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## CCAPA Conference September 30 – October 3, 2007 Fairmont San José Hotel Planning Session Descriptions

(Revised: September 24, 2007)

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### MONDAY, OCTOBER 1

10:30 am - 11:45 am

#### **California's Changing Climate (Part I): AB32 and Reducing Your City's Carbon Footprint**

*Crystal Room*

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 CO<sub>2</sub> 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 Economic Planner, EDAW*

*Joe Distefano, Principal, Calthorpe Associates*

*Stuart Cohen, Executive Director, Transportation and Land Use Coalition*

#### **Implementing a Regional Vision (Part I): New Orientations to Transit-Oriented Development**

*Atherton Room*

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, Senior Planner, City of Livermore*

*Ken MacNab, Senior Planner, City of Santa Rosa*

*Alan Walken, Director, Richmond Community Redevelopment Agency*

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

*Club Regent Room*

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*

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

*California Room*

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.*

## **Overlay Districts: A New Tool for Managing Urban Development**

*Valley Room*

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*

*Daniel Carlsson, Principal, Carlsson Public Relations*

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

*Sacramento Room*

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*  
*Frank Spevacek, RSG*

## **AICP Exam Preparation Workshop**

*Empire Room*

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*

## **Non-Traditional Transportation Improvements on State Routes**

*Garden Room*

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*  
*Philip Trom, Associate Transit Planner, San Diego Association of Governments*  
*Lee Saage, Manager, Doyle Drive Environmental and Design Study, San Francisco County Transportation Authority*

## **Is California Ready for Complex Urban Development?**

*Gold Room*

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.

*(See speakers on next page)*

*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, Principal/Senior Associate, Urban Design Studio, RBF Consulting*  
*Marie Jones, Community Development Director, City of Fort Bragg*

## **Cultural Element: Diversity, Outreach and Involvement in Planning**

*Hillsborough Room*

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).*

**1:15 pm - 2:30 pm**

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

*Crystal Room*

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*

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

*Atherton Room*

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*

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

*Club Regent Room*

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 DeVaudreuil, Attorney, Goldfarb & Lipman LLP (moderator)*  
*Susan Baldwin, AICP, Senior Regional Planner, San Diego Association of Governments*  
*Barbara Kautz, FAICP, Attorney, Goldfarb & Lipman LLP*  
*Betsy McCullough, AICP, Deputy Planning Director, City of San Diego Planning and Community Investment Department*

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

*California Room*

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*

## **“Ground-Truthing” Smart Growth and New Urbanist Developments**

*Empire Room*

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.

*(See speakers on next page)*



*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.*

## **“Hot” Planning Topics in the California Legislature**

*Hillsborough Room*

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*

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

*Sacramento Room*

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 utilize 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, Director, Occupational and Environmental Health, Department of Public Health, San Francisco*  
*Tracey Rattray, Director, Community Wellness & Prevention Program, Contra Costa Health Services*

## **Mythbusting Common Traffic Calming Misconceptions**

*Valley Room*

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.

*(See speakers on next page)*

*Joe Kott, 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.*

## **Can't We Just All Get Along? Supersizing Public Agency Collaboration**

**Gold Room**

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, 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*  
*Chris Augenstein, Transportation Planning Manager, VTA Development and Congestion Management Division*

## **When Projects Go South: Techniques for Resolving Planning Controversies**

**Garden Room**

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*

**3:00 pm - 4:15 pm**

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

**Hillsborough Room**

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.

*(See speakers on next page)*

*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*  
*Chyrss Meier, Air Quality Analyst, Michael Brandman Associates,*

## **Monetizing Sustainability: Turning Green into Green**

*California Room*

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*

## **Challenges and Changes in Redevelopment and Eminent Domain**

*Sacramento Room*

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 LLP*  
*Karen Tiedemann, Attorney, Goldfarb & Lipman LLP*

## **Land Use for the People? Planning for Health and Social Justice in Oakland**

*Empire Room*

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*



## **Planners on the Campaign Trail: To Endorse or Not Endorse Local Candidates and Ballot Measures**

*Valley Room*

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, President, Democracy Action, 2005 CCAPA Conference Committee*

## **Smart Parking for Smart Communities**

*Crystal Room*

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, 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*

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

*Club Regent Room*

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. (See *speakers on next page*)

*Kevin Riley, 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*

## **Partnerships and Smart Growth Lead to Successful Schools and Communities**

*Garden Room*

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*

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

*Gold Room*

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*

## Transportation Planning for Immigrant Communities in California

*Atherton Room*

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.

*Moirá Donahue, Staff Research Associate, California Partners for Advanced Transit and Highways, University of California, Berkeley*

*Dr. Susan Handy, Professor, Department of Environmental Science and Policy, University of California, Davis*

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

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

**4:30 pm - 5:45 pm**

## Green Industry: An Essential Thread in a Strong Urban Fabric

*Sacramento Room*

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*

## Implementing Infill Development: Moving Beyond CEQA

*Crystal Room*

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 Rosenburg, 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*

## **It's a Bird...It's a Plane...It's a Flightpath! Airports, Encroachment and Compatible Land Use**

*Garden Room*

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*

## **Public Engagement through Web 2.0**

*Atherton Room*

Everyone is talking about Web2.0 – teenagers are addicted to YouTube and MySpace, and millions worldwide are blogging – yet many planners and companies are not embracing Web2.0 and the benefits it can provide. Web2.0 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 Web2.0 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 Web2.0-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](http://Move.com)*

## **Professional Development: How to Move Your Career Forward**

*Club Regent Room*

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, Director of Planning and Building, Town of Woodside*

## Measuring Up: Four Key Transportation Reforms for Improved Livability

*Gold Room*

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, SFCTA*

*Clark Wilson, Associate Principal, Community Design + Architecture*

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

## Planning for Childcare and Early Education: Where, How and Why?

*Valley Room*

Quality childcare 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 childcare 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 childcare/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 childcare, 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 Economic Planner, EDAW*

## Urban Habitat Restoration: Challenges Facing Planners

*Empire Room*

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.

*(See speakers on next page)*



*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*

## **Working with Native American Tribes: Consultation and Coordination**

### *California Room*

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)*

## **Community Planning Process: Conducting Walking and Virtual Tours**

### *Hillsborough Room*

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*