

APA California Northern Section Board Report

March 2014

Hanson Hom, AICP, Immediate Past Director

- As one of the co-chairs for the 2015 APA California Chapter Conference in Oakland, I have been working with the other two co-chairs (Erik and Darcy) on conference planning. The planning is going well with over 50 enthusiastic volunteers with great ideas for making the conference a success. A meeting of the full Local Host Committee was held on February 1 where the conference subcommittees discussed respective responsibilities and initial conference ideas, with immediate focus on pre-conference publicity. A committee was also formed to develop a logo for the conference based on the adopted theme "Rooted in AuthentiCity." As the co-chair coordinating the Program Sessions, Mobile Workshops and Diversity subcommittees, a conference call of the three subcommittee chairs is scheduled for March 7 to discuss mutual responsibilities and shared goals.
- With the assistance of Laura Thompson, a "Hike to Plan, Plan to Hike" event has been planned for the Richmond Marina Bay Trail on Saturday, April 19, 8:30 am to 1:00 pm. This is one of a continuing series of guided hikes sponsored by the California Planning Roundtable to raise CPF funds for student scholarships. The Northern Section is a co-sponsor of the hike. Please see attached flyer for more information. We will be applying for AICP CM credits for this event. Hope to see some fellow Board members on the hike.
- I participated in the first of a series of four Planning Commissioner Training Workshop that was held at San Jose Library, Rose Garden Branch, on February 8. My training topic was Design Review and Design Guidelines. Janet Palma organized the workshop series and I assisted with publicizing the event to Bay Area planning directors.
- I assisted in a resume review workshop at San Jose State University on February 28. About 25 students attended the workshop to hear a panel of private and public sector planners discuss the job market for entry level planners and successful interviewing tips. A one-on-one resume review session was offered during the second half of the workshop.
- I will be participating in an AICP Ethics Review Workshop organized by Colette Meunier on March 8 in Oakland at the MetroCenter. This workshop will be combined with a AICP law session.

Administrative Director: Shaveta Sharma

- Prepared the Board Retreat minutes for January 25, 2014.
- Updated the website Board Member section and Events listings pages.
- Attended the 2015 California Chapter Conference planning meeting in Oakland on February 1, 2014.

University Liaison: Justin Meek, AICP

- Participated in APACA Student Representatives kickoff conference call (December 20, 2013).

Treasurer: Laura Thompson

- The 2014 budget adopted by the board in January has been posted to the website budget page.

International Directors: Hing Wong, AICP and Alex Hinds

International Tour

We currently have 27 people signed up for the international tour to Eastern Europe that will visit Belgrade, Serbia; Budapest, Hungary; Krakow, Poland; Tallinn, Estonia; and St. Petersburg and Moscow, Russia. There is space for just one or two additional people to join the tour. A smaller group will be going to the pre-tour to Prague.

The website [<http://norcalapa.org/programs/international-opportunities/>] has been updated to reflect all four past international tours as well as the current tour. The next APA International Tour meeting will be Thursday, March 6 at 7pm to 9pm in MetroCenter Room 171, 101 Eighth Street, Oakland.

Pilot Collaboration and Exchange Program with São Paulo, Brazil

I. Background

This report updates our Board members on our progress toward establishing a Pilot International Planners Collaboration and Exchange Program with São Paulo, Brazil. The proposed program would provide a way for planning professionals and students to participate in activities and shared experiences abroad with collaborating agencies. This effort includes the municipality of São Paulo, SP Urbanismo (a state-owned enterprise, under the Urban Development Agency of São Paulo City Government), and Mackenzie Architecture College, in association with Mackenzie Presbyterian University and Institute.

The attached draft Agreement and draft Work Plan focus on collaboration applicable to:

- Professional practice
- Students interns and research professionals

Topics of interest to be addressed this far in the draft Work Plan include:

- TOD implementation
- Long range regional planning
- Zoning
- Climate change mitigation and adaptation
- Economic development
- Financial and regulatory mechanisms

Anticipated co-benefits of such a program include:

- Learning about new planning and implementation strategies

- Exchanging locally developed techniques to universal urban planning and development challenges
- Establishing an international network and contributing to the profession abroad

II. Next Steps

Thanks largely to our colleagues in São Paulo, Bruno Borges and Nancy Cole, the proposed agreement and work plan align well with accepted municipality and university practice in São Paulo. As such, we believe the next steps consist of a review, refinement and editing of the proposed documents by all applicable parties – to be followed by our Board's formal approval and authorization, hopefully at our Board meeting on May 1. Please note that, in addition to Section Director Jeff Baker, the draft agreement also calls for the signatures of the Mayor of São Paulo and the President of Mackenzie University and Institute. Future participation of California-based universities within the program is envisioned to enable increased student participation and more focused research efforts.

Advertising Director's Report: Scott Davidson

- On 2/11/14 we circulated the new advertising kit to approximately 80 companies that have previously advertised with us or who may be interested in advertising with us.
- Florentina and I have been following up with phone calls to the companies.

Monterey Bay RAC: Justin Meek, AICP and Aaron Ackerman

- Organized a joint AEP/APA Holiday Party at the Wharf Marketplace in Monterey, California. Over 40 planners from the Monterey Bay region joined in the festivities (December 18, 2013).

North Bay RAC Report: Kristine Gaspar

- On January 9th we had a Brown Bag offering one CM credit regarding the environmental and permitting challenges of the expansion project at the Charles M. Schulz Sonoma County Airport.
- In March an event social with AEP in Santa Rosa. In June the RAC will be co-hosting, with Sonoma County PRMD, a series of Brown Bags regarding healthy communities.

East Bay RAC Report: Florentina Cracium, Dahlia Chazan, AICP

- We're working on a list of events for the year and expect to have some underway by the next meeting.

Redwood Coast Region RAC: Stephen Avis AICP

- The region continues to co-sponsor a lunchtime speaker series. A copy of the schedule is attached.
- The region is proposing to organize a training workshop for Planning Commissioners this spring or autumn in conjunction with local jurisdictions. We will request AICP-CM Legal.
- The region is also considering ethics training for Planning Professionals. AICP-CM Ethics will be requested.

- The RAC will be attending this year's CAL-APA conference in Anaheim, California and is willing to facilitate an event for Northern California Section planners.
- The Region hosted a very successful Welcome 2014 party in early January. Over 30 planners attended the festive event. A Trivia Quiz for planners was conducted by Randy Rouda AICP for the betterment of all.
- The event was planned and executed brilliantly by the delightful and fun-loving team of:
 - Alyson Hunter, City of Arcata
 - Colette Metz, LAFCo and Planwest Partners
 - Emily Sinkhorn, Redwood Community Action Agency
 - Rosalind Litzky AICP, SHN Engineering
 - Emily Hedge, LACO Associates (now a Napa County Planner)

Many thanks to all of them; we are now planning a summer party to celebrate life in general and the world of planners on the Redwood Coast.

San Francisco RAC: Brian Soland, AICP

- I worked with the sustainability committee in co-sponsoring an event with ULI and SPUR and providing the event with CM Credits. I met with Shannon Fiala (YPG Coordinator) to brainstorm ideas about an event in SF geared toward young planners. I have been preparing for a joint transportation planners happy hour next month with ITE, YPT and WTS.

CPF Liason: Darcy Kremin, AICP

- Attend the CPF Liaison call on Monday, February 24 to discuss what CPF is working on. CPF now has a fundraising committee looking for ways to do year-round fundraising, rather than once a year at the conference auction.
- We are gearing up for our bicycle tour of Davis on Friday, May 2. Tickets will be \$125, but the tour is going to be excellent. I hope lots of Northern Section planners are able to attend. Registration should be open in a week or two.
- At this year's conference in Anaheim, CPF will host a "Happy Hour and Live Auction" event from 4:30 to 6pm as alternative to our usual after dinner time slot. We hope to make it just as fun and fruitful as years past.
- We are also looking into ways to get the word out to more schools about the scholarships to increase our applications. CPF has been asked to expand its top scholarships to non-accredited schools and we are looking into ways to do that. Please let me know if you have any questions about CPF or are looking to get more involved.

Section Historian: Juan Borrelli

- Updated the Section Archives webpage (<http://norcalapa.org/about/archives/>) with a revised "2013 Award Recipients" list to reflect those local Section award winners that won a National APA 2014 Planning Achievement Award.
- Continued to work with the International Co-Directors and a subcommittee of local planners to help plan the 2014 International Urban Planning Tour to Eastern Europe (*ongoing*).

- Continued to work with the Director Elect and a subcommittee of the board and to plan for Northern Section to host the 2015 APA California Conference in Oakland, CA (*ongoing*).
- Continued to with the Section Awards Co-Chairs and a subcommittee of the board to promote and plan for the 2014 Section Awards Program (*ongoing*).
- Continued to promote the *Northern News* (NN) to local South Bay planners; continued to provide photos for the NN (December 2013/January 2014, February 2014, and March 2014 issues); and continued to recruit local authors for NN articles (e.g., March 2014 issue: “Pollution in Paradise”, “In Memoriam – Donald R. Ross”, and “Art Box Redux”).

Mentorship Chair: Thalia Leng

- The 2013-2014 NorCal APA Mentorship Program continues and will be wrapping up in June of 2014. To monitor the progress of the mentors/mentees, the mentorship committee has reached out to the group to find out if they each have successfully met or have had meaningful contact with one another. We are happy to report that as of January 2014, almost all of the mentor/mentees have maintained a good amount of contact, and have met in-person at least once. The mentorship committee has also continued to provide the group articles and information/suggestions on discussion topics and ways to nurture their mentor/mentee relationship. To allow for another opportunity for mentors and mentees to get together, we are hosting a Spring Happy Hour on Friday, March 14th at District in Downtown Oakland. If you would like to join us for this mixer, please contact Thalia Leng at thaliah@gmail.com for the invitation and information.

Planning Commissioner Representative: Janet Palma, AICP

- Hosted the first of four Planning Commissioner Workshops in San Jose in February with Hanson Hom and Elaine Costello as co-presenters. We had about 20 attendees and a lively discussion. I presented on Best Practices thanks to Wayne Goldberg’s former presentation. The next workshop will be held at the El Cerrito Recreation Center on March 15. If someone would like to host, please contact me.
- Attended the APA State Conference Committee meetings in Oakland and participating in the Programs Subcommittee.
- Submitted an abstract proposal to present at the Anaheim State Conference on Energy Issues in General Plans along with Alex Hinds and several other excellent planners.

Communications Director: James Castaneda

- As of taking over from the first of the year, I’ve been getting familiar and acquainted with the roles and responsibilities of Communications Director. eNews has continued to be sent out on time with little issue. Events and time sensitive deadlines for submittals have begun to be pushed on Facebook a little more frequently, and will continue. Twitter is also starting to be utilized more frequently for also pushing event notification and sharing northern section planning related articles that are commonly seen on Facebook.

eNews

- Four eNews set out since January 1, 2014 (1/2/2014, 1/21/2014, 2/4/2014, and 2/18/2014)
- Two Northern News eblasts sent out since January 1, 2014
- NEXT eNews is on 3/4/2014

LinkedIn

- Up to 1,060 members as of February 28, 2014

Facebook

- Up to 204 likes as for February 28, 2014
- Starting to periodically push future events as listed on Northern Section website

Twitter

- Up to 130 followers
- Starting to use to announce future events on a periodic basis
- Following fellow APA chapters nation wide

YPG Board Report: Shannon Fiala and Jason Su

- Feb 12 -- Shannon and Jason met with the former YPG coordinator and have been trying to get up to speed on our new positions!
- Feb 19 – Shannon met with YPT about co-hosting an event regarding land use and transportation planning with a happy hour at San Pedro Market in San Jose in April
- Feb 20 – Shannon met with SF RAC about coordinating a walking tour about the Better Market Street project in May
- Feb 21 – Shannon met with UC Berkeley Reps about tabling for APA at a UC Berkeley career fair in March, as well as other potential collaborations between YPG and the university
- Mid-March – Shannon will meet with ULI about coordinating an event in June. We have been working on organizing joint events with all of these organizations/partners. Additionally, Jason is making and hosting a volunteer form on the APA YPG site for us. We will draft an email to be sent to our YPG email list. We will update our webpage to keep YPG archived events on a separate sub-page.

Tentative YPG Event calendar:

February - getting up to speed!

March

14th | YPG presence at the APA Mentorship program event

18th | APA / YPG table at the UC Berkeley Career Fair

April

17th | Joint event with YPT at SPUR San Jose: Panel discussion about linking transportation and land use, followed by networking happy hour at San Pedro Market

TBD | Panel discussion on AICP Certification

May

TBD | Joint event with SF RAC: Walking tour of the Better Market Street project

June

TBD | SF Beautiful event in SF

July

TBD | Urban farming volunteer event (Oakland or SJ)

August

September

October

November

December

Newsletter Editor: Naphtali Know, FAICP

- We need articles for the April and subsequent issues. Maybe you've thought about writing for Northern News but haven't yet been moved to action. Well now is the time. And if you aren't inclined to write, please reach out to colleagues and invite them to do so. We also need magazine cover photos that are at least 4000 x 3000 pixels in size. The subjects can be anything symbolic of, or of interest within, our Northern Section boundaries.
- In reviewing the March issue, your editors concluded we should keep the blurbs within *Norcal roundup*, *California, U.S.*, and *World* to no more than 250 words. In March, the shortest blurb was 100 words (good); the longest was 400. Long blurbs make for an uninteresting layout (see pp 17, 23, 26) and make it appear that we published the whole article, leaving the reader to wonder what else there is to read. (We hope to interest the reader sufficiently to click the link to read more). Looking back at earlier issues, the blurbs were of varied lengths, with more photos and graphics. We plan to return to that format.
- Jennifer Piozet is now writing the column, "Meet a local planner." The column was created by Tania Sheyner, who could not continue after December as her workload increased. If you have an idea for a new feature or column that you will write or oversee, please let us know by email or phone.
- As of Thursday, February 27, our Constant Contact email had an open rate of 20 percent, the same as the industry average. However, our specific links achieved a click-through rate of 44 percent compared to an industry average of 10.5 percent. As of February 27, 737 people had opened the email. 171 clicked through directly to the PDF, another 86 clicked through directly to the virtual magazine, and 14 people clicked through to download the new android app for reading the virtual magazine on Issuu.com. After the lead article, the greatest number of click-throughs went to In memoriam, followed by Who's where, Meet a local planner, Where in the world, the Art box redux photos, and Norcal Roundup.
- For some time, we've been posting each publication and a short list of articles on Facebook and LinkedIn. We have also begun to post just the main articles and to tweet the lead articles. We'll see whether all of that increases our national reach or our readership.
- We finished the annual tax report on newsletter calling card ads and sent it to Francine Farrell at the Chapter.

Sustainability Committee: Co-Directors Katja Irvin, Dave Javid

- The committee met in January.

AICP Director: Dr. Don Bradley, AICP

- The AICP exam prep series has met twice (February 1st and 22nd) and will meet 3 more times (March 8th and 29th, and April 19th) on Saturdays from 10:00AM to 3:00PM at San Jose State University campus. Ms. Amanda Becker, our SJSU representative on the board has arranged for our classrooms.
- There are 17 motivated AICP candidates this season. Guest lecturers David Barry, Kimberly Brosseau, and Russell Leavitt have spoken thus far. Russ has been volunteering for 20 years now. We will also have Bob Pittman, Esq., Al Savay, and Lee Bradford at the next 3 meetings to help these pass the exam in May. Among the students are a woman from Los Angeles and another from Leemore, California commuting to the class. The last Fall 2013 workshop attendees all passed the exam. 97% over 25 years.
- We have already covered the History domain as well as introductions, set up study groups, glossary of terms, test taking tips, study smart strategies, study aids, practice questions, and will finish with: ethics, planning and zoning law and court cases, theory, plan preparation elements, plan implementation, and a final review, test anxiety reduction, stress management, and raising self-confidence about the process.

SJSU Student Representative: Amanda Becker

Interview Panel and Resume Event

On Thursday, February 27, 2014 the UPC hosted its' second annual interview panel and resume event. The first part of the event featured advice from recent MUP graduates who were able to find jobs. The second part featured a panel of professional planners from all sectors who gave tips and answered questions about job interviews. The panel was made up by: Rob Eastwood (Santa Clara County); Mike Campbell (HMH Engineers); Laura Worthington-Forbes (Kimley-Horn Associates); Hanson Hom (City of Sunnyvale); Ryan Smith (City of San Jose). Finally, student had one-on-one time with the panelist, as well as Hing Wong (ABAG), and received resume feedback. Roughly 35 students attended the event.

Thank you to all our panelists as well as the Northern California Chapter of the APA for providing food and drinks!

Professional Skills Workshop

SJSU's Urban Planning Coalition will be hosting a professional development skills workshop on April 19th from 10 am – 3 pm in the MUP lounge in Washington Square Hall. This event will provide and overview of essential planning skills every entry-level planner should know. The topics will include

- Site plan reading
- Navigating and interpreting zoning ordinances
- The Brown Act
- Planning counter skills and customer service

So far we have an instructor for the site plan reading session, and are **still looking for instructors** for the other topics. If you or someone you know would be interested in helping prepare aspiring planners with these necessary skills, please contact Amanda Becker. Each session is only about 45 minutes and lunch and gratitude will be provided!

“Taking it to the Streets: Place Making and Real Estate Development in the Silicon Valley”
Certificate of Real Estate Development (CRED) Symposium

San Jose State’s MUP program’s CRED program will be hosting a symposium on **April 3, 2014 at San Jose State University’s Barrett Ballroom**. Last years’ CRED symposium “The Future Real Estate and Space Needs of the Tech Industry in the Bay Area” featured real estate executives from major tech companies such as Twitter and Google, and was met with rave reviews from the real estate industry and planners alike. This years’ symposium is sure to live up to last years’. The program will offer CM credits. More details to come.

Nor Cal APA Legislative Update: Alexandra Barnhill

ENACTED LEGISLATION

AB 471 (Atkins, 2014) – Post-Redevelopment. This month the Governor signed AB 471 into law as an urgency measure which takes effect immediately. This is a post-redevelopment bill that opens the door for local governments to use infrastructure finance districts (IFD) more easily for redevelopment-type activities by amending IFD laws. It also provides some housing successors with temporary financial support and provides guidance for the preparation of Recognized Obligation Payment Schedules (ROPSs) and Long-Range Property Management Plans (LRPMPs).

SB 743 (Steinberg, 2013) – CEQA Reform. This bill directed the Office of Planning and Research (OPR) to propose revisions to the CEQA Guidelines by July 1, 2014 that establish alternative metrics to evaluate the significance of transportation impacts of projects within transit priority areas and optionally outside transit priority areas. The criteria must promote the reduction of greenhouse gas emissions, the development of multimodal transportation networks and a diversity of land uses. After the guidelines take effect, automobile delay, measured solely by level of service (LOS), may not be considered a significant impact on the environment.

OPR recently released its “Preliminary Evaluation of Alternative Methods of Transportation Analysis.” This analysis studies a number of suggested alternative measures of transportation impacts including vehicle miles traveled per automobile or per capita, automobile trips generated, fuel use, and motor vehicle hours traveled. The agency’s analysis highlights the difficulty of using each metric and identifies which mitigation measures and project alternatives might result from the use of each metric. The OPR document can be found at:

<http://www.opr.ca.gov/docs/PreliminaryEvaluationTransportationMetrics.pdf>

AB 440 (Gatto, 2013) – Brownfield Redevelopment. This bill helps local agencies investigate and clean up polluted property for development. The League of California Cities is hosting a webinar on this legislation on March 6.

SB 731 (Oropeza, 2008) – Massage Regulations. This 2008 bill established a voluntary certification process through the California Massage Therapy Council (CAMTC) for massage professionals and will sunset on Jan. 1, 2015. Various Legislative committees are analyzing this bill and will report on the effects of the regulation in March.

PROPOSED LEGISLATION

SB 1262 (Correa) – Medical Marijuana Regulations – Is a bill sponsored by the California Police Chiefs Association and the League of California Cities to improve the regulation of medical cannabis in a manner that protects local control, addresses important public safety concerns, and enhances health and safety standards. The bill's purpose is to provide a clear road map for the responsible implementation of Proposition 215 in California.

[SB 674 \(Corbett\) - CEQA exemptions](#) -The California Environmental Quality Act requires a lead agency to prepare an environmental impact report on a project that it proposes to carry out or approve that may have a significant effect on the environment. This bill would exempt as "residential" a use consisting of residential units and primarily neighborhood-serving goods, services, or retail uses that do not exceed 25% of the total building square footage of the project.

SCA 3 (Leno/Steinberg, 2013) – Constitutional Amendment. Last year the Legislature adopted a proposed constitutional amendment that would make local agencies' compliance with the California Public Records Act and Brown Act a constitutional mandate. As a result, local agencies would no longer be able to seek reimbursement for compliance with these laws and the state would not need to suspend compliance when it faces a revenue shortfall. The constitutional amendment requires voter approval and will be the subject of a statewide measure on the June 2014 ballot.

Statewide Redevelopment Initiative – This month the Attorney General of California provided a title and ballot summary for an initiative that would reestablish redevelopment agencies (RDAs) and resume the diversion of local property taxes to redevelopment projects. The AG indicates that the initiative would also expand certain aspects of former RDA law, including:

- Removing prior RDA law's requirements for dollar and time limits and caps on RDA debt.
- Expanding prior law's definition of blight to allow whole cities and counties to be considered "blighted" and eligible for redevelopment.
- Reducing and makes optional prior law's affordable housing component.
- Extending prior law's time limit for using eminent domain.

The Legislative Analyst's Office has evaluated the fiscal impact of the measure and concluded the measure would redirect between \$1.5 and \$2 billion in property taxes from general

government purposes to redevelopment. The measure's proponent has until July 21, 2014 to submit the more than half-million signatures in order for the measure to qualify for the ballot.

JUDICIAL ACTIVITY

Morgan v. Imperial Irrigation District (4th Dist. 2014, Case Nos D060146, D061087.) This ruling provides guidance to California's local agencies attempting to comply with the substantive and procedural requirements of Proposition 218. Specifically, the opinion holds that an "omnibus" protest procedure is constitutional and valid under Prop 218. This resolves confirms that an agency is not required by Prop 218 to allow each affected rate class to have a separate protest, rather, the agency can have one overall protest count. The opinion also clarifies that there is no requirement for agencies to make public available lists of either eligible protestants or protests actually received.

Trisha Lee Lotus v. Department of Transportation (1st Dist. 2014. Case No. A137315). This court held that Caltrans environmental impact report (EIR) failed to adequately analyze the significance of a road realignment project's impacts to old-growth redwood root systems in a state park. The EIR failed to identify or apply a standard to evaluate the significance of the project's potential impacts on redwood root systems. Without the significance analysis, the court found it was impossible to determine the effectiveness of proposed mitigation measures, or evaluate whether other measures should be considered. In addition, the EIR failed to make the mitigating construction techniques enforceable mitigation measures.

Webmaster: Ronny Kraft, AICP

No Board Report.

South Bay RAC: Jonathon Schuppert, AICP

No Board Report.

Diversity: Miroo Desai and Cindy Ma

No Board Report. Oral presentation to be presented at Board Meeting on March 5, 2014.

Membership: Geoff I. Bradley, AICP

No Board Report.



American Planning Association
California Planning Foundation

Save the date

Planner's Bicycle Tours

May 2, 2014 | 9 am–4pm

Join local planners, architects, developers, students and other planning professionals on one of two spectacular bicycle tours.

- 1) City of Davis – Pedal through Bike City, USA with planners and city officials. Davis has been widely considered the "Bicycle Capital of America" since as far back as 1964. Davis was the first city to earn the Platinum Bicycle-Friendly Community Award from the League of American Bicyclists. It is also the home of the U.S. Bicycling Hall of Fame. Davis was the first city in the nation to experiment with and implement the now-ubiquitous bike lane. There are now more than 100 miles of bike paths, lanes, and trails in the city.
- 2) City of Long Beach – Explore a major Port City on two wheels. Long Beach has five major Class I bike paths within its boundaries encompassing over 60 miles. The City also has many Class II paths that are painted lanes on roadway and Class III paths, connecting bike routes with shared use of road with cars. The Shoreline Pedestrian/Bicycle Path was initiated by citizens who wanted to link an existing 29-mile bike path system. This 3.1-mile bike path is a 17-foot-wide concrete trail on the beach, extending from Alamitos Avenue on the west to 54th Place on the east.

Please check californiaplanningfoundation.org in February to secure your spot on one of these great tours. For questions, please contact Darcy Kremin at (510) 874-3110 or darcy.kremin@urs.com.

CM Credits pending



DRAFT AGREEMENT

TERM OF THE TECHNICAL, SCIENTIFIC AND ACADEMIC COOPERATION AGREEMENT BY THE AMERICAN PLANNING ASSOCIATION – CALIFORNIA CHAPTER NORTHERN SECTION, MACKENZIE PRESBYTERIAN UNIVERSITY, AND THE MUNICIPALITY OF SÃO PAULO.

Hereby and according to law, the MUNICIPALITY OF SÃO PAULO, represented by its Mayor, Fernando Haddad, hereafter referred to MSP, with the involvement of its SECRETARY OF URBAN DEVELOPMENT – SMDU, headquartered at Rua São Bento, 405, 17 and 18 floors, São Paulo, SP, CEP 01011-100, CNPJ No. 10.577.663/0001-27, herein represented by its Secretary, Fernando de Mello Franco, hereinafter referred to as SMDU or Participant, and the AMERICAN PLANNING ASSOCIATION – CALIFORNIA CHAPTER NORTHERN SECTION, hereinafter referred to as NORTHERN SECTION or Participant, herein represented by Jeff Baker, Northern Section Director, and MACKENZIE PRESBYTERIAN UNIVERSITY – UPM, hereinafter referred to as MACKENZIE or Participant, represented by its President, Benedito Guimarães Aguiar Neto, with the involvement of its sponsor entity, MACKENZIE PRESBYTERIAN INSTITUTE – IPM, represented by its President, Maurício Melo de Meneses, and its Director of Development and New Affairs, Jose Paulo Fernandes Júnior, with its headquarters at 896, Consolação Street – São Paulo – enrolled in the National Registry of Taxpayers CNPJ/MF under no. 60.967.551/0001-50, resolve to execute this agreement for Technical, Scientific and Academic Cooperation, according to the record of the administrative proceedings _____ No. and SMDU No., subject to, as applicable, the provisions of Law 8.666/93 and in accordance with the following terms and conditions:



SECTION ONE – THE OBJECTIVE

1.1 This Term has the objective to promote mutual cooperation between MACKENZIE, NORTHERN SECTION, and MSP in actions of mutual interest, especially with regards to:

- A) Student and volunteer professional exchanges between Participants. In respect to specific academic agreements between universities located in or associated with the American Planning Association – California Chapter Northern Section and Mackenzie Presbyterian University and according to law, this agreement has also the objective of promoting opportunities for student internships and professional exchange.
- B) Exchange of expertise and information in order to support the production of research on the methods, procedures and theoretical instruments of urban planning and urban design applied by the Participants SMDU, MACKENZIE and NORTHERN SECTION.
- C) It also covers the exchange of data, cartographic products, iconographic material and analytical texts produced by the Participants.

1.2 The activities before mentioned shall be developed exclusively by MACKENZIE, NORTHERN SECTION, and MSP Secretary of Urban Development, as well as MSP indirect administration urban development enterprise SPURBANSIMO.

With this collaborative agreement and according to its scope, Participants will be allowed to jointly work together. The Work Plan sets out all the essential elements and specification such as the scope, common and individual assignments, and deadlines. Attached to this agreement, the proposed Work Plan describes the scope of collaboration, previewed assignments, and timeframes.



SECTION TWO – TERM AND DEADLINES

- 2.1 For all purposes, this cooperation agreement is valid for a period of twenty-four (24) months from the date of its signatures, observing the provisions of Section Seven. The Participants, at any time, can extend the agreement by mutual consent of the Participants.
- 2.2 The present Term may be terminated by any of the Participants at any time, preferably with prior notification of at least 90 calendar days and by contacting each Participant. In any event, all activities committed as a result of this adjustment shall continue until the date of termination.
- 2.3 The activities that are being developed and have already been scheduled for prior to the termination of this agreement shall not be interrupted until the end of its completion.
- 2.4 Respected to the ongoing activities, the Participants will define, under a Term of Closure of cooperation, responsibilities for the completion or termination of the work and any possible disputes.

SECTION THREE – CONFIDENTIALITY

- 3.1 It is understood that the Participants may use information assigned to them through mutual agreement.
- 3.2 Participants, when using the information, will be required to disclose the authorship, taking responsibility to ensure its integrity, and should not change or modification the data.
- 3.3 Participants are responsible not to copy, provide, lend, assign or allow third party access to proprietary information without written agreement from the original source.



- 3.4 Participants are responsible to ensure the safety of property and equipment, where the information transferred will be saved or stored, protecting them against any unauthorized access.
- 3.5 In the event that Participants carry out work using the transferred information, and that this data is shared with other entities, companies, or individuals, the responsibilities described in this agreement shall be extended to these third parties.

SECTION FOUR – COORDINATION

- 4.1 Participants shall maintain during the term of this agreement for technical cooperation, Technical Managers responsible for overall coordination of cooperative activities under this legal instrument. Each of the Participants shall appoint a manager, duly authorized, and empowered to adopt the measures necessary for the proper conduct of this agreement, through which the contacts will be made between the parties.

The Technical Managers are as listed:

- By NORTHERN SECTION: Alex Hinds and Hing Wong, Northern Section International Directors
- By MACKENZIE: Erika Figueiredo
- By MSP, with the involvement of its urban development enterprise SPURBANSIMO: Bruno de Lima Borges

The Participants may at any time replace the Technical Manager indicated, should the amendment be communicated immediately to the other Participants.

- 4.2 For activities approved in the Work Plan, the Participants may request assistance of other entities in accordance with Section Three.



SECTION FIVE – COPYRIGHT

- 5.1 The copyright in any products developed jointly by NORTHERN SECTION, MACKENZIE and MSP, under this agreement, shall belong to the above parties which together establish criteria for publication and use by third parties.

SECTION SIX – COST

- 6.1 This agreement does not assume nor involve the transfer of resources from any Participants. The costs for achieving its objectives shall be the responsibility of each Participant.

Notwithstanding the above, the Participants may obtain funds for activities of mutual interest through third-party sponsors, in accordance with the applicable laws and regulations.

SECTION SEVEN – COMMUNICATIONS

- 7.1 This Statement of Cooperation shall be deemed to take effect once the signatures are provided to the Technical Managers appointed in Section Four.

SECTION EIGHT – DISPUTE RESOLUTION

- 8.1 In the event of unresolved dispute, the Participants will be agree that the court system located where the dispute occur are competent to resolve the dispute.



SIGNATURES

And, being in accordance with the terms hereof, have signed this on eight (08) copies of equal content and for the same purpose, after having read and initialed all sheets except this which were duly signed, two (02) for NORTHERN SECTION, two (02) for MACKENZIE, two (02) for MSP, two (02) for SMDU, all before two (02) witnesses.

São Paulo, the 2013.

By MUNICIPALITY OF SÃO PAULO MAYOR

By SECRETARY OF URBAN DEVELOPMENT

By APA CALIFORNIA NORTHERN SECTION DIRECTOR

By PRESIDENT OF MACKENZIE PRESBYTERIAN UNIVERSITY

By PRESIDENT OF MACKENZIE PRESBYTERIAN INSTITUTE

By DIRECTOR OF DEVELOPMENT AND NEW AFFAIRS - MACKENZIE
PRESBYTERIAN INSTITUTE

**DRAFT WORK PLAN OF TECHNICAL, SCIENTIFIC AND ACADEMIC
COOPERATION BETWEEN THE MUNICIPALITY OF SÃO PAULO /
SECRETARY OF URBAN DEVELOPMENT / SPURBANISMO, THE
AMERICAN PLANNING ASSOCIATION – CALIFORNIA CHAPTER
NORTHERN, AND MACKENZIE ARCHITECTURE SCHOOL**

Purpose

Northern California provides a sound model for regional growth, development and conservation strategies. The San Francisco Bay Area promotes compact land use patterns and transit-oriented development (TOD), a strategy now pursued by the City of São Paulo. Through a public agency, such as the Association of Bay Area Governments, a long-range regional planning perspective can guide housing, transit, and economic growth patterns. São Paulo is leading its efforts in the implementation of financial mechanisms to promote urban development strategies and to build additional capacity.

Mackenzie Architecture School is a renowned private institution with many of its scholars and professionals connected through key roles in academia, government, and the market economy.

By this Agreement, it is expected that the interaction of such institutions can bring a variety of opportunities for mutual improvement through the sharing of experiences.

I. Objective

São Paulo and the San Francisco Bay Area have devised unique solutions to many urban planning challenges. This collaboration aims to enable exchanges on cross-cultural project and program experience between the two regions. The object of this Work Plan is to promote mutual cooperation between MACKENZIE, NORTHERN SECTION and MSP, through its Secretary of Urban Development SMDU and its enterprise SPUrbanismo, with regard to:

- A) Student and volunteer professional exchanges between Participants;
- B) Exchange of expertise and information in order to support the production of research on the methods, procedures and theoretical instruments of urban planning and urban design applied by the Participants SMDU, MACKENZIE and NORTHERN SECTION; and
- C) Exchange of data, cartographic products, iconographic material and analytical writings produced by the Participants.

In order to achieve these objectives, activities between participants shall be developed such as the elaboration and participation in workshops and ateliers, as well as case studies.

Topics of interest may include, but are not limited to:

- TOD (Transit Oriented Development) implementation;
- Long range regional planning;
- Zoning;
- Climate change mitigation and adaptation;
- Economic development; and
- Financial and regulatory mechanisms.

For the professionals involved, the co-benefits of such a program include:

- Learning about new planning and implementation strategies;
- Exchanging locally developed techniques to universal urban planning and development challenges; and
- Establishing an international network and contributing to the profession overseas.

II. Goals of the Agreement

The proposed international planners collaboration and exchange program would provide a way for planning professionals and students to participate in activities and share experiences abroad.

III. Stages and Execution Phases

The implementation of this agreement will be subject to the schedule of activities of the participants.

The participation of professionals and students involved will occur in accordance with Participants' Work Plan and the availability of interested professionals.

IV. Financial Resources Application Plan

This Agreement does not assume nor involve the transfer of resources from any Participants. The costs for achieving its objectives shall be the responsibility of each Participant.

Notwithstanding the above, the Participants may obtain funds for activities of mutual interest through third-party sponsors, in accordance with the applicable laws and regulations.

V. Disbursement Schedule

Unless sponsorship of specific projects is provided, the disbursement schedule of each participant will be according to their specific arraignments.

VI. Activities Timeframe

The exchange of students, professionals and the undertaking of shared activities shall occur according to the timeframe described in the Agreement, with the duration of two years from the signatures of the Agreement.