

Northern Section Board Reports

September 2013

Director – Jeff Baker

No report received.

Director Elect – Andrea Ouse, AICP

Section Election: At the September Board meeting, we will be forming a committee to prepare for the upcoming Section election. The only board position on the ballot will be Treasurer. I will be coordinating the efforts of the committee and will work with the Communications Director and Newsletter Editor to ensure a widely-cast Call for Nominees.

APA California Chapter Conference 2015: See Co-Chair Report and draft agenda as Attachment A.

Chapter Awards: In my role as Chapter Awards Co-Chair, I can confirm four of five nominations from the Northern Section won Chapter Awards this year, and will be recognized at the Chapter Conference in October 2013.

Immediate Past Director – Hanson Hom, AICP

Administrative Director – VACANT

Treasurer – Laura Thompson

All is well with the budget.

Awards Program Directors – Eileen Whitty, AICP & John Cook, AICP

- **Four Northern Section Projects Receive State Recognition**

Earlier this year, the Northern Section gave five projects *Awards of Excellence* - enabling the project sponsors to submit their projects to compete at the State level.

A staggering **four out of five** of these projects received 2013 *State Awards*. Kudos to the State Award winners and best of luck in competing for National Awards!! Our own Andrea Ouse will be among the presenters of all 22 State Awards at 2013 Conference in Visalia.

Award of Excellence - Focused Issue Planning

City of Emeryville Pedestrian and Bicycle Plan

City of Emeryville; Alta Planning + Design; Fehr & Peers

Award of Excellence - Best Practices

City of Berkeley Downtown Area Project

City of Berkeley Planning and Development Department; City of Berkeley; Management Partners; Taecker Planning and Design; UC Berkeley

Award of Excellence - Education Project

San Francisco Budget Czar Game

San Francisco County Transportation Authority; Eisen | Letunic; Barbary Coast Consulting; lowercase productions

Award of Merit - Planning Project

Emerald Vista

City of Dublin; Eden Housing, Inc.; Housing Authority of the County of Alameda; KB Home Bay Area

- **2014 Awards Gala Venue**

While our 2013 recipients are still basking in the glow of their awards - Eileen and John are already looking ahead to 2014. Eileen is investigating hotel options in San Francisco, including one previous venue (Argonaut Hotel, Fisherman's Wharf) and one in the Union Square area (Hotel Nikko). Major considerations include cost, location, and date.

Traditionally, we've held the Gala on Friday nights. As a possible cost-saving measure, we are exploring at the possibility of a Thursday night event.

- **Firm up 2014 Awards Program Committee**

The Awards Program could not happen without a strong committee. Assuming all parties below are interested, we propose the following committee for the 2014 program.

- Eileen Whitty
- John Cook
- Jeff Baker
- Andrea Ouse
- Juan Borrelli
- Ronny Kraft

Starting early in 2014, the Committee will convene biweekly conference calls focused on addressing critical issues. If you'd like to be part of all the fun - please contact Eileen and John.

- **Halfway to a 2014 Awards Jury**

Though the jury won't meet until April 2014, we already have three potential jurors in the wings ready to serve. These three contacted Eileen and John after the 2013 jury was empaneled and expressed great interest in serving in 2014. Assuming all three are still interested, we need only three or four more jurors to round out our 2014 panel.

- **Rough Planning/PR Calendar for 2014 Awards Program**

October - December 2013:

- Confirm venue for 2014 Gala
- Assimilate 2014 Award Rules/Categories with any changes at State level
- Revise Award Nomination forms and Rule Sheets

January -February 2014

- Call for Nominations (due end of March 2014)
 - Northern News/ e-blast /website/social media blitz!
- Call for Jurors and Volunteers
- Confirm Jury Selection Day and Deliberation Location

March 2014

- 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!

Communications Director – Erik Balsley

Please give a week's notice to ensure events are placed on the calendar and placed in the eNews. The eNews schedule is on the man webpage in the Northern News section. Also, please format events using the guidelines on the webpage.

Transition plans

As I am taking on the conference co-chair position, I will need to phase out of being Associate Newsletter Editor and Communications Director. I will resign as Associate Newsletter Editor as on 12/31/2013.

I plan on transitioning communications director duties over the next few months with an eye towards resigning no later than February 2014. We'll plan on having a new communications director in place by the Board retreat. I have contacted a few people regarding their interest as Communications Director. If you are interested, please contact me.

eNews

- Delivery date shifted to Tuesday
- Three (3) eNews sent since the last board meeting – 7/30, 8/13, and 8/27
- Two Northern News eblasts sent out by Naphtali on 7/23 and 8/20
- **NEXT eNEWS is on 7/29/2013**

LinkedIn

- As of 8/28/2013 up to 929 members.

Facebook

- As of 8/28/2013 up to 171 likes.
- All time high traffic of 1,001 reached (8/21 – 8/27)

Member Survey

- Draft version sent out to board in late May.
- Still need to coordinate final distribution

Professional Development Director – Tania Shevner, AICP, LEED AP

No report received.

International Directors – Hing Wong, AICP and Alex Hinds

Eighteen people attended the third APA Northern California Section International Tour planning meeting on August 8. The group plans to travel to Eastern Europe in 2014. Twenty-six people have attended at least one of the first three meetings. Many have been to at least one previous APA International Tour and are seasoned travelers.

After surveying the group as to the most preferred dates in 2014, it was generally agreed that the tour would start around the middle of June and conclude at the end of the month. The tour would be around two weeks and a few days in length (not including the travel time from/back to the U.S.).

At the second meeting, most in the group wanted to visit Moscow, St. Petersburg, and Tallinn. By the third meeting, Budapest, Warsaw, and Krakow were added to the list. A few also wanted to visit Prague, so that might be a special add-on for those interested in including it.

A recent disturbing development, the passage of an anti-gay propaganda law in Russia, was discussed. As of the third meeting, we still plan to visit Russia towards the end of the trip, with the option that some of us may choose not to do so. It was further decided that we should continue to plan for alternatives to Russia, just in case.

Elaine Costello and Hing Wong had the opportunity to chat with Professor Sonia Hirt. She was one of the authors of *Twenty Years of Transition: The Evolution of Urban Planning in Eastern Europe and the Former Soviet Union, 1989-2009*. Sonia was very helpful and provided good advice and several contacts in the locations we want to visit.

Sonia noticed that we were going to almost all capital cities. Acknowledging our limited travel time, she suggested visiting Krakow, but skipping Warsaw. She also said that the places that we tentatively plan to visit are all doing fairly well. For added diversity, she suggested visiting Belgrade. At one point Belgrade was noted to be a grand city. However, since the Soviet invasion, it has apparently declined.

After receiving this advice, Hing started to look at the traveling logistics. Most of our proposed cities are not locations with airline hubs and will likely require a change in aircraft. Hiring a bus might be the better alternative for those cities within closer proximity to each other. Hing also checked the train schedule and travel time and it was longer than traveling on the road.

The next meeting will be on Wednesday, September 25 at 7pm in MetroCenter Room 171, Oakland. At this meeting, we will continue to prioritize our locations, which include the ability to easily travel to/from that location, and perhaps even suggest a few alternative cities to visit.

Section Historian – Juan Borrelli, AICP

- 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 promote the *Northern News* to local South Bay planners
- Successfully recruited a newsletter article submittal with photos (including a few of my own photos) for the October issue.

Membership Directors – Sandra Hamlat and Geoff Bradley

I have been in touch with a local printing shop in Sunnyvale and have received quotes for different quantities of postcards. The print shop is called Northern California Graphics and we have had great experiences in the past with their service and product delivery for a variety of printed items including business cards.

The prices that I was quoted is as follows:

- 500 postcards- \$140.00 (28 cents per postcard)
- 750 postcards- \$160.00 (21 cents)
- 1,000 postcards - \$190.00 (19 cents)
- 2,000 postcards - \$310.00 (15.5 cents)

The material is 111 lb. gloss paper, similar to the weight of a typical business card. The dimensions of the postcard are 6 ½” by 4” and they will be printed two-sided. The printer has also stated that they can provide the services of directly mailing the postcards to their recipients. I can obtain a quote for this service if needed.

My recommendation is to place an initial order of at least 750 to receive better unit pricing. This would provide a good stock to distribute to prospective members and college campuses. Recently I passed out 25 post cards but there were actually 40 students at a recent SJSU event.

I would also recommend having a PDF posted on the website so that other chapters can print the postcards themselves. A file can be setup to align properly for two-sided printing. The file would also be small and could be emailed and downloaded easily.

If anything else is needed or you have further questions, please e-mail me; geoff@mplanninggroup.com

Planning Commissioner Representative – Janet Palma, AICP

No report received.

CPF Liaison – Darcy Kremin, AICP

Planning for the annual CPF auction in Visalia (Monday, October 7) is in full swing. We are still looking for individual items as well as the item(s) that will be Northern Section's contribution for the Section challenge. Please use the attached donation form (see Attachment B) and send to me right away. I'm really looking forward to another great event. I will be speaking at two sessions this year, including one that covers the walking tour. It's on Tuesday, October 8 at 1:15pm, titled "Beer, Basketball & Boats: CPF's Tour of The Port of San Francisco." Hopefully I will see lots of familiar faces at the conference!

Planning Diversity Directors: Miroo Desai, AICP & Kay Cheng

The Diversity Committee was on a hiatus with the schools out for summer and directors' on vacation. We are, however, hoping to line up some schools for presentations and host "Planners of Color" mixer in the fall.

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

No report received.

Mentorship Program - Committee Members: Thalia Leng, Chair

The Mentorship Committee has launched the 2013-2014 Mentorship Program and an announcement was placed on the latest eNews. The mentorship page on the website has also been updated with downloadable applications. The committee has set a date for the kick-off event to take place on Wednesday, October 30th at the MetroCenter Auditorium in Oakland- more details are to come.

We are actively recruiting mentees and mentors, so please let your professional networks know about this great program! All information and applications can be found at <http://norcalapa.org/initiatives/mentorship-program/>

University Liaison – VACANT

No report received.

Student Representative: San Jose State University – Amanda Becker

The MUP had a new student orientation on Friday August 16 from 3:45-5:15 followed by a mixer at The Loft Bistro following. Geoff Bradley attended and spoke to the students about the benefits of joining the APA's Early Career Program.

The UPC's Fall Symposium will be held September 21, 2013 from 10AM-3PM in Tower Hall. The title of the event is "Planning Healthy for Communities", and will showcase a discussion on innovative solutions to promote planning for different demographics, local food access and active transportation. The event will explore the process of transforming communities by making structural alterations to the built environment and implementing policies that facilitate and promote healthier living for all groups of residents. See the APA Northern California Chapter Events Page for a flyer and ticket information. Please feel free to distribute these flyers!

The UPC is partnering with the California County Planning Commissioner's Association (CCPCA) for their Fall Conference on October 11th and 12th. The title is "Water and Innovative Land Use Planning", with an emphasis on water issue. The UPC will contribute a panel of four speakers on the topic of planning for coastal cities and climate change. Friday's event will feature panels and guest speakers, while Saturday's event will feature a bus tour of the 49er's new Levi's Stadium and a tour of the new Silicon Valley Advanced Recycled Water Purification Facility. The UPC is working with Green Belt Alliance on a PARKing day event, and will have 2 parking spaces in front of the Martin Luther King Jr. Library. We plan on creating a mini golf course.

Student Representative: UC Berkeley – Ruth Miller

No report received.

AICP Director/Cal PEN Board Member – Don Bradley, AICP

AICP candidates and faculty members: It's that time again. The Fall 2013 AICP exam prep work shop series begins this Sat., Aug. 31st at Room 455, 4th floor of the Rev. Dr. Martin Luther King Library on the San Jose State Univ. campus located at 4th & San Fernando Sts. Parking is across the street in the city/univ. structure next to the San Jose City Hall. We will hear tips to pass the exam, introductions, set up study groups, lower your anxieties, raise your self confidence, discuss resources, and do a few practice questions to ease your angst. At around noon we'll break for lunch and talk more informally, then return to hear guest speaker Russell Leavitt, who returns again after 20 years of working with me on this successful program together-97% pass rate.

Please call or email me to register this week soon. The fee is \$100. to commit your serious intent to attend and pass to be AICP. You save because you need not buy any National, State, Chapter, Section, or commercial vendor materials. We have most all of them and my own 2,000 questions, answers with the rationales for them as well as a 1,000 pages of readings, "test tips", relaxation techniques, the guest faculty cover each of the 6 domains of the exam, previous workshop attendees describe experience.

There is NO fee if you are unemployed, a full time planning student, an unpaid intern, a SJSU staff or student, or one of the Chapter or Section "scholarship" recipients. I will give you an email receipt if you can get reimbursed from your agency or firm. We will also meet on September 28th, October 19th, and November 9th during the national exam time window. Each session has different expert speakers. So, plan on making it to each session to best prepare the broad and comprehensive nation-wide exam. I look forward to meeting you, and helping you take the exam in November or 2014, and seeing you become a new member of AICP, the only national professional organization for public urban planners and private practicing planning consultants for firms.

Legislative Director – Alexandra Barnhill

Nor Cal APA Legislative Update

ENACTED LEGISLATION

AB 61 (Gatto) Parking: parking meters. This bill prohibits a local authority from enacting an ordinance or resolution prohibiting or restricting the parking of a vehicle in a parking space that is regulated by an inoperable parking meter or inoperable parking payment center, as defined, until January 1, 2017.¹

New CEQA Guidelines § 15183.3 and New Appendices M and N. The new Guideline implements SB 226 (Simitian, 2011) and resulting Public Resources Code Sections 21094.5 and 21094.5.5 to streamline CEQA review for infill projects. Appendix M establishes performance standards for streamlining these infill projects. If eligible, Agency uses infill checklist form in new Appendix N (similar to initial study) to determine level of environmental review required – ranging from a complete exemption to ND, MND or limited Infill EIR

PROPOSED LEGISLATION

CEQA Reform. The “CEQA Modernization Act of 2013,” **SB 731** (Steinberg), continues to make its way along a bumpy road through the Legislature. There is growing resistance to the bill from entities such as the CEQA Working Group, a business-oriented group of CEQA reformers, who believe this is making approval of projects more difficult. Nevertheless, the bill unanimously passed the Assembly Local Government Committee. Key components of SB 731 include:

- *Intent* to limit “document dumps” and fund \$30 M annually for local planning grants (no specifics)

¹ http://www.leginfo.ca.gov/pub/13-14/bill/asm/ab_0051-0100/ab_61_bill_20130710_enrolled.pdf

- New rules for residential, mixed-use residential, or employment center projects in transit priority areas - no aesthetic impacts, statewide thresholds of significance for noise, transportation and parking (add new chapter commencing with PRC § 21099)
- New requirement that draft CEQA findings be made available 15 days prior to project approval date, as well as provision of public notice of availability of the draft findings (amend PRC § 21081.5)
- Permits concurrent preparation of administrative record with project processing at applicant's expense (new PRC § 21167.6.2)
- Permits tolling agreements (amend PRC § 21167)
- New requirement that lead agencies prepare annual MMRP compliance report (amend PRC § 21081.6)
- Requires AG to submit annual CEQA lawsuits report to Legislature (amend PRC § 21168.9)

AB 1229 (Atkins) Land use: zoning regulations - This bill would authorize the legislative body of any city or county to adopt ordinances to establish, as a condition of development, inclusionary housing requirements, as specified.² This bill is pending on the Senate floor.

AB 325 (Alejo) Land use and planning suits - This bill would authorize the notice to be filed any time within 3 years after a specified action, and would explicitly modify the court's opinion in Urban Habitat Program v. City of Pleasanton (2008) 164 Cal.App.4th 1561, with respect to the interpretation of Government Code section 65009.³ This bill is pending on the Senate floor.

AB 1147 (Gomez) Massage Therapy. – This bill failed the deadline (2-year/dead).⁴

SB 33 (Wolk) Infrastructure Financing Districts. This bill proposes legislation to remove roadblocks encountered by local government officials attempting to use infrastructure financing districts (IFDs) to fund public works projects. This bill is pending on the Assembly Floor.

JUDICIAL ACTIVITY

Neighbors for Smart Rail v. Exposition Metro Line Construction Authority et al. (Cal. Supreme Ct., filed August 5, 2013.) Here, an EIR for extension of Metro through west Los Angeles used projected conditions in the year 2030 as the baseline against which the project's anticipated traffic and air quality impacts were measured, even though the project is anticipated to be fully operational in 2015. The Court held that an EIR normally must analyze the project's impacts against existing conditions, and relying on projected future conditions as the baseline against which environmental impacts are measured is acceptable only if substantial evidence shows that "an analysis based on existing conditions would tend to be misleading or without informational value to EIR users." This decision expressly disapproves of the *Sunnyvale West Neighborhood Association* and *Madera Oversight Coalition* decisions, which stated that future conditions may never be used as the sole baseline in an EIR.

California Building Industry Association v. Bay Area Air Quality Management District The First Appellate District Court of Appeal held that adoption of thresholds of significance is not a project under CEQA. In this case the CBIA tested a novel theory - that CEQA applies to CEQA – and lost. The court so ruled because the compliance with CEQA would be duplicative of the CEQA Guidelines which already establish a process for public review of significance thresholds.

North Coast Rivers Alliance, et al. v. Marin Municipal Water District Board of Directors (1st Dist. 2013) 216 Cal.App.4th 614. This case is an excellent example of deference afforded under substantial evidence standard of review applicable to EIR challenges. It involved myriad CEQA claims regarding a proposed desalination plant in Marin Co. – aesthetic impacts of water tanks; deferred mitigation; exhaustion of administrative remedies;

² http://www.leginfo.ca.gov/pub/13-14/bill/asm/ab_1201-1250/ab_1229_bill_20130222_introduced.pdf

³ http://www.leginfo.ca.gov/pub/13-14/bill/asm/ab_0301-0350/ab_325_bill_20130213_introduced.pdf

⁴ http://www.leginfo.ca.gov/pub/13-14/bill/asm/ab_1101-1150/ab_1147_bill_20130531_amended_asm_v95.pdf

environmental setting/baseline issues; earthquake, hydrology, biology, water quality/supply, noise, and energy/greenhouse gas impacts; and recirculation issues – all of which were decided in the Water District’s favor

Mount Shasta Bioregional Ecology Center v. County of Siskiyou (3d Dist. 2012) 210 Cal.App.4th 184. This case involved the expansion of wood veneer plant. It has significant holdings regarding CEQA alternatives analysis (only No Project), “late hit/document dump,” deference under sub. evidence standard and lack of presumption that error is prejudicial.

Alliance for the Protection of the Auburn Community Environment v. County of Placer (3rd Dist. 2013) 215 Cal.App.4th 25. CEQA lawsuit challenging EIR for commercial development filed one (1) day late (Monday instead of Friday) due to alleged “miscommunication from its attorney service as to the deadline for receipt of the Writ” at the superior court. No CCP § 473 relief allowed for mistake/excusable neglect.

Citizens for Ceres v. Sup. Ct. of Stanislaus County (5th Dist. 2013, Case No. F065690, July 8, 2013) In this case the Court of Appeal held that while CEQA’s administrative record statute (PRC § 21167.6) does not impliedly abrogate the lead agency’s attorney-client privilege (or any other privileges), any privilege is *waived* as to any documents shared between lead agency and the project developer’s counsel *prior to project approval*. Such documents are not protected from disclosure by the common interest doctrine (derived from EC §§ 912 and 952) and must be included in the administrative record “because the interests of a lead agency and a project applicant diverge fundamentally while the project application is pending . . .” This holding appears to directly conflict with *CA Oak Found. v. Tehama* (2009) 174 Cal.App.4th 1217, which rejected argument that lead agency’s and project developer’s interests were too divergent to support application of the common interest exception to privilege waiver.

Newsletter Editor – Naphtali Knox, FAICP

In recognition of his role as co-chair of the 2015 California Chapter conference committee and his continuing duties as communications director, Erik Balsley is phasing out of his position as associate editor of *Northern News*. Luckily, we have Jennifer Piozet as associate editor. She has taken over from Erik in assembling the Norcal Roundup monthly column, and she also is responsible for the *Who’s where* column. In addition, as she finds time, Jennifer is expanding the contents information for back issues on our archives page. So far she has completed the September 2010 through March 2011 issues, and will work back or forward from there. Check out the archives page when you have time.

There will be a six-week spread between the next two issues of *Northern News*. We are working around the vacation schedule of our layout artist, Nancy Roberts.

- Deadline for the upcoming October issue is Sept. 11, and it will be online Sept. 17.
- Deadline for the November issue is Oct. 23, and it will be online Oct. 29.

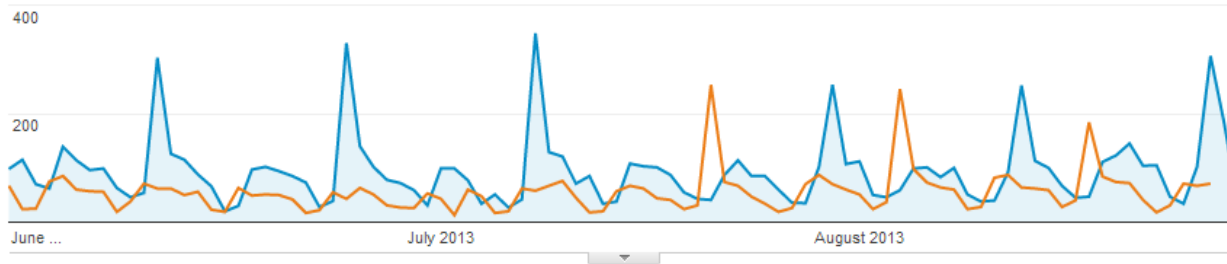
Webmaster – Ronny Kraft

May 30, 2013 – August 29, 2013

- Total web visits are up 67% (to 8,592) this quarter from the same period the previous year
- Unique visitors are up a significant 91% and pageviews are up 28%
- The proportion of new visitors to the site is up slightly from 37% to 40%
- The average number of pages/visit, visit duration, and bounce rate (people who only visit one page) are all down. This is likely due to the links provided in the eNews, which produce more visits, but allow the visitor to go directly to the content they are interested in.
- 517 visits were social referrals, LinkedIn being by far the largest generator of traffic
- The jobs area continues to be the most popular area of the site with 35% of the traffic. Next is the home page with 19%.

May 30, 2013 - Aug 29, 2013: ● Visits

Jun 1, 2012 - Aug 29, 2012: ● Visits



Regional Advisory Committees

North Bay – Kristine Gaspar

I am still pinning down the details with the speaker for North Bay's next brown bag which will be on the trials and tribulations of the expansion of the Charles M. Schulz Sonoma County Airport. Then we are headed to Petaluma for a tour of the waterfront and some of the rehabilitation projects the City is implementing.

East Bay – Florentina Craciun and Dahlia Chazan

Monterey Bay – Aaron Ackerman

Working with AEP representatives to plan upcoming APA/AEP Cosponsored Workshop "CEQA for Decision Makers and Practitioners." Scheduled for late October (18th or the 25th). Venue TBD.

Working with the City of Monterey to plan upcoming Mobile Workshop "Monterey on the Move - City Bike Tour." Scheduled for late October/November.

Peninsula – James Castañeda

No report received.

Redwood Coast – Stephen Avis

Events News

- July Workshop
 - **Safe Routes to School workshop.** Free
Update on local programs in place; measured benefits and the link between Planning and Public Health.
 - **Social Event**
Garden Party for APA members at the home of a beloved local planner.
- August Workshop
 - **Renewable production of power in Humboldt County.** Free
The Shotz Energy Center at Humboldt State University is developing new methods and working with partners to design systems and produce locally produced sustainable electricity.
- September Workshop
 - **Salt River Restoration Project.** Free
Flooding from the heavily silted Salt River (tributary to the Eel River) causes economic and environmental damage annually. A major restoration project has garnered support from property owners, resource agencies, conservation district, and others. This workshop will include (at a separate date) a field trip to the site and observe the techniques used.

San Francisco – Brian Soland

No report received.

South Bay - Jonathan Schuppert

Recent Events:

- Held on Saturday, August 24th, On the Hunt: San Jose was the first joint event with SPUR San Jose. We had approximately 25 participants in teams of four or more going around downtown San Jose looking for clues. This was very well received and I am looking into a follow-up event around the holidays and/or in Spring 2014.
- Urban Planning Happy Hour; Thursday, August 22nd at The Farmers Union in San Jose

Upcoming Events:

- Exploring Bay Area Bike Share; Monday, September 23rd. MLK Library, San Jose. Panel discussion with John Brazil of the City of San Jose Department of Transportation, Aiko Cuenco of VTA, Colin Heyne of the Silicon Valley Bicycle Coalition, and Laura Ruchinskas of Alta Bicycle Sharing. Appetizers and live demo with limited free day passes.
- Urban Planning Happy Hour; Thursday, September 26th. Location TBD (currently choosing between two venues)
- Joint hike with Greenbelt Alliance to Rancho Cañada del Oro Open Space Preserve (Morgan Hill); Saturday, November 23rd. This is the first of what will hopefully be a series of joint hikes with Greenbelt Alliance. We are also looking into doing an "urban outing" in winter.

In the Works:

- Fall joint events with SPUR San Jose (details to be coordinated shortly as SPUR is finalizing their fall calendar now)
 - Event at San Jose convention center (undergoing expansion project)
 - Event with Christmas in the Park, possible associated scavenger hunt and/or holiday social
-

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

The Northern Section is excited to host the APA California 2015 Conference in Oakland on October 3-6. As Conference Co-Chairs, we appreciate the opportunity to help showcase the City of Oakland, the East Bay, and the entire Northern Section to planners from throughout the state.

Initial Meeting

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

The eight committees and their roles are described:

- **Fundraising/Local Exhibitors** – seek out conference sponsors and set fundraising goals
- **Hospitality/Special Events** – organize the opening reception, diversity summit, other special events, and the local welcome booth (along with the greeters)
- **Merchandise/Souvenirs** – select and order merchandise and souvenirs with the conference logo, and organize the merchandise booth
- **Mobile Workshops/Orientation Tours** – seek out and select approximately a dozen mobile workshops and organize the orientation tours
- **Planner's Guide** – develop and layout the Planner's Guide to Oakland, the East Bay, and the Northern Section
- **Program/Sessions** – solicit session proposals, determine the tracks/themes for the conference, and select approximately 100 sessions for the conference
- **Public Relations/Website** – handle press requests, publicize the conference, and maintain the website for the conference
- **Volunteers/Student Events** – organize events for students, recruit volunteers for all committees, and organize volunteers

In addition to the Northern Section Board volunteers, about 25 people have expressed interest in attending the first meeting or helping out with the conference. An email will be sent out during the first week in September as a reminder of the September 14th meeting. We hope to start populating the eight committees by the second meeting which will be held in November. Chairs and vice-chairs for each committee will be selected by the third meeting date.

Board Request

We request \$200 for refreshments during the 2013 Local Host Committee meetings. We will request additional funds for 2014 during the budget review period.

Logo

We will be working on developing a logo and theme for the conference within the next few months. One idea is to use the City of Oakland's tree logo as a starting point. Oakland's logo is an example that planners need to "branch out" and "plant roots". Our final logo and theme should somehow be related to Oakland and the Northern Section.

Other Activities

Given the results of the survey that APA California distributed earlier this year, we recognize that a sustained effort to present and highlight Oakland will be needed to ensure that the conference is well attended.

We anticipate holding an Oakland-themed conference-related quarterly event leading up to the conference. We are in the initial phases of organizing a "Best of the East Bay" bike tour that will begin in Latham Square (the new pedestrian plaza in Downtown Oakland), go through Emeryville to learn about the Northern Section's planning award-winning Bike/Pedestrian

Plan, and wind up in Berkeley for a presentation about the Northern Section planning award-winning Downtown Berkeley Plan. This event is scheduled to occur in October after the conclusion of the APA California Conference in Visalia.

We also plan to promote Oakland by creating a short blurb and/or a series of photos of a neighborhood or place in Oakland that may get less visibility, but is nevertheless important to that community or to planners. We hope to do this on a monthly basis starting 12 months prior to the conference.

Stay tuned and become involved as we build on the excitement for the 2015 Conference!

APA California 2015 Conference Local Host Committee

AGENDA

September 14, 2013

10am – Noon

1. Introductions (20 minutes)
2. Conference Timeframes (10 minutes)
 - 2013 and 2014 State Conference sites
 - Past and future locally hosted State and National Conferences
 - 2005: APA National Conference – San Francisco
 - 2007: APA California Conference – San Jose
 - 2015: APA California Conference – Oakland
 - 2019: APA National Conference – San Francisco
3. 2015 Conference Preview and Schedule (20 minutes)
 - Dates: Saturday, October 3 to Tuesday, October 6, 2015
 - Day-by-day overview
 - Friday (October 2): check-ins, Chapter Board meeting
 - Saturday (October 3): student sessions, conference sessions, mobile workshops, orientation tours, reception, diversity summit
 - Sunday (October 4): plenary session, conference sessions, mobile workshops, CPF auction and reception, poster sessions
 - Monday (October 5): conference sessions, mobile workshops, awards luncheon, consultants reception
 - Tuesday (October 6): conference sessions, mobile workshops, plenary closing (luncheon), afternoon sessions
 - Overview of results of the site selection survey
4. Oakland Events Prior to Conference (10 minutes)
 - Generate “buzz” for Oakland and the conference
 - Provide photos and images for conference materials
 - A series of events prior to conference

5. Committees (30 minutes)

- **Fundraising/Local Exhibitors** – seek out conference sponsors and set fundraising goals
- **Hospitality/Special Events** – organize the opening reception, diversity summit, other special events, and the local welcome booth (along with the greeters)
- **Merchandise/Souvenirs** – select and order merchandise and souvenirs with the conference logo, and organize the merchandise booth
- **Mobile Workshops/Orientation Tours** – seek out and select approximately a dozen mobile workshops and organize the orientation tours
- **Planner's Guide** – develop, layout, and print the Planner's Guide which will feature Oakland, the East Bay, and the Northern Section
- **Program/Sessions** – solicit session proposals, determine the tracks/themes for the conference, and select approximately 100 sessions for the conference
- **Public Relations/Website** – handle press requests, publicize the conference, and maintain the website for the conference
- **Volunteers/Student Events** – organize events for students, recruit volunteers for all committees, and organize volunteers

6. Themes Discussion (15 minutes)

7. Questions/Answers (15 minutes)



American Planning Association
California Planning Foundation

California Planning Foundation 2013 Frank Wein Scholarship Auction

PLEASE NOTE:

Auction/raffle item descriptions must be submitted and delivery of all items must be made to Darcy Kremin by 5:00 pm Wednesday, October 2 (or 10:00 am on Monday, October 7, if delivery is made at the Conference Site).

CPF 2013 FRANK WEIN SCHOLARSHIP AUCTION DONATIONS

Yes! I'd like to participate as follows: (check appropriate box)

Estimated Value: \$ _____

Please provide complete item description below:

Please contact me for pick-up/drop-off options I will bring item to Visalia

Monetary Donation of \$ _____ (payable to California Planning Foundation)

Friend of CPF (\$300 - please include business card or website link information)

Name of Company: _____

Address: _____

Phone No. _____ Contact Person: _____ Website: _____

Please return form to:

Darcy Kremin, AICP
URS Corp., 1333 Broadway, Suite 800, Oakland, CA 94612-1924
510.874.3110 • darcy.kremin@urs.com

BECOME A CPF SPONSOR

The California Planning Foundation (CPF) is a nonprofit, charitable corporation established to further the professional practice of planning in California. CPF achieves this goal by giving annual scholarships and awards to university students in financial need, who have demonstrated academic excellence at planning programs throughout California. Another vitally important CPF activity is the sponsorship of workshops, publications and other continuing educational and professional development programs. All members of APA California are automatically members of the CPF. Although APA California members pay annual dues to belong to APA California and the national American Planning Association, there are no separate dues to belong to CPF.

Yes! I'd like to become a Sponsor of the California Planning Foundation: (check appropriate box)

This year, we are looking for individual donors and corporate sponsors to help us continue this important tradition of supporting student planners and CPF activities. For individual donations, please consider becoming an annual "Friend of CPF" by joining or renewing at the level below (please check one):

Friend of CPF - \$300 or more Other Amount - \$ _____ (all CPF donations are greatly appreciated)

For companies and organizations, please consider becoming an annual Sponsor of CPF joining or renewing at one of the levels below, or please consider joining at the Sustaining Level to sponsor a reoccurring CPF scholarship over the next five years (please check one).

Sustaining Level Sponsor - \$5,000 minimum (donation is awarded over the next 5 years)

Platinum Level Sponsor - \$1,500+ Gold Level Sponsor - \$1,500

Silver Level Sponsor - \$1,000 Bronze Level Sponsor - \$500

Name of Company: _____

Address: _____

Phone No. _____ Contact Person: _____ Website: _____

Please return form to: *Phil Trom, AICP, CPF Treasurer, 13170 Triumph Drive, Poway, CA 92064*