

APA California Northern Section Board Report

November 2013

Immediate Past Director: Hanson Hom

- Assisted on the Holiday Party Committee in searching for potential sites for the annual Holiday Party which is now set for Friday, November 22 at the District Oakland in the Old Oakland District. Because the restaurant does not have audio/visual capabilities, we will not be preparing a PowerPoint this year to highlight the Section's 2013 activities.
- Assisted on the Mentorship Program Committee in reviewing and matching mentors with mentees. Moderated the panel discussion at the October 30 kick-off event on planning practice and working with the public. One unit of AICP CM credit was approved for this event.
- Participated on a panel discussion on September 26 sponsored by APA Northern and organized by Florentina Craciun on local government response to the recently adopted ABAG/MTC Plan Bay Area Plan. AICP CM credit received.
- Attended the APA state conference in Visalia. Attended the California Planning Roundtable meeting at the conference and was honored to be selected to join the Roundtable as a member representing Northern California. I will be attending the next Roundtable retreat on November 8-10 in Riverside.
- Attended the kick-off meeting on September 14 of the Local Host Committee for the 2015 APA state conference to be held in Oakland. Next meeting is scheduled on November 16.

Administrative Director: Shaveta Sharma

- Participated in the Oakland Conference committee meeting on September 14.
- Prepared the draft minutes for the September 5 Board Meeting.
- Finalized the approved minutes for the July, 10 Board Meeting
- Updated the APA California-Northern events calendar listings.
- Updated the Board of Director's page on the website
- Updated the letterhead for the Northern Section

Treasurer: Laura Thompson

No report

Awards Co-Directors: Eileen Whitty and John Cook

2014 Awards Gala Date/Venue Selected:

- **Friday, May 16, 2014,**
- **Parc 55 Hotel San Francisco**
Tickets still \$40
We intend to request 1 hour of CM Credit from APA.

- **Awards Program Launch in January**
Our planning calendar below shows that we want to get an early start to the 2014 program. Calls for nominations, jurors, volunteers, and sponsors will start in January.
- **New Categories**
This year, the APA State Board substantially revised the award categories to better correspond with National Awards. Accordingly, the Northern Section will use the new State Award categories. These are listed in the table at the end of this memo, along with corresponding National awards. The goal is for better harmony in categories between section, state, and national levels.
- **Update Application and Rules**
Because of all the new categories, we not only want to launch the program earlier but also we'll need to substantially update our application and rules documents. That work is underway with an eye to a January launch.
- **Mentee Engagement**
There may be an opportunity to help nominators complete submittals while also engaging mentees. Eileen has been coordinating with Thalia about having a pool of mentees who could potentially be matched with nominators. Nominators would have some assistance in pulling together submittal materials; mentees would gain invaluable experience and new connections.
- **Past Award Winners Archived**
To further inspire prospective nominators, Juan has thoughtfully created archives of past award winners. We'll provide the link on the application material so nominators can see what winning projects look like. These are saved at: <http://norcalapa.org/about/archives/>
- **Planning Pioneer/Planning Landmark**
Juan has observed that there have been few Northern Section nominations in these categories over the past several years - though certainly no shortage of deserving people and projects in our section! To this end, Juan proposes reaching out to section FAICPs and other distinguished, long-tenured individuals as a means towards seeking nominations in these important categories.

Updated Planning/PR Calendar for 2014 Awards Program

October - December 2013:

- Confirm venue for 2014 Gala _CONFIRMED
- Assimilate 2014 Award Rules/Categories with any changes at State level - IN PROCESS
- Revise Award Nomination forms and Rule Sheets - IN PROCESS
- Awards Committee Conference Call - 11/20/2013
- Save the date announcement for Awards Gala - Northern News/E-blast

January -February 2014

- Calls for Nominations, Jurors, Sponsors, and Volunteers - all in 1!
 - Northern News/ e-blast /website/social media blitz!
 - Same three levels of sponsorship as last year -
- Confirm Jury Selection Day and Deliberation Location - TBD

March 2014

- Deadline for Nominations - late March
- Distribute Nominations to Jurors
- Launch ticket sales for Gala
 - Northern News/ e-blast /website/social media blitz!

April 2014

- Jury Deliberations
- Announcement of Award Winners
- Gala Preparations - certificates, powerpoint, speakers, program of events

May 2014

- Awards Gala - Friday, May 16, 2014

2014 Awards Categories	
APA California (Section and State) Awards	Corresponding APA National Awards Categories
Regular Awards	
Opportunity and Empowerment	HUD Secretary's Opportunity and Empowerment Award
Comprehensive Plan: Large Jurisdiction	Daniel Burnham Award for a Comprehensive Plan
Comprehensive Plan: Small Jurisdiction	
Implementation: Large Jurisdiction	Implementation
Implementation: Small Jurisdiction	
Innovation in Green Community Planning	Environmental Planning
Economic Planning and Development	Economic Planning and Development
Transportation Planning	Transportation Planning
Best Practices	Best Practice
Grassroots Initiative	Grassroots Initiative
Public Outreach	Public Outreach
Urban Design	Urban Design
Planning Advocate	Planning Advocate
Planning Agency (public sector)	Planning Agency (public sector)
Planning Firm (private sector)	Planning Firm
Emerging Planning and Design Firm	Emerging Planning and Design Firm
Communications Initiative	Communications Initiative
Advancing Diversity and Social Change	Advancing Diversity and Social Change (Paul Davidoff)
Academic	N/A
Planning Landmark	Planning Landmark
Planning Pioneer	Planning Pioneer
N/A	Pierre L'Enfant International Planning Award
Special Awards Categories	
Distinguished Service	N/A
Distinguished Contribution	N/A
Section Activity	N/A
Planning Emeritus Network (PEN)	N/A

Section Historian: Juan Borrelli, AICP

- Updated the Section Archives webpage (<http://norcalapa.org/about/archives/>) with the following information:
 - Posted the Section's planning award recipients for the past 6-years (2008-2013) – highlighting all subsequent APA California Chapter award recipients from the Section and all subsequent APA National award recipients from the Section – as a new sub-section of the Archives webpage;
 - Added the names of the 2013 PEN Honor Award Recipients from the Section;

- Updated the description and fixed the broken link under the History of APA California sub-section of the Archives webpage (since the link to Chapter website was changed when they launched their new website); and
 - Added a list of the *Great Places in America* designees from the Section as a new sub-section of the Archives webpage, with a brief description of APA National's program including a link to their website for more information, and a link to a listing of all designees by each state.
- 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*).
 - Participated in a conference call with the Section Awards Co-Chairs and a subcommittee of the board to begin planning for the 2014 Section Awards Program (*ongoing*).
 - Continued to promote the *Northern News* to local South Bay planners.

International Directors: Hing Wong, AICP and Alex Hinds

- Seventeen people attended the fourth APA Northern California Section International Tour planning meeting on September 25. The group plans to travel to Eastern Europe in June 2014. There is a lot of excitement building with this tour as twenty-eight people have attended at least one of the first four meetings.
- The dates of the tour will be June 14-30. Those participating on the tour will need an extra day each way for international travel. In chronological order of travel, the six cities will be Belgrade, Serbia; Budapest, Hungary; Krakow, Poland; Tallinn, Estonia; St. Petersburg, Russia; and Moscow, Russia.
- We have been working with two travel agencies in getting traveling logistics, schedules, and price quotes for the seventeen-day tour. One travel agency is from the Bay Area, while the other is based in Seattle. Both have extensive experience setting up tours in Eastern Europe.
- We will make contacts with planners in the places we want to visit. Many of these contacts have been suggested by Sonia Hirt, one of the two authors of *Twenty Years of Transition: The Evolution of Urban Planning in Eastern Europe and the Former Soviet Union, 1989-2009*.
- The next meeting will be on Thursday, November 7 at 7pm in MetroCenter Room 171, Oakland. At this meeting, we will discuss in details the two proposals regarding logistics, costs, and other important factors. After the group reviews the proposals, we will go back to the travel agencies for any clarification.

Membership Co-Directors: Geoff Bradley, AICP and Sandra Hamlat

No written report; verbal report to be provided at meeting.

Planning Commissioner: Janet Palma, AICP

No report.

CPF Liaison: Darcy Kremin, AICP

No report.

Planning Diversity Co-Directors: Miroo Desai, AICP and Cindy Ma

The Diversity Committee held two events – one was “Planners of Color” social mixer. This was held on September 30th in San Francisco and we had about ten people in attendance. Continuing with our Ambassador Program, we did two presentations at Pittsburg High School in Pittsburg on October 22nd. Marcus Adams, a planner at City of Vallejo was one of volunteer presenters. Pictures from both the events have been posted on Diversity Committee’s Facebook page. We invite Board members to take a look at our Facebook page and “like” us.

Student Representative (UC Berkeley): Edward Graves

No report.

Young Planners Group: VACANT

No report.

Mentorship Chair Board Report: Thalia Leng

The Kick-off event for the 2013-2014 Mentorship Program was held on Wednesday, October 30th and was well attended by mentors and mentees. Participants in the program were given a chance to meet each other and get introduced. The event also included a great panel discussion on the “Professional Challenges in Urban Planning” with a focus on educating the public on why planning is important. Hanson Hom moderated the discussion. Panelists included Lewis Ames, a Financial Manager for SFMTA, Dr. Asha Weinstein Agrawal, the Chair and Associate Professor of the Urban Planning Department at San Jose State University, and Josh Channel, an Environmental Planning Specialist at HNTB.

The mentors and mentees were given possible activities and topics to discuss over the course of the program, and are expected to communicate and meet at least every two months. I will be keeping in touch with all participants to ensure participation and facilitate communication.

Thanks to the mentorship committee which includes Natalie de Leon, Hanson Hom, Mika Miyasato, Jason Su, and Hing Wong, for helping to put this event together and get the program off and running.

AICP Director: Don Bradley, AICP, Ph.D.

The Northern Section APA of the California Chapter sponsored AICP Exam Prep workshop has met on August 31st, September 28th, October 19th, and will finish up this Saturday, November 9th for the Fall 2013 national planning certification examination.

All sessions were held on the campus of San Jose State University in the Rev. Dr. Martin Luther King, Jr. Library or the student lounge of the city planning graduate program building with arrangements made by our student representative Amanda Becker.

All meetings are on Saturdays from 10:00AM to 3:00PM. Guest speakers this series have been Russell Leavitt, Robert Pittman, Esq., David Barry, LEED. This weekend Kimberly Brosseau, the new Cal Chap. AICP manager on the State Board will again join us.

Kim was the organizer of the "So you want to be certified AICP" panel which was based on the TV show about wanting to be a millionaire quiz program. I was asked to be the "call up guy". Originally, this was the" AICP College Bowl and Planning Jeopardy."

This all happened at the annual California Planning Conference in Visalia just last month. The Spring 2014 AICP exam prep work shop series tentative dates will be January 25th, February 22nd, March 22nd, April 19th, and May 10th which are all Saturdays. I anticipate the same volunteer guest faculty speakers, at San Jose State, 10AM to 3PM.

The 5 sessions will cover all the domains of the comprehensive multiple-choice question national test in May: city planning history, planning theories, planning and zoning law and court cases, planning research, statistics, planning document preparation, urban land economics, social equity, public involvement, citizen participation, geographic concepts, population demographics, urban design, transportation elements, smart growth, plan implementation, public programming, environmental impact analysis, infrastructure systems, current trends, and the most important subject covering the AICP Code of Ethics. 2014 make the 25th year I've done this. 34 seasons, over a hundred meetings, 20 plus state conferences, 600 test passers, with a 96% average pass rate.

Ethics Director: Colette Meunier, AICP

No report.

Legislative Director: Alexandra Barnhill

The Governor ended the 2013 Legislative session on October 13th with a bang, signing nearly 90 percent of the bills on his desk. While it is not possible to summarize all the actions taken on bills that are relevant to land use planners, some of the most significant developments are described below.

Another year without major CEQA reform. Though there were early indications that 2013 could be a year of sweeping reform of the California Environmental Quality Act, it was not meant to be. When it became clear that SB 731 (Steinberg), the "CEQA Modernization Act of 2013," would not be successful, the author abandoned it for a diluted CEQA reform bill, SB 743 (Steinberg). Governor Brown has signed SB 743 into law.

Of note, the bill provides for immunity from challenges to residential, mixed-used residential, or reemployment center projects, based on aesthetics and parking impacts on infill sites within a transit priority area. In other words, parking and visual impacts cannot be considered a significant impact on

projects that are surrounded by development on three sides and are within a half-mile of a major transit stop. The legislative intent behind this law is clear: providing infill residential and mixed-use development around transit stops is worthwhile, even though they may create parking and aesthetic impacts.

In addition, SB 743 provides for future revisions by the Office of Planning and Research (OPR) to the CEQA Guidelines that establish thresholds of significance for noise and transportation impacts of projects within transit priority areas. At the recent state planning conference in Visalia, the OPR Director suggested they are considering moving from the current “level of service” standard for traffic impacts to the “vehicle miles traveled” threshold. So it is possible that this bill will indirectly result in significant reform in years to come.

Bill to fix Palmer vetoed. AB 1229 (Atkins) would have superseded a controversial appellate court decision, *Palmer/Sixth Street Properties L.P. v. City of Los Angeles*. The *Palmer* case held that the state’s rent control law prohibits local governments from creating affordable rental housing through local inclusionary housing programs. As a result of this precedent, local agencies have stopped adopting and enforcing inclusionary housing ordinances that were previously used to create affordable housing. AB 1299 would have re-authorized cities or counties to impose inclusionary rental housing requirements on new development.

However, AB 1229 would not have required adoption of inclusionary policies or altered the state’s rent-control laws. Instead, it would have clarified the Legislature’s intent and allowed the policies that helped create affordable housing for the last 40 years to continue at the local level without the threat of litigation.

The Governor’s veto message implied that Brown is skeptical of this land use tool. However, the thrust of the veto message was that the bill was premature because a related case is pending before the California Supreme Court.

Efforts to revive redevelopment unsuccessful. Several efforts to resurrect redevelopment from the dead failed this legislative session. **SB 1 (Steinberg)**, which was nearly identical to a bill vetoed last year by the Governor, would have created Sustainable Communities Investment Authorities as redevelopment authority replacements. These authorities would have used tax increment to fight blight and focus on job creation through new economic development.

However, the bill’s progress faltered on September 12, when it was ordered to the inactive file at the request of its author, Senator Steinberg.

Infrastructure financing districts (IFDs) are viewed as a possible alternative tool to redevelopment agencies, but the laws relating to the use of IFDs are antiquated. **SB 33 (Wolk)** proposed legislation to remove roadblocks encountered by local government officials attempting to use IFDs to fund public works projects. Like SB 1, though, the bill was moved to the inactive file.

Related bills that did not get off the ground include SB 391 (DeSaulnier), AB 294 (Holden), AB 229 (Perez), and AB 1080 (Alejo). Economic development did receive a small boost in the form of **SB 470 (Wright)**, which authorizes the establishment of local programs to loan funds to rehabilitate commercial

buildings and help finance capital improvements for industrial or manufacturing purposes. We can expect to see new bills proposing redevelopment alternatives to be introduced in the next legislative session.

Voters to decide fate of transparency laws. Several attempts have been made to eliminate the state's duty to reimburse local agencies for their cost of complying with the California Public Records Act and Brown Act transparency laws. The latest effort is **SCA 3 (Leno)**, a proposed California Constitutional amendment.

If the voters in the June 2014 primary election approve the constitutional amendment, local government agencies will be required to adhere to the transparency laws and will be solely responsible for the costs of compliance. Unless otherwise provided for in the law, the statutes enacted by this new legislation take effect January 1, 2014.

Professional Development Director: Tania Sheyner, AICP

No report.

Advertising Director: Scott Davidson

Over the last 6 months we have developed a membership survey and an updated approach to advertising revenue (see the attached "Advertising Kit" for 2014). Both of these items are ready to be distributed to our members and our corporate sponsors.

- 1) Survey
Because the California Chapter of the APA circulated a Survey this Fall, we elected to wait until closer to the end of the year to circulate the NSCCAPA survey in order to avoid confusing respondents. The survey will be circulated before December 1st. I do want to remind the Board that we are offering two iPods through a random drawing of respondent names as an inducement to complete the survey.

- 2) Advertising Kit
Before December 1st, the advertising kit will be distributed to the list of current and past advertisers as well as the list of potential sponsors that was generated for holiday events. If

Sustainability Committee: Katja Irvin and Dave Javid

No written report; verbal report to be made at meeting.

Newsletter editor report

Kudos to our layout artist, Nancy Roberts, who got us through a particularly challenging November issue. Since file size on the section website is limited to 10MB (it used to be 5), the large number of images (30+) forced us to two PDFs. That meant extra work to create two different versions of page 2 (one for the PDF and one for the virtual magazine) and two different pages 15 (one to start the Section B PDF and a different one — with no contents — for the magazine edition). In addition, Nancy converted

most of the JPEG images to eps (encapsulated postscript), which yielded smaller image files with superior quality and color balance. Our winning bridge photographer was happy with the results!

Tania Sheyner deserves our thanks for starting the popular “Meet a local planner” column. Her new job has limited the time she can spend on the column. For the upcoming December-January issue, Tania will be mentoring associate editor Jennifer Piozet on interview questions and techniques in a live interview. Jennifer — who now handles Norcal roundup — will also write the Planner column in 2014.

I occasionally receive questions about *Northern News* from other newsletter editors. This month’s query came from the APA Colorado chapter administrator who asked about the programs we use to create our online products.

And we continue to receive letters and online comments. This month’s kudos include:

“Looking at the Northern News — nice job, really works well. It’s really a great thing to edit something like this; helps the entire planning community hugely.”

— Larry Orman, GreenInfo, San Francisco

“Thanks so much for putting the Newsletter together with such a gorgeous layout.”

— Fay Darmawi, StreetUtopia, San Francisco

“Congratulations on a great job of producing/editing the News.”

— Douglas Duncan, Berkeley

“Interesting stuff there, thanks very much.”

— Aiden Mella, Ireland

“Awesome sauce!”

— Omar Masry, San Francisco

The December-January issue goes online December 17. The drop-dead deadline is December 11. Earlier submittals are always appreciated.

Communications Director: Erik Balsley, AICP

No report.

University Liaison: Justin Meek, AICP

- Organized a social event for San José State University Urban & Regional Planning alumni, faculty and friends to go sailing on Monterey Bay (October 19).

Webmaster: Ronny Kraft, AICP

No Report.

East Bay RAC: Florentina Craciun and Dahlia Chazan, AICP

No report.

Monterey Bay RAC: Justin Meek, AICP and Aaron Ackerman

- Organizing a joint AEP/APA holiday party for planners in the Monterey Bay region. The location will either be in the Santa Cruz or Monterey area. The date has not been set, but will be on a Thursday (probably December 5). Contact Aaron or myself for updates.

North Bay RAC : Kristine Gaspar

- On November 20th North Bay RAC is hosting a brown bag on tiering options under CEQA (“How not to Re-Invent the Wheel”). CM credit will be applied for.
- We are skipping the month of December. In January a brown bag regarding the challenges of increasing the footprint of an airport will be held. The date on this is pending.

Peninsula RAC: James Casteneda, AICP

No report.

Redwood Coast RAC: Stephen Avis, AICP

No report.

San Francisco RAC: Brian Soland, AICP

No report.

South Bay RAC: Jonathan Schuppert, AICP

- Exploring Bay Area Bike Share event (9/16) was a nice success
- Co-sponsoring 3 SPUR Forums: Silicon Valley's Transportation Industry (10/30), Learning from Downtown Development Trends (11/14), Urban Ag in the South Bay (11/21)
- Co-sponsoring hike with Greenbelt Alliance (11/23) at Rancho Cañada del Oro Open Space Preserve
- Working on winter "urban outing" with Greenbelt Alliance in Downtown San Jose
- Exploring options for joint South Bay/Monterey Bay event other member lists exist I would be happy to expand distribution.

Student Representative: SJSU - Amanda Becker

Fall Symposium

On September 21st, the UPC hosted a successful “Planning Healthy for Communities” symposium. The key note speaker was Dr. Elizabeth Baca, Senior Health Advisor at the Governor’s Office of Planning and Research. Dr. Baca spoke about the State’s effort to encourage public health elements in general plan updates. Our three panel topics were innovative solutions to planning for different demographics, local food access and implementing active transportation. We received positive feedback from attendees, and want to thank California Chapter Northern Section for their support.

CCPCA Conference

The UPC partnered with the California County Planning Commissioner's Association (CCPCA) for their Annual Conference on October 11th and 12th. The topic was "Water and Innovative Land Use Planning", with an emphasis on water issue. The UPC contributed a panel of four speakers on the topic of planning for coastal cities and climate change. Friday's event featured panels and guest speakers, while Saturday's event featured a bus tour of the 49er's new Levi's Stadium and a tour of the new Silicon Valley Advanced Recycled Water Purification Facility.

PARKing Day

The UPC participated in PARKing day on September 20th. We transformed two parking spaces in front of the Martin Luther King Jr. Library into a sitting area, a mini gold course and an urban planning craft station. The craft station consisted of two project involving a San Jose land use map and a large urban transect zone collage. We put tracing paper over the San Jose land use map and asked people to draw/write what improvements they would like to see, what they liked and did not like about the City. For the urban transect zone collage, we asked people cut pictures out of old APA Planning magazines and paste them in the transect zone they felt it belonged. Transect zones were based on the New Urbanist model.

APA California 2015 Conference Local Host Committee: Erik Balsley, AICP and Hing Wong, AICP

Initial Meeting

The initial meeting to organize conference volunteers was held on Saturday, September 14 from 10am to noon in the MetroCenter Auditorium, 101 Eighth Street, Oakland. The main purpose of the meeting was to provide potential volunteers the history of past Chapter conferences, an overview of the results from the survey the Chapter sent regarding the site selection to general members, a basic schedule from past conferences, and the purpose of each committee.

Over 40 people attended the meeting and approximately 10 others could not attend but had expressed interest in the conference. The group came up with a list of potential conference themes that will be narrowed down at the November LHC Meeting.

November 16th LHC Meeting

The next LHC meeting will be on November 16 at 10am to noon and held at the URS Offices, 1333 Broadway, Suite 800, Oakland. At this meeting we will identify areas for conference improvement and possible change from past conferences, narrow down the list of conference themes, and have committee break-out groups. Committee chairs will not be identified until the January LHC meeting, but each group will begin discussing their role, mission, and deliverables so that committee members can become acquainted with each other and to see if that is the committee they want to serve in. At the end of the meeting each committee will report on what was discussed.

Prior to the breakout groups each meeting participant will be asked to select their top five themes for the conference. Although the logo will be designed at a later date, past APA California logos and themes will be provided to the group to help them choose a theme that lends itself to a logo design.

Theme and Logo

After the November LHC meeting, the Conference Co-Chairs and Section Director-Elect will review the top five themes chosen by the LHC and select the conference theme. If there is not a clear front-runner, the group may open up to include other LHC members so that a general consensus can be reached. The selected theme will be presented at the January LHC meeting. A group will be formed at the January meeting to help run a logo contest.

Next Meeting

The next LHC meeting will take place in either late January or early February. At this meeting, we plan to present the theme, form the logo contest team, and select committee chairs and vice chairs.

ATTACHMENT:

Advertising Kit

Advertising Kit

APA California Chapter Northern

The American Planning Association, California Chapter Northern, offers membership to city and regional planners and associated professionals primarily living or working in California, from Monterey County to Del Norte County, including the nine county San Francisco Bay Area and Humboldt, Mendocino, Lake, Santa Cruz, and San Benito Counties.



Why Advertise with Us

With 1,400 members, the Northern California section is the largest of eight sections in the California Chapter of the American Planning Association. As an advertising partner you can help us keep our members plugged in to the planning profession and up to date on important planning topics and trends. Depending on how you wish to advertise with us, your advertising may be viewed in one or more of the following Venues:

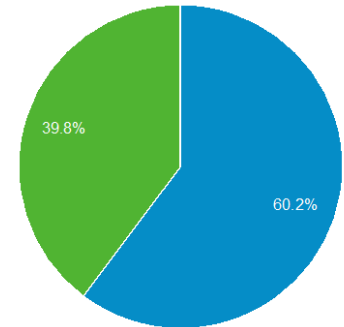
Website

Our website is a primary destination for news and information about the field of planning in Northern California. It is popular not only with our members but also with people looking for news and information about planners and planning jobs, research, consultants, and projects. Advertise on the APA California Chapter Northern website and benefit from broad exposure.

Website Statistics – Between January 1st and October 1st

- **13,215** people have visited our website
- Of the more than 1,350 people who visit norcalapa.org in an average month, **39.73% are first time visitors**
- On average, people spend over **two minutes** visiting the site
- The site has a **56.74% bounce rate** (visitors that only visit one page)
- The average visitor views **1.92 pages**

■ Returning Visitor ■ New Visitor



Calling Card Advertisements

Our standard web-site advertisements are located on our “Resources” page under Consultant Services.

Premium Placement

We also offer “premium placement” for partners who are seeking greater visibility. Premium placement advertisements appear as a rotating ads in two locations, in a box located on the front page of the website below the website image, and in a box next to the job announcements. The advertisement rotates to show calling card advertisements in short intervals.

The screenshot shows the homepage of the APA California Chapter Northern website. At the top left is the logo for the American Planning Association California Chapter Northern, with the tagline "Making Great Communities Happen". To the right of the logo are social media icons for APA, YouTube, LinkedIn, Facebook, Twitter, and RSS. A navigation menu includes "Programs", "Initiatives", "About Us", "Jobs", "Calendar", and "Resources". The main content area features a large image of a marina at sunset. Below the image are three columns of content: "Northern News" (entirely the effort of volunteers, published 10 times a year), "Announcements" (sponsored by "YOUR LOGO HERE" with contact info: www.websiteurl.com, 1-800-555-1234, Your City, CA), and "Upcoming Events" (November 7: International Tour Planning Meeting; November 9: Fall 2013 AICP Exam Prep Workshop; November 14: SPUR Forum: Learning from Downtown Development Trends; November 16: APA California 2015 Local Host Committee Meeting). At the bottom, there are three boxes for "AICP / Professional Development", "Regional Activity Coordinators" (Redwood Coast RAC, North Bay RAC), and "Sustainability Committee" (Sustainability in 2 minutes, APA Sustaining Places).



Jobs

City of South Pasadena, Principal Management Analyst

[View job details](#)

Submit a Job

Sponsored By:

City of San Jose, Planner I/II

[View job details](#)



Skidmore, Owings & Merrill LLP, Assistant Project Manager

[View job details](#)



Urban Planning Partners, Senior/Principal Planner

[View job details](#)

City of Vallejo, Senior Planner-Limited Tern 2-Years

[View job details](#)



MIG, Project Associate

[View job details](#)

Northern News

Northern News is a virtual magazine designed to support the exchange of planning ideas and information. The Northern News is a widely read newsletter covering topics relevant to the planning profession throughout the Northern Section. The newsletter is published as ten issues annually, with eight single-month issues and two double-month issues. The newsletter is a great way to reach approximately 1,000 readers per issue.

Calling Card Advertisements

Calling Card advertisements from firms offering professional services appears in every issue of northern news. Fees paid by the firms for this service help defray the cost of the newsletter.

Monthly Advertisements¹

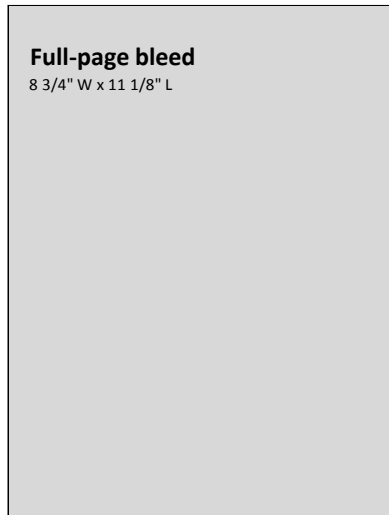
A variety of advertising opportunities are available for firms wishing to spotlight a project or announce changes in the company (e.g. new staff, new office information, etc.). Monthly advertisements must meet the following deadlines:

- **Space reservation:** Two months prior to issue date
- **Ad submission:** By the submittal deadline shown in the advertising calendar

¹ Northern News is published monthly except for combined issues in July/August and December/January

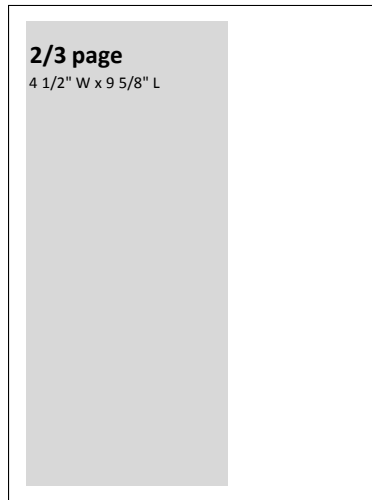
Full-page bleed

8 3/4" W x 11 1/8" L



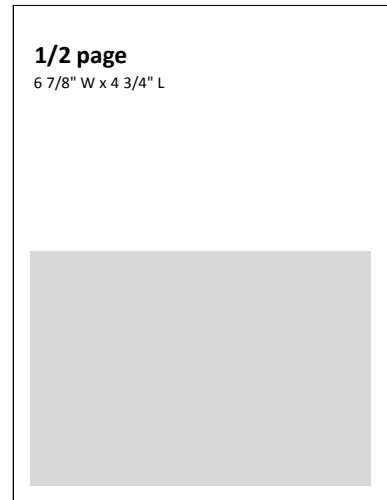
2/3 page

4 1/2" W x 9 5/8" L



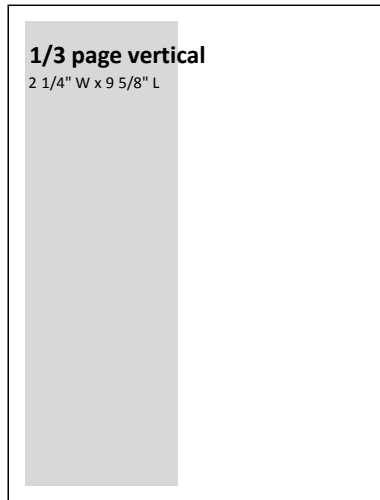
1/2 page

6 7/8" W x 4 3/4" L



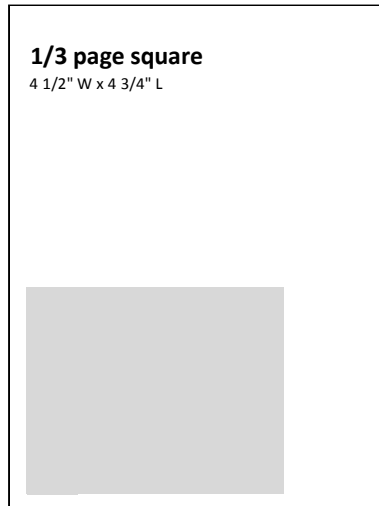
1/3 page vertical

2 1/4" W x 9 5/8" L



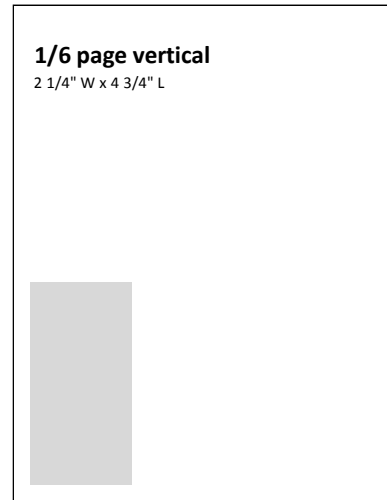
1/3 Page Square

4 1/2" W x 4 3/4" L



1/6 page

(Masthead page only) 2 3/4 W x 4 3/4" L



eNews

The eNews is a bimonthly email distributed to Northern Section members that provides calendar events and alerts members that the newsletter has been published. With a distribution of over 2,500 recipients, the eNews is a highly visible way to advertise in a timely manner.

Events

California Northern hosts 3 annual events, two awards banquets and one holiday party.

Awards Banquets

Twice a year, the American Planning Association, California Chapter, Northern Section hosts an Awards Program that encourages quality in planning and increase the public's awareness of the planning profession through recognizing outstanding achievement in the planning field. Each year, the Northern Section bestows Planning Awards to honor the most outstanding efforts in planning in the Section. The program honors innovative plans and projects, distinguished APA members, and lay contributors to planning and achievements of the Northern Section. Often, our Section winners ascend to win awards at the State and National levels!

Holiday Party

Every December, approximately 300 planners, elected officials, and design professionals gather to network, catch up, and raise funds for the [California Planning Foundation \(CPF\)](#). By sponsoring the holiday party, you will be recognized for your support of this nonprofit, charitable corporation established to further the professional practice of planning in California.

- Reserve ad space by November 26, 2014
- Materials due by December 5, 2014

The Details

Advertising Rates²

- Premiere Package (\$2,500/year) – Premium package with priority placement for a year
- Premium Package (\$2,000/year) – Pick 5 venues from the advertising menu
- Preferred Package (\$1,500/year) – Pick 3 venues from the advertising menu

Ala Carte

Venue	Premiere (Pick 5)	Premium (Pick 5)	Preferred (Pick 3)	Ad Fee	
				Per Issue	Per year
1 Single Calling Card				N/A	\$550
2 Double Calling Card				N/A	\$750
3 1/6 Page Ad				\$200	N/A
4 1/3 Page Ad				\$250	N/A
5 ½ Page Ad				\$350	N/A
6 2/3 Page Ad				\$500	N/A
7 1 Page Ad				\$1,000	N/A
8 Website				\$200/Month	\$1,000
9 E-News				\$100	\$500
10 Awards Banquet				\$500/Event	N/A
11 Holiday Party				\$500/Event	N/A
12 Priority Placement				\$250/Issue	Premiere

² Package rates reflect a single sized calling card. The rate is increased by \$200 if a double sized calling card is selected as one of the venues.

Ad Specifications & Policies

Specifications

Venue/Publication	Specifications
1. Website Calling Card	
Single Ads	3.0" wide x 1.3" high
Double Ads	3.0" wide x 2.5" to 2.75" high (height may vary between 2.5" and 2.75" depending on layout)
2. Newsletter Calling Card	
Single Ads	3.0" wide x 1.3" high
Double Ads	3.0" wide x 2.5" to 2.75" high (height may vary between 2.5" and 2.75" depending on layout)
3. Newsletter Advertisement Format	
PDF fonts Included (preferred)	Illustrator CSS
JPG (minimum 300 dpi)	InDesign CSS
Include Word Version of text	PhotoShop CSS
4. eNews	
Firm Name and Logo	Name and logo of firm placed on eNews with click-thru link to firm's website. 100KB or less; max 800 pixels wide

Terms

- Ads must function on Internet Explorer 8 or later, Firefox 6.0 or later, Safari 5.0.5 or later, and Chrome 9.0 or later
- APA California Northern is not liable for any errors in text, content, artwork, or any other aspect of an electronic advertisement. APA California Northern will not edit an advertiser's artwork. The advertiser must submit a corrected file.
- Advertisers and their agencies assume full responsibility for any claims arising from their ad against APA California Northern, its staff, or its website developers.

- Northern News magazine reserves the right to refuse any advertising not in keeping with the publication's standards.
- The publisher will make every effort to comply with an advertiser's preferred position, but final positioning of an advertisement is at the publisher's discretion.
- Rates are based on a calendar year from January 1–December 31.

Advertising Calendar

2014 News Schedule

January							February							March						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
			1	2	3	4						1							1	
5	6	7	8	9	10	11	2	3	4	5	6	7	8	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28		23	24	25	26	27	28	29
														30	31					

April							May							June						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5					1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
27	28	29	30				25	26	27	28	29	30	31	29	30					

July							August							September						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5					1	2	1	2	3	4	5	6		
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27
27	28	29	30	31			24	25	26	27	28	29	30	28	29	30				

October							November							December						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
			1	2	3	4						1	1	2	3	4	5	6		
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31			
							30													

- 19 Northern News Deadline, 5 PM; To layout next day
- 4 eNews Mailed
- 25 Special eNews for Northern News
- 21 Board Retreat
- 8 Holidays

Month	Northern News Deadline 5PM (ISSUE MO)	Separate eNews for Nor News	Regular eNews Mailed
Jan	(FEB) Jan-22	Jan-28	Jan-7 Jan-21
Feb	(MAR) Feb-19	Feb-25	Feb-4 Feb-18
Mar	(APR) Mar-19	Mar-25	Mar-4 Mar-18
April	(MAY) Apr-16	Apr-22	Apr-1 Apr-15 Apr-29
May	(JUN) May-14	May-20	May-13 May-27
June			Jun-9 Jun-23
July	(JUL-AUG) Jul-16	Jul-22	Jul-1 Jul-15 Jul-29
Aug	(SEP) Aug-13	Aug-19	Aug-12 Aug-26
Sep	(OCT) Sep-10	Sep-16	Sep-9 Sep-23
Oct	(NOV) Oct-22	Oct-28	Oct-7 Oct-21
Nov			Nov-4 Nov-18
Dec	(DEC 12-JAN 13) Dec-10	Dec-16	Dec-9 Dec-23
	10 ISSUES	10 ISSUES	26 ISSUES