



American Planning Association California Chapter Northern Section

Board Accomplishments and Goals January 22, 2011

2010 BOARD ACCOMPLISHMENTS

As reported to APA California Chapter at Board Retreat January 14, 2011:

- We revised and adopted our bylaws in May (last revised in 2006). We eliminate one position and added two others (CPF Liaison and Young Planner's Group Coordinator).
- We hosted a very successful awards banquet at the Sir Francis Drake Hotel in San Francisco with over 120 people attending. Attendance exceeded our expectations by 30 people. Eight of the section winners went on to win state awards. We are hopeful that a few will win at the national level.
- For the June issue of *Northern News*, we prepared a simple budget breakdown for Section members.
- We organized a group of volunteer planners to provide services to the City of San Bruno in the wake of the disastrous explosion of the natural gas pipeline.
- We represented the Section and the state at the presentation of APA's Great Places in America award to the Ferry Building on October 13.
- We created a Sustainability subcommittee to address organizing sustainability events, understand member's concerns regarding sustainability, and plan for sustainable future. The subcommittee drafted a membership questionnaire to understand member needs and help focus the Section's priorities for 2011.
- We organized a mentorship program for new professionals that pairs them with more seasoned professionals. This is a pilot program and will run through June 2011. If it is successful, we will expand and continue the program into the future.
- The 2010 Holiday Party was quite successful. We held it at Farmers Market Bistro in Oakland and had 83 attendees. We raised about \$500 for CPF through our drawing and direct donations.
- 2010 Events we sponsored or co-sponsored:
 - Big Steps, Little Steps to Addressing Climate Change (4 CM credits)
 - Closing the Climate Gap: Perspectives On Environmental Justice and the Bay Area's Future (1.5 CM credits)
 - San Francisco Regional Advisory Council Social/Networking Event
 - East Bay Regional Advisory Council Historic Fox Theater Tour & Social Event
 - The High Cost of Free Parking with Donald Shoup (2 CM credits)

- Young Planners Group Mixer
- The Legacy of Livable Streets (1.5 CM credits)
- Got (new) CEQA Guidelines? A Conversation with the Bay Area Air Quality Management District (3 CM credits)
- Demystifying Bay Area Brownfields (1 CM credit)
- Water Efficiency & Water Conservation (3 CM credit)
- Green Building in India - An Alternative Approach (1.5 CM credits)
- Implementing SB 375 at the Local Level (1 CM credit)
- Walking Tour - "Living with LID: Are you ready to go with the flow?" (3 CM credits)
- Transit Oriented Development and Social Equity: Research and Action (1.5 CM credits)
- Public Workshop #2: First concepts—Design ideas for Gateway Park
- Toward a Just Metropolis: From Crises to Possibilities (8 CM credits)
- Annual C.3 Stormwater Workshop: Complying with New Stormwater Requirements (5.5 CM) credits
- Walking Tour/Mission Dolores Neighborhood (1 CM credit)
- Presentation on Recycled Water Projects (6 CM credits)
- Monterey Branch Line Light Rail Project Presentation
- Monterey Bay APA and AEP Happy Hour
- Redwood Coast Region's Brown Bag Lunch Series
- East Bay Regional Advisory Council Social Mixer
- Tour the Green X-Ray House (1 CM credit)
- Redwood Coast Regional Advisory Council Social Mixer
- APA/AEP Brown Bag Event: Blueprint Survey v2.0 (1 CM credit)
- San Jose State University New Student Orientation Social Event
- Defining "Equitable" in Bay Area Transit-Oriented Development (1.5 CM credits)
- Redwood Coast Region's Brown Bag Lunch Series
- Redwood Coast Regional Advisory Council Social Mixer
- Understanding AB 32 and SB 375 – A Legal Analysis (webinar) (1.5 CM Law credits)
- Healthy Rural Communities Regional Forum
- Workshop on Stormwater Development Standards (4 CM credits)
- Presentation on Coastal Water Projects (6 CM credits)
- Bay Area Planning Directors' Fall Meeting: Best Practices for Greener Site Development (3 CM credits)
- Sonoma State's Global Sustainable Development in the Age of Climate Change – multi-day (7 CM credits per one-day session)
- Walking Tour of Visitacion Valley (1.5 CM credits)
- Young Planners Group presents "Public Engagement in the 21st Century." (2 CM credits)
- The Brisbane Experience: Planning, Design, Transport & Sustainability in Australia's 3rd City (1.5 CM credits)
- Cities for all Ages: Planning and Our Aging Population (1 CM credit)
- Brown bag session on Sustainable Land Use and Transportation (1.5 CM credits)
- CALGreen Building Code Workshop (2 CM Law credits)
- Young Planners Group San Lorenzo Riverfront Walking Tour (1.5 CM credits)

- TOD Urban Outing in Sunnyvale/Mountain View/Redwood City (2.5 CM credits)
- Encouraging Community Support for Affordable Housing: Lessons Learned in Pleasanton (1.5 CM credits)
- Redwood Coast Regional Advisory Council Holiday Party

DIRECTOR: Hanson Hom, AICP

- Learned the duties of the Director position
- Coordinated the Board reports and agenda packets
- Participated in Executive Committee meetings
- Developed co-sponsorship proposal form
- Oversaw the election of Director-Elect and Administrative Director
- Organized CALGreenWorkshop
- Assisted in forming Executive Committee
- Participated on Sustainability Subcommittee
- Coordinated membership and sustainability survey via Constant Contact
- Organized Board Retreat

DIRECTOR ELECT: Allen Tai, AICP

IMMEDIATE PAST DIRECTOR: Darcy Kremin, AICP

- Helped organize the Holiday Party including the CPF drawing
- Helped transition section management to Hanson
- Helped plan section awards with Eileen and Andrea
- Generally answered questions and pointed people in the right direction

ADMINISTRATIVE DIRECTOR: Justin Meek

TREASURER: Jeff Baker

- Transitioned accounts to Wells Fargo and reduced banking fees
- Submitted accurate and timely financial reports
- Timely bill payments/reimbursements

MEMBERSHIP SERVICES & PROGRAMS

Awards Program Co-Directors: Eileen Whitty, AICP and Andrea Ouse, AICP

International Director: Rob Eastwood, AICP

Membership Director: Brenna Elizabeth Moorehead, AICP

- Maintained membership at approximately 1500 individuals
- Maintained current section membership list
- Issued eNews on regular basis to members and interested individuals
- Issued eNews special announcements for elections and surveys

Planning Commissioner: Margaret Kavanaugh-Lynch

OUTREACH & DEVELOPMENT

California Planning Foundation:

CPF Liaison: Hing Wong, AICP

The California Planning Foundation's annual auction was held at the APA California Conference in Carlsbad on November 2. A record-breaking \$29,000 was raised in 2010 from the annual auction at the conference as well as from donations received throughout the year. This year's goal is to break that record.

CPF will hold its annual walking tours on Friday, May 13th in Sacramento and Santa Monica this year. Over the last four years, the tours have been in San Francisco (twice), Oakland, and San José. All money collected from these tours goes directly into the scholarship fund. Even though this year's event is in Sacramento, we'll encourage Northern Section members to attend.

Scholarship applications will be due on March 25, 2011. First year students at UC Berkeley and at San José State University are strongly encouraged to apply. The departmental chairs from the non-accredited university planning programs will also be submitting names of their top students for a different set of scholarships.

Planning Diversity:

Director: Miroo Desai, AICP

The Diversity Committee pursued its objective to coordinate Section activities to meet diversity goals and educate members to better serve diverse communities by conducting a seminar on Climate Gap and launching the Ambassador program in high schools. Brenna Moorehead, former Associate Director, organized a seminar called *Closing the Climate Gap*. Forty people attended the seminar that was very well received. I launched the Ambassador program where a volunteer list for program was formed, information resources for dissemination were assembled, and an event at an East Bay high school was organized. I also completed the Committee's webpage on the Section's website by adding content.

Student Representatives:

San Jose State University: Sara Billing

UC Berkeley: Kim Lucas

- Donald Shoup presentation on the *High Cost of Free Parking*, co-sponsored by Greenbelt Alliance, the Great Communities Collaborative, Silicon Valley Bicycle Coalition, TransForm, the City of San José, San José State University's Urban and Regional Planning Department and Urban Planning Coalition, Mineta Transportation Institute, and the American Planning Association.
- SJSU Urban and Regional Planning Program's 40th Anniversary.
- An increased number of UPC social events as well as increasing attendance at both UPC and APA events by SJSU students and alumni.

University Liaison: Emy Mendoza

- Supported AICP training at San José State University.

- Posted information on Northern Section's website.
- Facilitated student volunteers for Awards Banquet and Holiday party.

Young Planners Group:

Co-Chairs: Natalie de Leon & Lindsey Virdeh

We had a successful first year as an official sub-section of the Board of Directors. Here is a list of our highlights:

- December 2010 to 2011: Ongoing planning of our Section's mentorship program along with other board members.
- December 3rd: Prepared and showed a picture DVD of all Northern Section events for 2010.
- November 1-4: We attended the state conference and volunteered at various sessions.
- October 22nd: Santa Cruz Walking Tour which included presentations from the Mayor, Vice Mayor, Housing Manager, Senior Planner, and Levee Project Manager who discussed redevelopment of downtown and along the San Lorenzo River Pathway. A highly successful and educational event with 21 attendees who signed up. This event was worth 1.5 CM credits.
- October 7th: *Public Engagement in the 21st Century*. We had six different presentation sessions and attendees were able to attend three of the six sessions. We were able to return over \$200 in profit to the Section. There were 68 attendees who signed in at the event and the event was worth 2.0 CM credits.
- August 26th: Tour of the City of South San Francisco's Green X-Ray House. The house was built to educate the public about what they could do to incorporate green building strategies into their own homes. Three people attended this tour.
- Mid-Year: We enlisted the help of a volunteer, Ronny Kraft, who is going to help us keep our Facebook page updated.
- May 19th: Networking mixer in Santa Cruz at Red Restaurant and Bar. A good turnout, approximately 12 people.
- April 8th: *Planning Jobs Without Planning Titles*. This three-person speaker panel included trained planners with careers in related capacities such as affordable housing, consulting, and environmental/zero waste oversight. A great turnout, approximately 20 people, held at ABAG in Oakland.
- March 11th: Networking mixer in Oakland at Levende East. A large turnout, approximately 30 people.

PROFESSIONAL SUPPORT & EDUCATION

AICP Director: Don Bradley, AICP

Don Bradley organized and presented the AICP exam prep sessions in Fall 2010. The Spring sessions are Jan. 15, Feb. 5, Feb. 26, March 12 and April 2, at SJSU. There will be Fall 2011

AICP exam prep workshops in Sept., Oct., and Nov. I will be out of the country teaching psychology and government in South Korea from March until July but will have guest lecturers set up for all sessions.

Ethics Review Director: Colette Meunier, AICP

Colette Meunier gave her lecture on planning ethics to the Fall 2010 AICP class. She will again speak to the Spring 2011 AICP exam prep workshop at SJSU. Colette will be invited to participate in the Fall 2011 AICP exam prep session.

Legislative Director: Bryan Wenter, AICP

Bryan Wenter, Legislative Director, will speak to the AICP candidates on Feb. 5. He was a guest speaker on planning and zoning law to the AICP Fall 2010 class. Bryan will again participate for the Fall 2011 AICP exam prep workshops.

Professional Development Director: Tania Sheyner, AICP

- Obtained CM credits for 35 events, for a total of approximately 89.5 CM credits.
- Participated in starting the Section's Mentorships Program.
- Coordinated with other CA Professional Development Directors to put on an Ethics workshop at the CA Conference.

PUBLICITY AND COMMUNICATIONS

Advertising Director: Hannah Young, AICP

Newsletter Editor: Naphtali Knox, FAICP

Newsletter Associate Editors: Mika Miyasato, AICP & Caroline Teng

Northern News became a longer, wordier newsletter in 2010—a trend that began in 2008. And—while it is hard to measure—it appears the newsletter may not have been as well read as during the previous year. All three editors (Knox, Miyasato, and Teng) were involved throughout the year in seeking, preparing, and editing content, and in producing the publication.

Length and content

The December-January issue of *Northern News* was the 53rd under editor Naphtali H. Knox, FAICP. It was also the longest: 12,670 words. In 2010, the average length was 9,500 words. In 2009, the average length was 8,100 words.

More words means more content, but what kind? *Northern News* has been striving for "original content"—something not previously published and in most cases authored by someone local. Excluded from the definition of "original content" are the Director's notes, RAC reports, original or regurgitated announcements, and anything where the content comes from wire sources, press releases, or wire services (e.g., What others are saying, Northern California roundup, HSR notes).

With that as a definition, 30 "original content" articles were published in last year's 10 issues:

- June, no original content articles.
- February and July/August: 2 original content articles each issue.
- March, May, and November: 3 original content articles each issue.
- April, October, and December/January: 4 original content articles each issue.
- September: 5 original content articles.

The February issue will publish an alphabetical list of **Northern News'** 2010 authors (28 local; three from outside the area) and their article titles.

Readership and membership

Web download statistics are problematic. They vary in ways that withstand simple explanations. For example, the data show 13,509 downloads of the June 2009 issue, but only 1578 downloads of the June 2010 issue. Was it because the June 2010 issue had no original content? Or because it was the last month that ran "Planners seeking employment? Doesn't seem probable.

The law of averages is still working, however. Comparing all of 2009 with all of 2010, it appears the number of downloads (a proxy for number of readers) is down 20-30 percent. Over the same period, membership levels declined 15 percent.

The arithmetic

If you look at the nine issues for which there are data in 2009 (Dec 08/Jan 09 through Nov 09), we had a total of 79,954 downloads, nine issues, or 8884 downloads per issue. For the eight issues for which there are data in 2010 (Dec 09/Jan 10 through Sept 10) we had a total of 49,503 downloads, eight issues, for an average of 6188 downloads per issue. That's an average drop of 2696 per issue, or 30 percent. Even *The New York Times* would be concerned.

Now look at downloads per month (all *Northern News* downloads, regardless of which issue, by month of the download). From December 2008 through November 2009, we had 79,087 downloads, 12 months, 6591 downloads per month. From December 2009 through November 2009, we had 58,560 downloads, 11 months, for an average of 5324 downloads per month. That's an average drop of 1267 per month, or 19 percent. Yes, *The New York Times* would still be concerned.

Northern News has been listing its circulation as 8500 per issue. That should now be dropped to 6000.

The reason

There could be many reasons for the drop in circulation relating to length, quality, layout, or method of delivery of the News. Other possibilities are the professional groups on LinkedIn and/or our growing attention to Facebook. Right now, we have no way to examine those possibilities. But we could examine the falling APA membership as a possible reason. Is it behind the decline in readership?

To answer that question, we chose as a proxy for membership the number of entries in the Northern Section mailing list provided about quarterly by National APA. Based on the length of the list, the size of our reader base is shrinking: On 12-15-2008, the list had 1855 line entries. By 9-11-2009, the number of line entries dropped to 1688. On 12-7-2010, the

number of entries was 1576. So the mailing list (most recently at 1576 entries) has dropped by 279, or 15 percent from its 1855 two years earlier.

Webmaster: Pierce MacDonald

On October 29, 2010 I asked for suggestions to update the Section's website, www.norcalapa.org

The response was fantastic and many of the changes and new content were added to the site immediately, under our existing agreement with the web designer, Audrey. Please check out the new Diversity, South Bay RAC, Students/University Representative, and Young Planners Group web pages at www.norcalapa.org , under Committees.

The web site has been busy hosting the PayPal registration for this year's events, including the very successful Holiday Party, Awards Dinner and YPG Public Engagement/Social Networking events. These events represented several hundred unique on-line registrations. The potential to use PayPal for sponsorship invoicing in the future is promising.

Other website improvements include a Board information page (at the bottom of the Board Directory page), technical changes including the consistent use of "Section" on the website. Timely calendar, newsletter, and job announcement postings. Posting dates and 'last updated' dates have been added to the homepage and many postings.

REGIONAL ADVISORY COUNCIL

East Bay RAC: Joanna Jansen, AICP and Jane Wardani

Monterey Bay RAC: Elizabeth Caraker, AICP

The Monterey Bay Area RAC supported, advertised, and/or organized 6 events in the Monterey Bay Area this year, offering a total of 20 CM credits:

- Water Forum (series of 3 AMBAG events): 15 CM Credits
- LID Techniques: 3 CM Credits
- Light Rail Discussion: 1 CM Credit
- AMBAG Blueprint Workshop: 1 CM Credit

The Monterey Bay RAC also held three joint happy hours, including a year-end holiday happy hour with the Monterey Bay Chapter of AEP.

North Bay RAC: Ladd Miyasaki

Here're some tidbits regarding my replacement:

- I'll be around till someone volunteers for this position.
- AEP's Terri McCracken has expressed an interest in the position but has not replied since our initial contact.
- Joan Douglas (APA/AEP) is asking ESA staff from their North Bay office for APA board member interest.
- I also sent a message to Pat Collins of Winzler & Kelly as well as Sonoma and Napa County Planning for help in finding someone.

Peninsula RAC: Surachita Bose, AICP

- Organized a TOD tour of sites in the South Bay and Peninsula in partnership with Greenbelt Alliance, Urban Habitat, City of Sunnyvale Horizon Committee and the Silicon Valley Leadership Group.
- Managed the Board's social media presence on Facebook and Twitter announcing key events, and accomplishments of the Board.
- Assisted with the organization of CALGreen Building Code event (event led by Hanson Hom) held in Sept 2010 at Redwood City Public Library.
- Assisted with the Northern Section Board 2010 Election nomination process.
- In the process of finalizing panel discussion on *Climate change leadership at the local level* to be held in the month of March 2011.

Redwood Coast RAC: Stephen Avis, AICP

Pluses:

- Initiated and conduct a monthly Brown-Bag lunch series.
- Initiated and conduct a monthly Educational event/social gathering after work series.
- Conducted a holiday party for local planners

Minus:

- Failed to secure new members (at least that I know of) even through cajoling.

San Francisco: vacant**South Bay RAC: Katja Irvin. AICP**

Events:

- Organized or co-organized
 - Legacy of Livable Streets, March 22, San Jose State University
 - Living with LID, April 23, HMH in San Jose
 - TOD Tour, October 23, City of Sunnyvale
 - Historic Winery Tour, Tasting, and Hike, November 13, Los Gatos
- Participated in planning
 - Renewable energy event San Francisco
 - Green building event in Redwood City
- Donated \$50 from budget for YPG event, Public Engagement in the 21st Century
- Attended all these events (except the energy event), plus Donald Shoup lecture, APA California Conference in Carlsbad, and Holiday Party

Committee work:

- Executive Committee: RAC representative on EC
- Sustainability Proposal Committee

Other:

- Published article in Northern News
- Provided content for South Bay RAC page on norcalapa.org website (http://www.norcalapa.org/pages/committees/comm_rac_south.htm)

2011 BOARD GOALS

DIRECTOR: Hanson Hom, AICP

- Improve invoicing procedures and timeliness of payment for advertising and job ads.
- Expand sponsorship opportunities for events such as the holiday party, awards banquet and RAC events.
- Continue to offer a vast array of professional development and networking events throughout the section with attention to AICP CM credits, diversity issues and student support (e.g. mentorship program).
- Continue to seek networking and joint event opportunities with other organizations to improve the exposure of the Northern Section.
- Continue the Section's excellent newsletter and continue to enhance the Section's website and social media sites as an outreach and information resource for members.
- Implement sustainability proposal, particularly creating a web-based resource page.
- Clarify the role of Executive Committee and Board and assign responsibility for goals and projects to subcommittees.
- Support Board members and committees in successfully completing their goals and objectives.

DIRECTOR ELECT: Allen Tai, AICP

IMMEDIATE PAST DIRECTOR: Darcy Kremin, AICP

ADMINISTRATIVE DIRECTOR: Justin Meek

- APA/ULI Event
I am in the process of organizing a joint APA/ULI event on the potential for flexible office space development to generate new employment opportunities in cities' downtowns. Speakers would include Santa Cruz Vice Mayor, Ryan Coonerty, and NextSpace co-founder and CEO, Jeremy Neuner. This event is tentatively scheduled for April 21 in Redwood City.
- Calendar Coordination
I would like to make sure improvements to coordinating calendar items in a timely manner that Allen Tai instigated last year get carried through under my term as Administrative Director.

TREASURER: Jeff Baker

- Investigate alternatives to PayPal to accommodate advertising payments
- Provide accurate and timely financial reports
- Timely bill payments/reimbursements

MEMBERSHIP SERVICES & PROGRAMS

Awards Program Co-Directors: Eileen Whitty, AICP and Andrea Ouse, AICP

International Director: Rob Eastwood, AICP

Membership Director: Brenna Elizabeth Moorehead, AICP

- Increase membership by 10%. (150 individuals)

- Distribute eNews according to prepared schedule and restrict special eNews editions.
- Develop list of local press contacts for Board members to promote activities.
- Work with Young Planners Group to use Constant Contact to promote YPG membership and activities.

Planning Commissioner: Margaret Kavanaugh-Lynch

- I have asked to be allocated the same amount in the budget as last year. My general thought is to utilize the money to augment existing presentations and get out the word to Planning Commissioners when a useful workshop is taking place. Since I don't seem to have the time to create these presentations, I could have the time to market them and bring more commissioners to the talks already being prepared.

OUTREACH & DEVELOPMENT

California Planning Foundation: CPF Liaison: Hing Wong, AICP

Planning Diversity: Director: Miroo Desai, AICP

- Continue to hold events at local schools and strengthen the Ambassador program.
- Add more resources onto the webpage that value, recognize and promote diversity goals, and explore other such initiatives that meets Committee objectives.

Student Representatives: San Jose State University: Sara Billing

- Increasing student awareness of, and participation in, the UPC and APA.
- Developing relationships and collaborating with other SJSU departments to put on events.

UC Berkeley: Michelle Thong

- Host an hour-long event with my fellow UC Berkeley planning classmates to familiarize them with the various resources offered by APA, in terms of educational opportunities (trainings, workshops, and conferences), publications, scholarships, membership benefits, Section events, etc.
- Host an APA educational event at UC Berkeley which is open to the general public and listed for CM credits.
- Enroll all incoming Master of City Planning students for their one year of free APA membership in September 2011.

University Liaison: Emy Mendoza

- Want to do a trip to Sonoma and even Humboldt.
- Contact San Francisco State University, Stanford, and Sonoma State University regarding student APA memberships.

Young Planners Group:

Co-Chairs: Natalie de Leon & Lindsey Virdeh

Our most prominent program of the year is our Section's new Mentorship Program. Andrew Waggoner has taken the lead on this program and enlisted YPG and other board members to create a mentorship program for young planners, with a projected launch date of January 2011. The program will last a total of six months, with each mentor and mentee(s) having the opportunity to meet one-on-one or two-on-one during this time. A request for applications has been sent out and matches based on career goals have been made. Our kick-off party will be held on Thursday, January 27, 2011 at the MetroCenter Auditorium in Oakland.

We are also planning on hosting the following types of events:

- Networking mixers with the Heritage YP, San Francisco Young Preservationist Network (co-sponsorship).
 - First event of 2011 to be held on Wednesday, January 12th at 6:30pm at Tosca Café in San Francisco.
- Lecture series / film screenings with the Sierra Club and Greenbelt Alliance (co-sponsorship).
 - Approximately three lecture series events with the Sierra Club surrounding issues such as land use and density, smart growth, and our aging population.
 - Approximately three film screening events with the Sierra Club and Greenbelt Alliance, focusing on history. Films may include and are not limited to:
 - *Make No Little Plans: Daniel Burnham and the American City*
 - *The End of Suburbia*
 - *The Power of Community: How Cuba Survived Peak Oil*
- Tours of public planning departments, private consulting offices, and non-profits.
 - Tour of MIG projected for February.
- Our "big event" of the year, topic to be determined.
- Street Vendor Event
 - As a follow up to a conference session, we would like to invite planners to the San Francisco City Hall to eat lunch from mobile food vendors and listen to San Francisco Planners and others discuss the policy and zoning changes that allowed for this new trend.
- California Conference session on social media for public participation, including working with the founders of Wikiplanning and those who facilitated San Jose's Wikiplanning website. (tentative)
- Networking mixers in underserved locations such as the North Bay RAC and the Redwood Coast RAC.
 - Contact young planners in the Redwood Coast RAC region to enlist their help.
- An event where young planners can educate K-12 children about what planning is and what planners do.
- Walking or biking tours of planning projects.
- Networking Events.
 - Plan additional Happy Hour networking opportunities throughout the Northern Section.
 - Partner with other organizations to have joint mixers. Possibilities: San Jose State University UPC, UC Berkeley, AEP, Green Drinks, etc.
- Work with the APA California YPG Representative, Ted Holzem to give YPG more attention at the State level.

- Quarterly conference calls with YPG representatives from all APA California Sections.

PROFESSIONAL SUPPORT & EDUCATION

AICP Director: Don Bradley, AICP

Ethics Review Director: Colette Meunier, AICP

- As this is the 4th year of the certification requirements, many people will need to meet their Ethics training requirements as part of their 32 credits. So, we should plan on offering at least one Ethics class. It is likely that this can pay for itself, but I request that \$250 be included as seed money and to cover any shortfall in registration.

Legislative Director: Bryan Wenter, AICP

Professional Development Director: Tania Sheyner, AICP

- Work with other Board members to obtain CM credits for future events, particularly those that are difficult to find (i.e., ethics and law).
- Revamp the Professional Development web page and keep it updated with current information.
- Plan/assist other Board members in planning events geared toward job search/resume review/etc. as well as networking events.

PUBLICITY AND COMMUNICATIONS

Advertising Director: Hannah Young, AICP

Newsletter Editor: Naphtali Knox, FAICP

Newsletter Associate Editors: Mika Miyasato, AICP & Caroline Teng

Feasibility and cost still to be checked.

- Continue to seek out new authors.
- Begin a transition to **a fully online newsletter**. (Example: see the *Palo Alto Weekly* virtual edition powered by "Issuu":
http://issuu.com/paloaltoweekly/docs/2010_12_31.paw.section1)
- Have the **eNews carry an abstract** (one paragraph, 10 times per year) **and link it directly to a major article** that will be placed on the Section website for direct viewing (not PDF).

Webmasters: Pierce MacDonald

- In 2011 I hope to ensure that the website is coordinated with social media pages, coordinate postings and events among many Board members, fill in the last details of Section content (Legislative Director page?), create more space and attention for RAC activities, and make more of the formatting on the site, such as the RAC Map, interactive.
- As I started doing in 2010, I would like to remind Board Members to update their website content on a regular basis and use the different features of the site to its creative potential (podcasts, Youtube video, photos of section events).
- I would also like to work with a Section Historian to use the "Milestones" page to record important section events such as past committee activities, past award

winner, Board photographs, obituaries of section members, and other information that is fresh in our minds now and will be important as we look back.

- The Section Website also needs a Co-Webmaster. The best candidate for the position will have strong interest in Section activities, web design, and social media.

REGIONAL ADVISORY COUNCIL

East Bay RAC: Joanna Jansen, AICP and Jane Wardani

Monterey Bay RAC: Elizabeth Caraker, AICP

North Bay RAC: Ladd Miyasaki

Peninsula RAC: Surachita Bose, AICP

- Actively working on setting up a monthly *Brown Bag Lunch Series* on key planning issues and topics of interest.
- Focus on sustainability and climate change related issues; organize and participate in Board efforts related to this theme.
- Enhance the Board's social media presence and membership.
- Promote diversity and participation from planners representing a wider spectrum of ethnic groups within APA and at Board events.
- Volunteer to assist on a variety of Board efforts.

Redwood Coast RAC: Stephen Avis, AICP

Redwood Coast Region plans for 2011:

- Continue the Brown Bag Lunch series
- Continue the social hours
- Co-sponsor an NCI training in the region (February)
- Sponsor a CEQA training in the region (to be worked out)
- Initiate discussions with students at HSU and/or CR regarding a student planning group

Suggested RAC Goal (or objective):

- More training opportunities sponsored by the Section in the outlying regions to benefit members who otherwise have to pay disproportionately higher costs to attend education and training events.

San Francisco: vacant

South Bay RAC: Katja Irvin. AICP

Events:

- Host at least two educational events and one social event in the South Bay
- Host a Strategic Sustainability Planning workshop in the South Bay
- Network to find options to co-sponsor events for CM credit

Committee work:

- Sustainability Committee

Other:

- Outreach to CNU and other local organizations to collaborate on sustainability planning education and other planning related educational programs
- Work with website team to keep South Bay RAC page up to date
- Write two articles for Northern News

Revised: January 20, 2011