

Northern Section Board Reports

May 3, 2012

Director – Hanson Hom, AICP

I attended the APA National Conference on April 14-17. My comments about the conference are included in the Director's Notes in the Northern News May newsletter. As a last minute idea, the California Planning Foundation (CPF) sponsored a silent auction of photos representing the various State Chapters. Each California Section was also asked to contribute a photo. A committee consisting of Jeff Baker, Darcy Kremin, Justin Meek and I selected two photos submitted by Juan Borrelli to represent the Northern Section. Both photos garnered good prices, and the auction generated over \$3,000. Half of the funds will go to APA national and the other half will go to CPF for its scholarship fund. Much thanks to Juan for donating his photos, and also to Hing Wong for offering his photos. Much thanks also to Justin Meek, James Castañeda and Rodrigo Orduña for representing the California Chapter and Northern Section at the APA National Delegates Assembly on April 14 where the issues of smart growth and energy were on the agenda.

A committee consisting of Darcy Kremin, Juan Borrelli, Hing Wong, Don Bradley and I are completing the forms to nominate four distinguished Northern Section planners to the Planner Emeritus Network (PEN) in 2012. The nominations are due to PEN by May 11 and successful candidates will be recognized at the Chapter conference this Fall. We are hopeful for a successful outcome as in previous years.

I have been working with Janet Palma to organize the Planning Commissioner workshop series. The first two were held on February 18 and April 7 in San Leandro and El Cerrito, respectively, and were well attended. The third will be held on May 5 at the Dr. Martin Luther King, Jr. Library in San Jose. Theresa Alster will serve as the moderator, Laurel Prevetti will speak on economic development and sustainable planning, Cathy Creswell will speak on housing elements and the RHNA process, and I will speak on design review and design guidelines. All PowerPoint from the three workshops will be posted by Janet on the Section's website.

I participated in a Section Director's call on April 11. Main topic of conversation concerned the input from the section directors on the possible dues increase and the need for certain actions to occur before a dues increase is approved, including: better publicizing the services offered by the California Chapter, implementing an outreach program to increase membership, and better explaining to members the budget situation and reductions that has occurred to date. A draft marketing plan developed by Derek Hull, Chapter Marketing Director, was discussed. (Draft plan is included in May agenda packet for Board feedback.) As one of two Section Directors on the Chapter Budget Subcommittee, I will share comments at a future conference call, which was postponed to May 10 due to scheduling difficulties.

I attended a very helpful Wordpress training led by Ronny Kraft and Devin Dombrowski and submitted content for the web pages assigned to the Section Director. I supported the Awards Committee in their planning efforts and am looking forward to another successful Awards Banquet on May 11. Several of the 2012 FAICP inductees from the Northern Section and Kevin Keller, California Chapter Director, will attend as our guests. I will be participating in the U.C. Berkeley Department of City and Regional Planning Professional Research Symposium on May 7 to represent the Northern Section. I will also participate in the résumé review workshop organized by Tania Sheyner on May 10 at U.C. Berkeley. Finally, I am involved in the Mentorship Program and have met with my mentee on two occasions.

Immediate Past Director – Darcy Kremin, AICP

I spent my energies last month helping to coordinate the silent auction at the APA National conference in LA. From what I understand, we raised about \$3,000. Not bad for our first try. I've been continuing to manage the LinkedIn group page. We're now up to 600+ members! Right now, I'm working on getting sponsors for our upcoming awards gala. It should be a fun night. Lastly, I'm helping to organize an East Bay RAC event on Health Impact Assessments in June.

I have to call in for this meeting, but I'm looking forward to seeing everyone at our meeting in July.

Administrative Director – Justin Meek, AICP

Justin attended the APA National conference in Los Angeles. While at the conference, he helped represent California at the delegate assembly.

Treasurer – Laura Thompson

We are current on all payments and reimbursements and the financial reports for the first quarter have been submitted to the state chapter.

Awards Program Directors – Andrea Ouse, ACIP & Eileen Whitty, ACIP

No report

Section Historian – Juan Borrelli, AICP

- Have been assisting the Director, Awards Program Co-Directors, and a subcommittee of the Board (ongoing) with planning and preparations for the Section's 2012 Awards Program gala celebration to be held on May 11, 2012.
- Have been assisting the Director and a subcommittee of the Board (ongoing) with the Section's 2012 PEN Honor Award submittals.
- Have provided content for the following two new Section Website web pages: *Section Archives* (ongoing, see the 6th bullet below) and *History of Planning*.
- Have uploaded more than 60 photos to the Section's Picasa Photo Album Website for the webmaster and newsletter editors' use on the new Section Website and for future issues of the *Northern News* (as needed).
- Had the great honor of having two of my photos selected to represent the Northern Section's donation for the CPF Silent Auction Fundraising Event held during the APA National Planning Conference in Los Angeles, CA. I personally "professionally-framed" the large-scale photos that were selected by a subcommittee of the Board, and Board Member Rodrigo Orduña drove and delivered the donated framed photos to the actual event in Los Angeles (Thanks again, Rodrigo!).
- Have been very busy scanning and creating electronic PDF files (ongoing) of donated past/older issues of the *Northern News* for posting on the new Section Archives web page. This donation of past Section newsletters received includes issues that go back to the late 1960s. To date, I have scanned five years of past issues, from 2002 (which is where the current online archive ends) to 1997.
- On April 10, 2012, as the featured presenter for a San José State University (SJSU) Urban Planning Coalition (UPC) Speaker Lecture Series, I successfully provided a (CM-still pending approval) professional development lecture entitled, *San Jose's Stormwater Permit Overview and Smart Growth Special Projects*. The event was attended by approximately one dozen SJSU Urban and Regional Planning students and several APA Members/Section Board Members.
- Have continued to update (ongoing) the Section web page on Chapter Website with the Section Director's Note and Section Calendar of Events.
- Have continued to post Section events (ongoing) on the Chapter's online Calendar of Events web page.

- Prepared a newsletter article published in the April 2012 *Northern News* (page 19) to congratulate the Section's three newly-inducted FAICP Members: Linda Dalton, PhD, FAICP; Ellen Greenberg, FAICP; and Barry Miller, FAICP.

Membership Director – Rodrigo Orduna, AICP

APA Northern California Section Marketing and Membership Action Plan

Short term:

- Section Membership Director coordinates local marketing events for the Section, assessing the needs of members, identifying factors that contribute to nonrenewal of membership or disinterest in section/chapter, brand NSCCAPA, and reporting results to the Chapter M&M Director.
- Establish a monthly conference call with M&M Director and Section Membership Directors.
- Issue a survey to past members to ascertain information on why membership was not renewed and to determine the satisfaction of the services of the Section.
- Prepare an outline for the Membership and Marketing brochure and submit to Executive Board for review and approval.
- Update new webpage constantly to make website more interactive and informative (Coordinate with V. P. of Information).

Medium term:

- Distribute letters or e-blast to members to renew their membership and to members whose membership have lapsed.
- Coordinate a Retention Plan with the chapter Marketing and Membership Director.
- Identify associated disciplines of Planning (Econ. Dev., Housing, Community Development, Transportation, Architecture, Urban Design, Parks and Recreation, Public Administration) and market to their memberships.

Long term:

- Develop materials for new display booth.
- Provide a quarterly report to Board regarding Marketing and Membership Activities.
- Develop long-format article for *Northern News* and *ENews* outlining the value of NSCCAPA membership to promote retention, including resources and activities.
- Identify sponsorship and collaborative opportunities.
- Identify state and national marketing opportunities.

Planning Commissioner Representative – Janet Palma, AICP

No report

CPF Liaison - Hing Wong, AICP

The scholarship committee will interview over two dozen planning students who are applying for the California Planning Foundation (CPF) scholarships during the first two weekends in May. Interviews will be conducted at Cal Poly Pomona on May 4-5 and at ABAG on May 12.

CPF will be hosting its annual sustainability walking tours on Friday, May 4. This year's walking tours will include one locally within the Northern Section: Cavallo Point and historic Sausalito. The tour will run from 9am to 4pm. CM credits will be offered. Go to www.californiaplanningfoundation.org/workshops.html for more info or to register.

San Jose State Urban Planning Coalition – Hing Wong

San Jose State's Urban Planning Coalition (UPC) has been busy over the past few months with two speaker events on campus and the APA National Conference in Los Angeles. Now the UPC is preparing for the end of the semester and starting to organize an upcoming symposium in the fall.

Recent UPC events

The UPC held the following events over the past two months:

- On February 28th, the UPC hosted Jeffrey Wood from Reconnecting America, who spoke about a holistic approach to planning for transit-oriented development.
- On Friday, March 2, a small group of students from the UPC attended the Oakland Art Murmur.
- On March 8th, many UPC members attended the launch party for SPUR San Jose at the new San Pedro Square Market.
- On April 10th, the UPC hosted Juan Borelli from the City of San Jose Department of Environmental Services to discuss current trends in storm water management and low-impact design (LID).

APA National Conference

About 15 to 20 students from San Jose State attended the APA National conference in Los Angeles on April 14th to 17th. One SJSU student, Maria Langbauer, presented her work on transportation planning and historic preservation in Brazil during Saturday's Capstone Presentations. On Sunday, about 20 SJSU students, alumni, and friends attended an informal happy hour.

Upcoming UPC events

On May 19th the UPC will have an end-of-the-semester kayaking trip in Santa Cruz harbor, followed wine tasting. Several people from the UPC will also be volunteering to help with Bike-to-Work Day festivities around the SJSU campus.

Fall 2012 Symposium

The UPC is planning a fall symposium focused on getting the public and private sectors to work together, specifically in the fields of transportation, affordable housing, and open space. The data for the symposium has been tentatively set for Saturday, September 15th on the SJSU campus. A working group has been formed, and details will be finalized over the next few months.

Planning Diversity Directors: Miroo Desai, AICP Report from the Diversity Group

The Diversity Group gave presentations at three high schools in March and April. These were at Oakland International High, Piner High School (Santa Rosa) and Elsie High School (Santa Rosa). The volunteer planners who assisted me were Connery Cepeda, Allen Tai, Erin Morris and Noah Housh.

In addition, I attended the first orientation meeting of Sustainable Urban Design (SUDA) Academy Advisory Board (Castlemont High School) on March 6, 2012. One of the goals of SUDA is to seek partnerships and create urban design programs through urban agriculture, open space design, habitat restoration, food justice, green action teams, and urban forestry among others. Their mission is to "Empower students through a highly rigorous, engaging and supportive learning environment to graduate prepared for college, career and life as designers and leaders of movements towards a sustainable and just world." It was a productive meeting and several potential collaborative partnerships were discussed.

I continue to participate in monthly telephone meetings with Diversity Directors of other sections organized by State's Diversity Directors. At the meeting on April 24th, APA conference in LA was discussed and the draft program for Diversity Summit at the State Conference in the Fall was finalized.

Young Planners Group Co-Directors - Natalie de Leon & Avalon Schultz

- Hosted a successful mixer on March 6 at Gravity Bistro and Wine Bar in Palo Alto. We had approximately 25 attendees, mostly from South Bay and the Peninsula.
- Met with U.C. Berkeley Liaison, Ruth Miller, to find out how to better engage with U.C. Berkeley students through YPG. Ruth will help spread the word about events and we are planning to host upcoming events in the Berkeley/Oakland Area.
- Worked with Tania Sheyner to set up a May 10 resume review and mixer at U.C. Berkeley for students and professional planners. We've received positive feedback so far, mostly from graduating students.

We are working on the following upcoming projects:

- Spring/summer office tours. Transportation planning firm, [Cambridge Systematics](#), has agreed to host a tour of their Oakland office in early summer. Date TBD. We are seeking additional office tour locations in various disciplines.
- Planning a volunteer event for YPG members (habitat for humanity, creek clean-up, etc.).
- Warm weather mixers!

Mentorship Program - Committee Members: Natalie de Leon, Kevin Gardiner, AICP, Hanson Hom, AICP, Darcy Kremin, AICP, Whitney McNair, AICP, Emy Mendoza, Andrew Waggoner (lead), and Hing Wong, AICP

No report

University Liaison – Emy Mendoza

I feel like there's lots of urban planning going on around me. I spoke to the San Jose City Council on new bike lines to be installed in downtown, for example. Plus other events. And some meetings with potential urban planning students. For my report, I worked with SJSU Urban Planning Coalition (student organization) to bring a special speaker (Juan Borrelli) to their speaker series. They also are planning for a September 15, 2012 (Saturday) day-long symposium on Public-Private Partnerships. I think David Keyon has more info on this.

AICP Director – Don Bradley, AICP

No report

Legislative Director – Alexandra Barnhill

No report

Sustainability Committee Co-Chairs – Scott Edmondson, AICP & Katja Irvin, AICP

- Katja wrote 2 Plan-it Sustainably columns for the Northern News
- Scott had lunch with Brian Soldad, SF RAC, to brainstorm SF events; we'll see about doing one on the new Transbay Terminal
- Scott prepared draft web page, home page box, and developed an approach to migrating content from the temporary site
- Katja is exploring possibility of an event at NASA's new greenest Federal building, Sustainability Base at Moffett Field (http://www.mercurynews.com/business/ci_20435325/nasas-sustainability-base-at-moffett-field-is-nations)

Newsletter Editor – Naphtali Knox, FAICP

See separate information

Webmaster – Ronny Kraft

The new website was created with Wordpress in a temporary location. Board members received an in-person training on adding content to the site. The training was also provided via webcast. Additional induction and video tutorials were created and provided to the board via email. The webmaster and Web Developer met in person twice to go over details. Much time has been devoted to developing the site and addressing issues that started to arise when content started being added. There are still a few more issues to work out and some pages where board members need to add content, however the site is ready to go live.

Regional Advisory Committees

North Bay – Kristine Gaspar

In May North Bay is hosting a walking tour at the former Mare Island Naval Shipyard. We will discuss the status of, and challenges of implementing, the Mare Island Specific Plan which outlines the vision for the reuse of the former Mare Island Naval Shipyard closed in 1996. Afterwards we will meet at Mare Island Golf Club Café. I hope to have something pulled together for Napa County in June, not sure what yet.

East Bay - Joanna Jansen/Andy Waggoner

On April 12, we co-sponsored an event with the Alliance for Innovation and the City of Hayward on successful strategies for online engagement. Approximately 40 planners and public information officers from jurisdictions from Davis to Santa Clara County attended this 3-hour presentation.

On Wednesday, May 2, at 5:30 PM, we are co-hosting a social event with AEP. Cocktails and appetizers at Luka's Tap Room in Uptown Oakland, near the 19th Street BART.

Looking ahead, we are working with Colette and Alexandra to organize an ethics and a law training for CM credits, to be held somewhere in the East Bay in the summer and fall.

Monterey Bay – Elizabeth Caraker

In April I met with the AEP Monterey Chapter reps and hammered out a spring/summer schedule of possible events. It began with a joint happy hour last week at Post No Bills. We were also represented at a recent CSPE luncheon discussion on roundabouts and generated some interest in holding joint events. Most likely this summer our APA RAC will host an "Economic Summit" of sorts for the Monterey Bay Region with AEP, ACEC, AEP, AIA, APWA and CSPE memberships. Other events on the horizon include a stormwater discussion in May or June.

Peninsula – James Castañeda

Networking/social function anticipated for July. Details pending.

Redwood Coast – Stephen Avis

- The Redwood Coast Region is continuing its series of monthly Brown Bag Lectures on topics of interest to Planners. These programs are included in the online Calendar of Events and in Northern News.
- The Humboldt County's Public Health Branch has realized that there is a direct link between the built development and the health of a community. As a result they have been seeking grant funding for project and education programs that support Smart Growth design concepts, the development of Complete Streets, and pedestrian and bicycling safety programs.
- There has developed regular communication between local planning firms, agencies, NGOs, and Public Health. As a result, we have added the Public Health Branch as a co-sponsor of the Brown Bag Lunch series.

- The July program will be conducted by the Public Health Branch which has received a grant for a pilot program for pedestrian safety in crosswalks. I will be working with Public Health staff to connect with City and County Planners.
 - i. A recent fatal accident in Fortuna, in which an active 84 year old was struck by a school bus filled with children, points up the need for additional tools for pedestrians.
 - ii. The project consists of fluorescent flags in containers on either end of a crosswalk. Flags can be picked up, used for visibility and deposited on the other side of the street.

These types of working relationships benefit many as a whole and raise the visibility of APA in the community.

- The North Coast Region (APA CA- Northern) submitted a grant request and has secured an all-day workshop on Designing and Planning for Pedestrian and Bicycling Safety. The workshop will be held on June 20 in Fortuna (invitations to be sent out in early May) and is conducted by the Local Government Commission, the Rails-to-Trails Conservancy, and a Bicycle Advocacy Group.
- This program is sponsored by APA California-Northern and will include a reduced (or free) enrollment fee for APA members. AICP –CM credits are being sought.
- The North Coast Region extends an invitation to the Board offering the Humboldt Bay Area as a location for a Board Retreat, Weekend Field Trip (one to each region, in turn?), or other event. Life behind the Redwood Curtain or on the Mendocino Coast is considerably different from the exciting but hectic world of the Bay Area and other major metropolitan areas.
- **The Region can offer a choice of interest venues for meetings:**



River Lodge in Fortuna



Carson Mansion in Eureka (Iconic Gingerbread)



Eureka Inn (National Register of Historic Places)



Little River Inn (Mendocino County)



Victorian Inn (Ferndale)

- **The Region can offer an array of activities for planners:**



100 year old ferry boat tour of Humboldt Bay



Downtown Ferndale (National Register of Historic Places) and Mendocino



Tour of the Headwaters Forest Preserve and visit National and State Parks

San Francisco – Brian Soland

No Report

South Bay - Katja Irvin

No dates are set yet but we are working on three possible panels/seminars for this year:

- Bike planning
- STARS
- Green Building Tour (with Sustainability Committee)