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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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### SUNDAY, SEPTEMBER 30

10:15 am - 11:30 am

#### **Seven Steps to Planning Sustainability (Student Committee Selection)**

*Gold Room*

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*

#### **Developing Leadership in Young Planners (Student Committee Selection and California Planning Roundtable (CPR) Session)**

*Crystal Room*

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*

1:00 pm - 2:15 pm

## Smart Green Building = Green Smart Growth

Crystal Room

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*

## How Blueprint Planning Can Help Green Your Community

Valley Room

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*

*Brian Bidolli, Planner, San Diego Association of Governments (SANDAG)*

## Planning for Healthy Places: Chino's General Plan Update (Student Committee Selection)

Gold Room

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)*

## **What's Next? What Planning Students Need to Know (Student Committee Selection)**

*Garden Room*

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*

## **What Do Elected Officials and Decisionmakers Want in Staff Reports?**

*Atherton Room*

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, Senior Planner, County of Santa Clara (moderator)*

*Ken Yeager, Supervisor, 4<sup>th</sup> District, Santa Clara County*

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

*Annie Mudge, Planning Commissioner, City of Oakland*

## **Road Ecology: New Approach in Transportation Planning**

*Fairfield Room*

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*

## **The Great Wave: Urban Refugees Head for the Hills**

*California Room*

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 Casdorff, Supervising Planner, Kern County Planning Department*

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

## **Change from the Roots: Planners and Neighborhood Associations Work Together**

*Empire Room*

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*

**2:30 pm - 3:45 pm**

## **General Plans that Make a Difference**

*Gold Room*

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, 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*

## **Hillside Development and Open Space: A Balanced Strategy for Landowners and the Community**

*Club Regent Room*

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*

## **Planning for Tomorrow's Healthy Communities**

*Empire Room*

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.*

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

*Fairfield Room*

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, LSA Associates, Inc.*

*Margaret Kavanaugh-Lynch, PMC*

*Debra Sanderson, Acting Land Use Manager, City of Berkeley*

## Mitigation Measures: Implemented or Ignored?

*Atherton Room*

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*

*Jeffrey Parsons*

*Rod Oshita, Fairway Commercial Partners*

## The Missing Link: Integrating Transportation and Land Use Planning (Student Committee Selection)

*Garden Room*

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*

## Getting Small: Living Efficiently and Affordably on a Small Planet (Student Committee Selection)

*Crystal Room*

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 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. (See speakers on next page)

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

## How Can Smart Growth Improve Water Quality?

*Valley Room*

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*

## What Is the State Doing About Environmental Justice?

*California Room*

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*  
*Dr. Frankar Prasad, Deputy Secretary for Science and Environmental Justice, California Environmental Protection Agency*