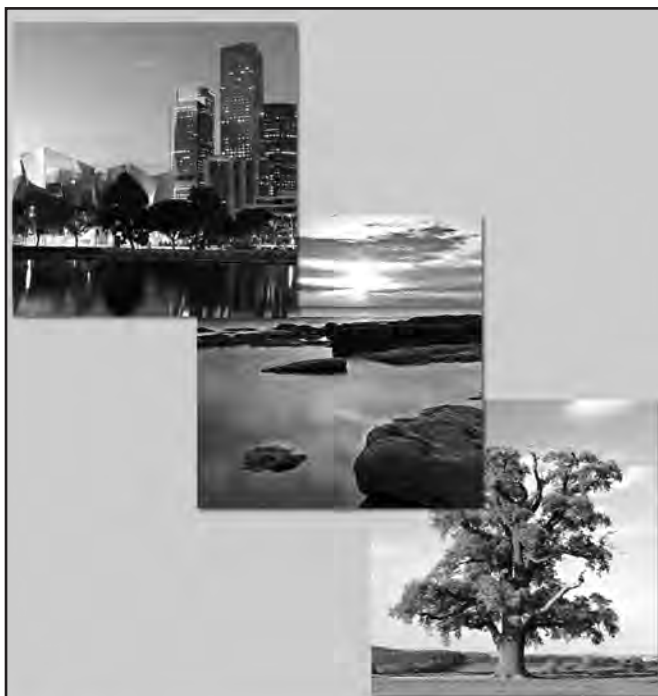
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Charity Wagner and Lynette Dias

Tuesday, October 2, Morning Mobile Workshop

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Tuesday, October 2, 4:45 pm

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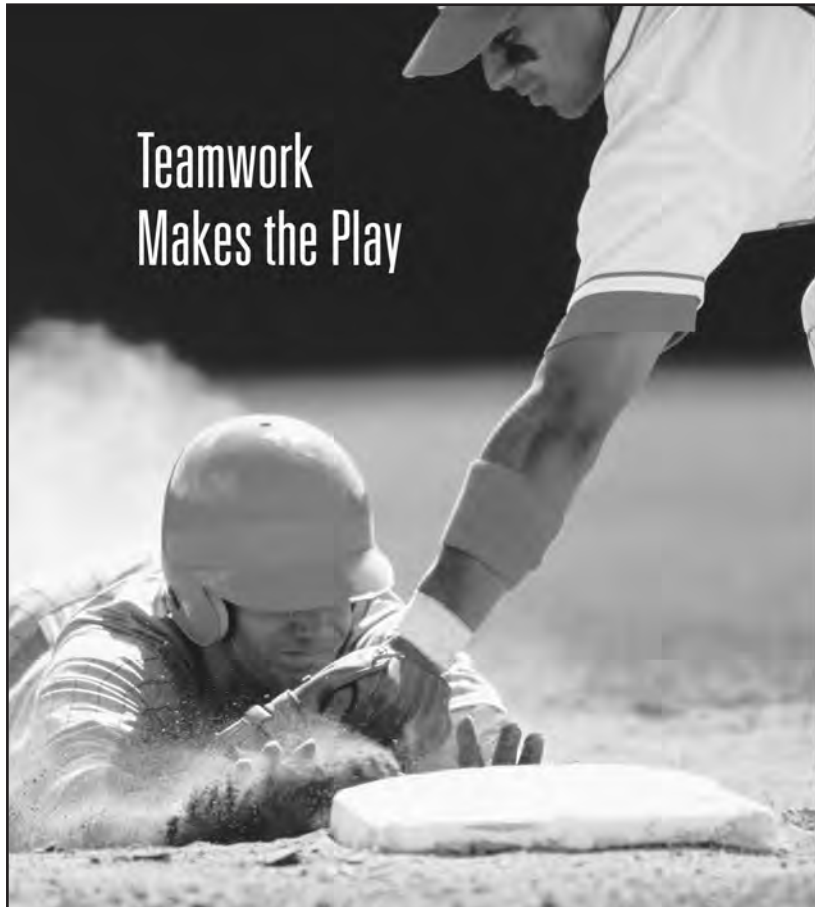
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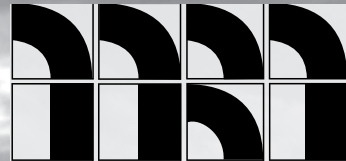
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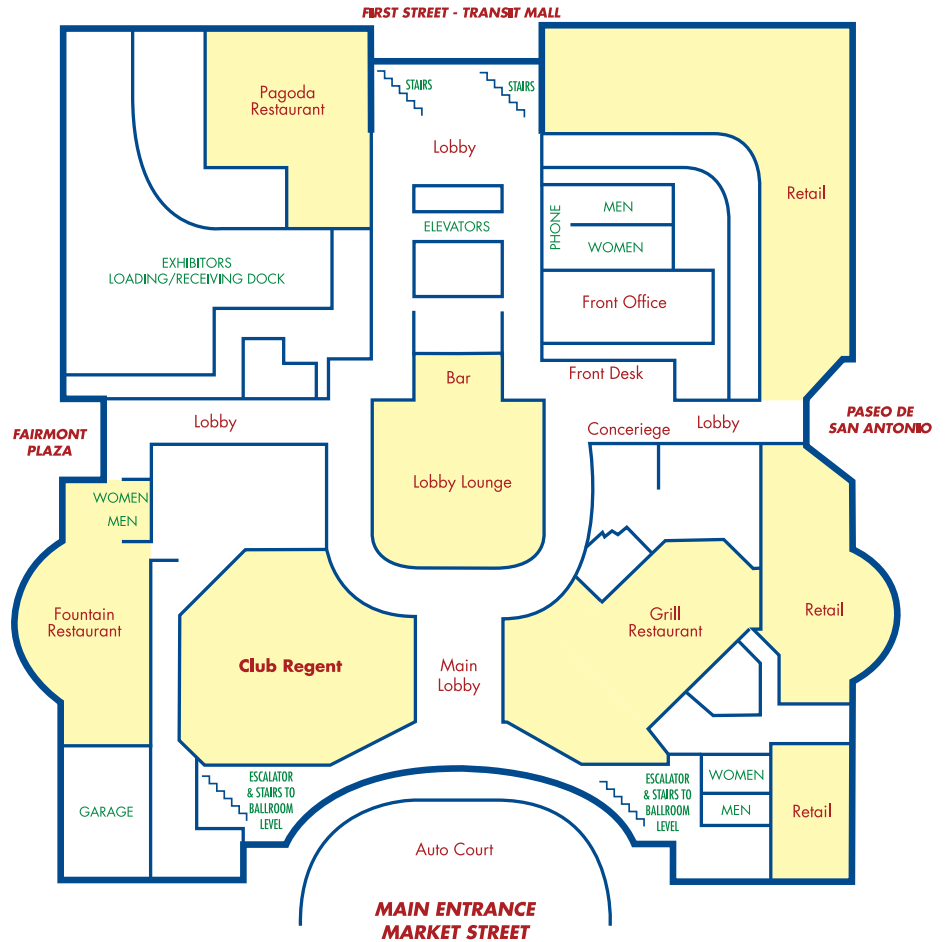
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