



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

(Revised: September 2, 2007)

WEDNESDAY, OCTOBER 3

9:00 am - 10:15 am

Pasadena's Green Building Outreach and Education Program

Fairfield Room

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

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

Alice Sterling, Senior Project Manager, City of Pasadena

Pamela Foxley, LEED AP, Community Planner, RBF Consulting

Suzanne Rynne, Community Planner, RBF Consulting

Marie Jones, Community Development Director, City of Fort Bragg

Leave No Plan Behind: Updating the General Plan Guidelines

Club Regent Room

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

Julia Lave Johnston, Senior Planner, OPR

Seth Lithney, Planner, OPR

David Early, AICP, Design, Community & Environment

Larry Mintier, FAICP, Mintier & Associates

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

Woodie Tescher, EIP

2007 CEQA Update: Some Things Always Change

Hillsborough Room

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

*Terry Rivasplata, AICP, Senior Environmental Planner, Jones & Stokes
Ron Bass, Principal, JD, AICP*

If We Build It, Will They Ride It?

Piedmont Room

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

*Valerie Knepper, Transportation Planner/Analyst, Metropolitan Transportation Commission
Chuck Purvis, Principal Transportation Planner/Analyst, Metropolitan Transportation Commission
Kenya Wheeler, Senior Planner, Bay Area Rapid Transit
Philip Trom, Associate Transit Planner, San Diego Association of Governments*

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

Glen Ellen Room

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

*Elizabeth (Libby) Seifel, President, Seifel Consulting
Tom Evans, Lead Planner, San Francisco Redevelopment Agency
Jessica Zenk, Senior Consultant, Seifel Consulting Inc.
Sarah Dennis, Planner, San Francisco Department of City Planning*

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

Sacramento Room

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

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

Stephen Engblom, Principal/Urban Designer, EDAW

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

Barbara Blong, Housing Director, Senior Action Network

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

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