



American Planning Association
**California Chapter
Northern**

Making Great Communities Happen

Northern Section Board Reports

March 7, 2012

Director – Hanson Hom, AICP

A primary focus during the period since the Board retreat has been on following up on the action items identified at the retreat, such as the status of the new website and the three committees that were formed to address revenue enhancement and sponsorships, membership recruitment, and professional events.

I also reported back to the Chapter President and Section Directors on the position of the Northern Section Board on increasing membership dues and reducing our subventions distribution for 2012. Most of the sections agreed with our position that a membership dues increase should not be approved at this time until more outreach is done to publicize the value of membership to APA members. There was mixed reception to reducing subventions as some sections state that it would be difficult to sustain their operations without this income. I will continue to serve on the Chapter's Budget Subcommittee as one of two section directors to address the structural deficit.

I have been working with Professor Paul Waddell, Chair of U.C. Berkeley Urban and Regional Planning Department, on the Planning Accreditation Board (PAB) re-accreditation process. A request for survey participants was distributed to Northern Section members, but the response has been sparse. I was informed that the PAB process was postponed until next fall due to scheduling problems. The deadline to submit the survey results has been extended to March 13 to allow for more responses. Hing Wong, Rodrigo Oduña and I will participate on a PAB interview panel in the Fall.

I will be participating with Board members to prepare nomination forms for several Planning Emeritus Network (PEN) candidates from the Northern Section. Planners selected for the PEN honor will be announced at the annual Chapter conference in the Fall. We have been successful in recent years of having almost all of our nominations receive PEN recognition. I welcome any Board members who would like to assist in nominating candidates and preparing the brief nomination form.

I participated on the Mentorship Committee in planning the second year of the program and attended the kick-off meeting of mentors and mentees on February 16. It was a successful event and much thanks goes to all committee members in getting the program off to an excellent start. I will also be participating as a mentor this year.

I worked with Janet Palma and the Planning Commissioner Workshop Committee (Theresa Alster, Alexandra Barnhill and Janet Ruggiero) on planning the half-day workshop series. Registration has filled up quickly and the first workshop on February 18 was well-received. The other two workshops will be on April 7 and May 5. Colette Meunier will be presenting at the April 7 workshop on "Making Defensible

Findings and Conditions,” and I will be presenting at the May 5 workshop on “Design Review and Design Guidelines.”

I will be attending the opening of the San Jose SPUR office on March 8. I would like to explore with the SPUR San Jose Director our interest in partnership and sponsorship opportunities in the South Bay.

Immediate Past Director – Darcy Kremin, AICP

I’ve been maintaining the LinkedIn site and can report that we’ve had an enormous jump in members in the last month. We currently have over 550 members. That’s about 75 more members than we had in early January. While I’d like to take credit for this, but I’m not sure what’s making more people want to join. That being said, I’m looking forward to having the Section’s website directly feed job ads and other event information into LinkedIn. Besides volunteering as a mentor again this year, I will be helping with the awards banquet in any way Eileen and Andrea need, including raising sponsorship money this year.

My other hat is as a member of the CPF board. Juan and I have been working on a new campaign to raise CPF sponsorships and we hope to get that going in the near future. I will also be speaking on a CPF panel at the APA CA conference in the fall, and organizing the CPF auction. So although it may seem like I’m doing less, I’m still pretty busy behind the scenes.

Administrative Director – Justin Meek, AICP

Updated the APA California-Northern events calendar listings.

I will not be participating on this year's Awards Program Subcommittee as I will be on a team submitting an application for a Best Practices Award.

Treasurer – Laura Thompson

The 4th quarter 2011 financial reports were received by the state and they balanced (thanks to you).

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

Andrea and I are busy lining up Jurors and a Facilitator for the Northern Section Planning Awards Program. Additionally, we’ve received emails from several interested Gala Volunteers that we’ll put to work the day of the event, Friday, May 11, 2012. We’ve secured the venue, the Wyndham PARC 55 Hotel in San Francisco, near the Powell Street BART Station. The price is still \$40 in advance and \$50 at the door. We’ll publicize the event more, closer to the date. At this time, we’re concentrating on encouraging applications for awards. We’ll also be looking for Event Sponsors at the various contribution levels.

We really appreciate Rodrigo’s eBlasts and Naphtali’s Northern News advertising the awards process and we’ll be asking for more press in the future

Section Historian – Juan Borrelli, AICP

- Continued to update (ongoing) the Section webpage on Chapter website with Director's Note and Section Calendar of Events.
- Continued to post Section events (ongoing) on the Chapter’s online Calendar of Events webpage.
- Assisting the Director and subcommittee (ongoing) with the Section’s 2012 PEN Honor Award submittals.
- Participated in a planning conference call with Section PDO and Section Ethics Director to develop strategies and approaches to implement the 2012 PDO Goals.

- Conducted some limited outreach to South Bay planners and planning organizations around the Section's upcoming March 16th submittal deadline for the 2012 Awards Program.

Membership Director – Rodrigo Orduna, AICP

The following ideas are from the membership breakout session at the January board retreat:

1. explore "trial" memberships
2. set up renewal reminders
3. better announce benefits of membership
4. conduct surveys to find out what membership benefits APA members would like
5. announce how to join APA national and/or chapter only
6. announce the availability of chapter-only membership to existing members
7. extend opportunity for "chapter-only" membership to "non-traditional" planners, such as citizen activists, planning commissioners, other related professionals
8. at APA sponsored events, double-check registration and offer membership
9. payment methods at APA sponsored events should include credit / debit cards since people may not have checks to join NSCCAPA
10. establish price differences for events, articles, and/or conferences between members and non-members
11. establish teaser portions for articles, events, conferences, etc., but limit amount, so as to demonstrate benefits of membership
12. determine whom to advertise chapter only membership:
 - ☐ firms
 - ☐ planning schools
 - ☐ citizen planners
 - ☐ students
 - ☐ beginning planners
 - ☐ career changers
 - ☐ related professionals
 - ☐ mid-career
13. what would this do to national AICP promotion?

To promote increase in membership, the board may want to add specific tasks to the above list.

We could also develop some membership or marketing information that other California sections can use and run with. A committee at the Chapter level was formed to discuss the exact same topic so there could be future chapter-level discussions at some time in the future.

We will update the membership flyer that is linked on the Board Information page of our website, to be more current and relevant to recruitment efforts.

We have sent and will continue to send out eNews to all people on our contacts lists, because eNews announces events, and does not send out articles other than Northern News, and (Northern News will begin to be sent out under separate cover). Opportunities for recruiting members can occur at those events that eNews announces. Limiting eNews to APA members only would limit opportunity for advertising events to non-members who could then be enticed to join APA.

I am pursuing ways to reach out to contacts through Facebook, LinkedIn, and other social media to advertise events / publications and invite them to join.

I am working with other board members to continue to make available at events, such as upcoming planning commissioner workshops, YPG events, and RAC events, membership pamphlets to facilitate recruitment, both membership to APA and membership to the chapter-only organization.

There remains the outstanding question of potential counter-productive results of reducing national APA membership, and AICP certifications, if many people decide to just join the chapter APA and not the national APA.

Planning Commissioner Representative – Janet Palma, AICP

The first of the three Planning Commissioner workshops was held in San Leandro and was highly successful. We had three great speakers: Elaine Costello, Wayne Goldberg and Janet Ruggiero and about 24 attendees. Everyone was very engaged with the three presentations, which allowed people to comment whenever they had a question. We went from 9:00 am to almost 12:30 pm, with many appearing to want to continue. I am hoping we will have a little larger turnout for workshops #2 and #3 in El Cerrito and San Jose since several people had to cancel last minute. Alexandra Barnhill will be the moderator/host for the next workshop in El Cerrito.

CPF Liaison - Hing Wong, AICP

California Planning Foundation (CPF) scholarship applications have been sent to all the college planning programs. There are nine accredited programs at seven universities and twelve non-accredited programs at eleven universities.

All applications are due on March 16, 2012. Scholarships will range from \$1,000 to \$5,000. The Northern Section sponsors four \$1,000 scholarships that are given specifically to students attending planning programs within the Northern Section.

Planning Diversity Directors: Miroo Desai, AICP & Kay Cheng

The Diversity Group has scheduled five presentations at high schools between February and April. Two schools are in Oakland (Castlemont High and Oakland International High) and two schools are in Santa Rosa (Piner High and Elsie High).

Additionally, Miroo will be attending the Sustainable Urban Design Academy (SUDA) Advisory Board Orientation meeting at Castlemont High School. One of the goals of SUDA is to seek partnerships and create urban design programs through urban agriculture, open space design, habitat restoration, food justice, green action teams, and urban forestry. Their mission is to “empower students through a highly rigorous, engaging and supportive learning environment to graduate prepared for college, career and life as designers and leaders of movements towards a sustainable and just world.” The purpose of this meeting is to explore collaboration with community partners connected to this focus and to build partnerships that share a common vision of sustainability, experience-based education and designing healthy, sustainable communities. We would like to explore ways in which APA can provide assistance.

Student Representatives & University Liaison - San José State University: David Keyon, AICP UC Berkeley: Ruth Miller and Emy Mendoza

San José State University’s Urban Planning Coalition (UPC) has been brainstorming and planning events for the next year. At the February 12th meeting, twelve people attended to plan out events for the spring

semester as well as generate topic ideas for the UPC's next symposium. The following is a summary of activities the UPC is working on for the next few months:

The UPC will host the following events over the next month:

- Tuesday, February 28: The UPC will host Jeffrey Wood, Reconnecting America, who will speak about a holistic approach to TOD planning.
- Friday, March 2: A group of students will attend the Oakland Art Murmur from 6pm to 9pm, exploring the open galleries and enjoying the street food.

In addition to these upcoming events, the UPC is also planning an event for Bike to Work Month in May, which may include setting up a refreshment station at SJSU on Bike to Work Day and a speaker event on bike planning.

SJSU students will be attending the APA National conference in Los Angeles in April so that they can take advantage of the student rates and (relatively) close proximity. So far, at least eight San Jose State students have registered to attend, and many more have expressed interest in going. A group of students from the UPC will carpool down and share hotel rooms.

The San Francisco Planning and Urban + Research Association (SPUR) is expanding its presence to San Jose. The UPC is exploring opportunities for partnering with the new SPUR San Jose on events like speaker series, workshops, and social events. Over the next few months, SPUR San Jose will host talks by authors like Jarrett Walker (Human Transit), James Russell (The Agile City), and Timothy Beatley (Green Cities of Europe).

The UPC is beginning to plan an early fall symposium focused on getting the public and private sectors to work together. This will likely be a blend of academic and practical sessions for a diverse audience of planners and students. We are just beginning to think about the topic. YPG and SPUR San Jose have expressed some early interest in being involved in our next symposium. We'll be exploring partnerships and sponsorship of the event as it starts to come together.

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

- We have focused on improving our outreach channels to effectively communicate with our 600+ members. We have switched to Constant Contact for managing emails and have a growing list of 622 members. We have also increased our social networking efforts by switching to a Facebook page instead of a group and using Hoot Suite to manage and schedule Facebook postings.
- We will be hosting a mixer on March 6 at Gravity Bistro and Wine Bar in Palo Alto for South Bay and Peninsula planners. To date, we have received 23 RSVPs.
- YPG web content for the new website has been submitted to Website editors.
- Natalie is working with James Castaneda to research online platforms for including a slideshow on the new Northern Section website.
- Membership Committee update: Natalie has been working with Rodrigo Orduña on developing strategies for increasing membership. Preliminary strategies include:
 - Including past members in eblast to increase awareness about APA activities;
 - Restricting viewing of Northern News to members only (pending further discussion with Newsletter editors); and
 - Reaching out to other planning related groups and professional orgs such as Sierra Club, Greenbelt Alliance, AEP, Transportation Professionals, etc.

We are working on the following upcoming projects:

- A spring office tour. Possible sites include the City of San Jose, AECOM, Dyett and Bhattia or ICF.
- Improving outreach to and coordination with UC Berkeley students. We will be meeting with Ruth Miller in the coming weeks to discuss these topics. We plan on hosting a mixer in Berkeley in the next few months.
- Planning a volunteer event for YPG members (habitat for humanity, creek clean-up, etc.).
- Collaborating with the UPC on our "big" annual event in the fall. Topic TBD.

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

On February 16, the APA California Northern Section Mentorship Program kicked off its second year. We had an abundance of applicants resulting in 16 mentors and 19 mentees. This year only three groups had to be matched on a 2:1 (mentee to mentor) ratio. Six of the mentors are participants from last year's program. There is one more mentor this year from last year's 15, but fewer mentees applied this year from last year's 27. This may be attributed to the timing of the application period during late December while most students are on winter break, but it worked out well in getting a 1:1 ratio between mentors and mentees.

The Kickoff Party was well attended. Speakers included previous year's participants, Jeanette Dinwiddie-Moore, FAICP, Steve Piasecki, AICP, and Connery Cepeda. Andrew Waggoner MC'd the event and Kevin Gardiner facilitated the above panel. One AICP CM credit was available for attending the evening event. Natalie de Leon did a lovely job catering the appetizers and desserts while keeping it within budget.

While two Mentorship Program Committee members from the first year left, we've added two new members to this year's Committee. Kevin Gardiner and Whitney McNair (both of the Metropolitan Planning Group) have joined us. The committee is now made up of Natalie de Leon, Kevin Gardiner, Hanson Hom, Darcy Kremin, Whitney McNair, Emy Mendoza, Andrew Waggoner, and Hing Wong. Future committee meetings will focus on planning a summer networking event, the Mentorship Programs webpage, and supporting this year's mentors and mentees.

AICP Director - Don Bradley, AICP

The Nor Sec APA AICP Exam Prep Workshop series began on Jan. 28th, met again last week on Feb. 25th and will meet on March 24th, April 21st, and May 12th. There are 10-12 candidates enrolled and guest speakers have been Russ Leavitt, James Casteneda, while Brian Wenter, Justin Meek, and Rebecca Atkinson are scheduled for later. The meetings are reserved at San Jose State University with the help of David Keyon and Emy Mendoza. Respectfully submitted, Don Bradley, AICP Director

Legislative Director - Alexandra Barnhill

Bills, Bills, Bills. The Legislative session is in full swing.

The hot topic is redevelopment related legislation in the wake of AB x 1 26 and the *Montasantos* case. Senate Bills 986 (Dutton) and 654 (Steinberg) propose various fixes to AB x 1 26, some narrow and some broad. Meanwhile, Senate Bill 214 (Wolk) would radically change the law relating to infrastructure financing districts to create a "mini-redevelopment" concept. SB 1156 (Steinberg) also proposes a new financing option to joint powers authorities which would assume the role of successor agency. Finally, SB 1151 (Steinberg) would require a long range asset management plan from successor agencies.

CEQA. Notable litigation includes:

Berkeley Hillside Preservation et. al v. City of Berkeley - finding the City's reliance on a Categorical Exemption for single-family residence was inappropriate given the unusual circumstances presented. <http://www.courtinfo.ca.gov/opinions/documents/A131254.PDF>

Ballona Wetlands Land Trust v. City of Los Angeles - holding that “the purpose of an EIR is to identify the significant effects of a project on the environment, not the significant effect of the environment on the project.”

http://scholar.google.com/scholar_case?case=15734395073664588708&hl=en&as_sdt=2&as_vis=1&oi=scholar

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

- Focused on web content development.
- Provided home page and web area content to Ronny/Devin (Web Redesign/Update Committee).
- Wrote March Plan-It Sustainably column for the Northern News.

Newsletter Editor – Naphtali Knox, FAICP

1. Learning from experience

The March 2012 issue of Northern News ran to 10,330 words. The two previous issues ran to 15,060 and 13,540 words and required splitting the PDFs into two smaller files. The editors are setting a target of 10,000 words for future issues, with an absolute maximum of 11,000. Above that, we will hold back articles and publish them in future issues.

2. Who’s reading the News, and what are they reading?

For unexpected reasons that won’t recur, the eNews of Tuesday Feb 21 was sent again the next day. As of 2-25, 1187 people had opened the eNews, and 207 clicked through to download the eNews or to open the virtual magazine or to open specific articles listed in the condensed contents.

eNews results, March Northern News, as of 2-25-12

	NUMBER	PERCENT	
OPENS	1187		
Click Throughs	226	100%	
Download PDF, Dropbox	80	35%	
PAGE 10	14	6%	
PAGE 1	35	15%	
PAGE 5	23	10%	
OPEN VIRTUAL MAGAZINE	55	24%	
TOTAL CLICKS	207	92%	

3. How to get the News to our readers while it’s still today’s news

After consulting with Hanson Hom and Rodrigo Orduña, I’m presenting an approach whereby the Northern News editors (primarily me, for now) will prepare a separate short, standalone eNews to be emailed 10 times a year. The proposal is to send out 3 more eNews than we scheduled for 2012. The 2012 schedule called for 25 regular biweekly eNews + 5 specifically scheduled for Northern News = 30 emails. We are adding three more, for a total of 33 for the year. What’s important is that the 8 emails for Northern News will be short and limited to the Northern News links and a condensed list of contents. These special emails will carry a different subject line and have a different appearance. They will NOT contain events announcements, and will most likely use the Northern News masthead to

distinguish from the rest of the eNews mailings. Here's why we're doing this: We want as many people as possible to read Northern News, while it's fresh. Last year, we allowed 10 days between the monthly Northern News deadline and the Monday eNews announcing the issue. By the time the eNews was mailed, several of the once timely items in the newsletter were old news. To resolve this, we tightened up the schedule for 2012 to send the eNews the first Monday after the midmonth Wednesday deadline. That solved the timeliness problem, but created unforeseen and unwieldy pressures for the editors, layout, and website posting. The new approach (which still needs to be tried and may also have unforeseen consequences) does the following:

1. Sets specific email delivery dates, but — not being tied to the regular eNews — gives us the flexibility to adjust deadlines, PDF delivery dates, and eNews dates. (People become unavailable for all sorts of reasons.)
2. Removes a constraint whereby Rodrigo and I needed to work on the same eNews within a short 1-2 day window before sending out the Monday eNews.
3. Allows the subject line to specify that this email is about Northern News.
4. Removes a condition where the eNews blurb for Northern News must compete with the other entries on the page (i.e., the left column links and event notices below. The Northern News calendar already contains those events.)
5. Continues to allow the Northern News editor to prepare the contents blurb and load it directly into the eNews. Responsibilities for content, accuracy, and links lie with the Northern News editor.
6. Gives us clearer statistics of how many people read the Northern News, and via what venues, in addition to which articles are sought.

Under this plan, the next eNews dedicated solely to announcing the publication of the April issue of Northern News will go out on March 23. You can see the updated 2012 publication schedule at <http://bit.ly/wSH3S5>.

Regional Advisory Committees

North Bay – Kristine Gaspar

On February 9th we had our first mixer of the year in Marin County. About a dozen local planners attended, mingled, and shared stories. The next mixer will be in Napa in April. Our first Brown Bag of the year will be March 8th in Solano County. The topic is the Middle Green Valley Specific Plan. A Walking Tour of Mare Island is the planning stages.

East Bay – Joanna Jansen, ACIP & Andy Waggoner

The East Bay RAC is organizing a social event to be held in San Leandro or Fremont in late March. We have extended an invitation to AEP for a joint event.

Monterey Bay – Elizabeth Caraker, AICP

Working with the local AEP Chapter on scheduling some spring events.

Peninsula – James Castaneda, AICP

The Peninsula RAC is hosting a happy hour mixer on Thursday, March 1, 2012. The event will be held at City Pub, in downtown Redwood City. Another mixer event is anticipated for late April/early May.

Redwood Coast – Stephen Avis, AICP

Redwood Coast Region

- Conducted a workshop on the status of converting an non-functioning (but not abandoned) railroad right-of-way through Humboldt and Mendocino Counties to a bicycle route (rails with trails or rails to trails) by Karen Diemer (Planner City of Arcata)
- Held a workshop on the latest updates to CEQA (including legal cases from 2011) by Bob Brown, AICP (Streamline Planning). This program was broadcast to members in Mendocino and Del Norte Counties who work too far away to attend in person.
- AICP Credit is offered for an Advanced CEQA workshop (with Ron Bass and two others) on March 7th – presented by AEP in Eureka
- Met with the Community Development Director for the City of Arcata (Larry Oetker) to discuss economic development. Toured the last microbrewery (Redwood Curtain Brewing Company and Tap Room) as part of our region's economic recovery.

San Francisco – Brian Soland, AICP

Two events are scheduled with SPUR this month, both with AICP CM credits:

- February 28th - Pedaling the Peninsula: a Regional Bike Share
- February 29th – Death of Redevelopment

Other upcoming events include monthly co-sponsorships with SPUR and offering AICP CM credits.

South Bay – Katja Irvin, AICP

Event planned for March 7, 6:30 to 8:30pm, at San Jose City Hall – Climate Change, Water and Planning

- Using Event Brite and it seems to be working well. 24 people registered as of February 18.
http://www.eventbrite.com/event/2860402541?utm_source=eb_email&utm_medium=email&utm_campaign=new_eventv2&utm_term=eventname_text
- Co-sponsored by Santa Clara Valley Water District (\$150) and Sierra Club (\$100)
- 2 CM credits approved

No other events are planned. I'm open to collaborating with other directors. Please contact me if you have ideas for South Bay events.