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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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### TUESDAY, OCTOBER 2

9:00 am - 10:15 am

#### **Retooling Suburbia: Planning Sustainable Communities in Marin and Beyond**

*Empire Room*

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*  
*Garrett Fitzgerald, Director of Programs, International Council for Local Environmental Initiatives*  
*Alex Hinds, Director, Marin County Community Development Agency*

#### **Beyond the Visioning Process: State-wide Perspectives on Regional Growth**

*Club Regent Room*

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*  
*Tom Cosgrove, Vice Chair, Executive Board, Sacramento Association of Governments*  
*Michael Teitz, Senior Fellow, Public Policy Institute of California (PPIC)*  
*Elisa Barbour, Policy Analyst, Public Policy Institute of California (PPIC)*

## Property Rights, Takings and Exactions: A Legal and Practical Update for Planners

Gold Room

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*

## Time for a Checkup: Understanding the Health Impacts of Planning

California Room

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*

## The Care and Feeding of Your Planning Commission (Planning Commissioner Session)

Garden Room

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. (See speakers on next page)

*Colette Meunier, AICP, Senior Planner, LSA Associates*  
*Kathy Garcia, 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*

## **Mapping Tools for Workforce Development, Economics and Planning**

*Fairfield Room*

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*  
*Javier Vanga, Project Manager, Urban Explorer*  
*Jeff Ruster, Executive Director, Silicon Valley work2future Program*

## **Breaking a Planning Taboo: CEQA Review without Automobile LOS Analysis**

*Crystal Room*

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 Jose 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*

## **Creating Green, Healthy Affordable Housing**

*Sacramento Room*

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*

## **Getting on the Same Track: Partnerships in TOD Planning**

*Atherton Room*

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, San Francisco Bay Area Rapid Transit District (BART)*

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

*Marian Lee, Principal Planner, Valley Transportation Authority (VTA)*

## **Farm to City: Urban-Rural Links in Agricultural Preservation**

*Valley Room*

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*

**10:30 am - 11:45am**

## **Making It Green: How Your City Can Develop a Sustainable Economy**

*Gold Room*

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 Jose*

## **Coyote Valley Specific Area Plan: A New Urban Fabric for San José**

*California Room*

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*

## **Smart Growth and the Workplace**

*Crystal Room*

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 21<sup>st</sup> century workforce.

*Ellen Greenberg, AICP*

*Dena Belzer, President, Strategic Economics*

## **Street-Level Imagery: The Virtual Site Visit**

*Sacramento Room*

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*

## **Building Smarter Together: How Planning and Public Health Can Work Collaboratively**

*Garden Room*

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*

## **Land Use Based Transit Planning**

*Valley Room*

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 with Fehr & Peers*

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

*Matthew Ridgway, AICP, Principal, Fehr & Peers*

## **Tackling Neighborhood Blight: From Problem Motels to Permanent Affordable Housing**

*Fairfield Room*

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*

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

*Empire Room*

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, Principal, Design, Community & Environment*

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

*Club Regent Room*

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*

## **Participatory Planning and Placed-based Investments in Communities of Color**

*Atherton Room*

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*

*Sam Filler, Community Outreach Director, TLUC*

**1:30 pm – 2:45 pm**

## **Greening the Entitlement Process: The Public Agency Response**

*Crystal Room*

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*

## **Implementing Your Community’s Vision with Form-based Codes**

*California Room*

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.*

## **Planning for Fire Safety in California Communities**

*Empire Room*

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*

*Julie Lydick, United States Forest Service*



## Managing the Client/Consultant Relationship

*Atherton Room*

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*

## Regional Transportation Mitigation Fee

*Garden Room*

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.

*Moderator: Terri Pencovic, Senior Transportation Planner- Statewide Program Manager, Caltrans Local Development –Intergovernmental Review*

*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*

## Gaining High Support for High Density

*Club Regent Room*

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*

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

*Sacramento Room*

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*

## **Integrated Regional Water Planning in California: State and Regional Perspectives**

*Gold Room*

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*

## **Beyond the Community Workshop**

*Valley Room*

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*

## **Transforming Military Bases to Sustainable Communities**

*Fairfield Room*

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*

**3:15 pm - 4:30 pm**

## **Strategies and Resources to Link Childcare and Community Development**

*Fairfield Room*

Childcare 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 childcare/early education needs and leverage resources. A slide show of housing- and transit-based, worksite and other childcare 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 childcare and transit linkages to increase ridership. An urban economist with impact fee experience will discuss unique challenges inherent in applying this tool to childcare, an essential community facilities component for which no public agency has responsibility.

*Kristen Anderson, Childcare Planner/Coordinator, City of Redwood City (moderator)*  
*Joanne Brion, Principal, Brion & Associates, Urban Economics Consulting*  
*Ellen Dektar, Local Investment in Childcare Project Coordinator, County of Alameda*

## **Palo Alto's Green Programs**

*Valley Room*

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, 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*

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

*Club Regent Room*

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*

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

*Empire Room*

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*

## **Weaving Ethics into Planning Practice (AICP Code of Ethics)**

*Garden Room*

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*

## Putting Design in the Driver's Seat

California Room

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*

## Including Inclusionary: Developing Affordable Housing in Your Community

Atherton Room

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, Associate Planner AICP, City of Livermore*

## California Flood Management Policy: Crisis or Opportunity? (California Planning Roundtable (CPR) Session)

Gold Room

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*



## Navigating the Matrix: Planning and Site Design for Access Compliance

**Sacramento Room**

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 LLP*  
*Heather Gould, Attorney, Goldfarb & Lipman LLP*

**4:45 pm – 6:00 pm**

## The Planner's Guide to Implementing Green Principles

**California Room**

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*

## New Urbanism and the Comprehensive Plan

**Gold Room**

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*



## Transforming the Fabric to Urban

*Atherton Room*

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*

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

*Sacramento Room*

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 Zykofsky, 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*

## Time Management for Harried Planners

*Empire Room*

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, Planning Manager, City of Alameda*

*Steve Flint, Planning Director, City of Half Moon Bay*

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

## Pedestrian Improvements on a Budget

*Club Regent Room*

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, Transportation Planner, W-Trans*

## Las Vegas Arts District Planning: Successful Tactics

*Fairfield Room*

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 high-lighting 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*

## Effective Community Engagement Through Watershed Councils

*Garden Room*

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*

## Integrating Diversity into Development Plans

### Valley Room

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 ethnic 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*