



Northern Section Board Meeting

May 2, 2013 6:30pm – 8:30pm

URS, 1333 Broadway, Oakland, CA 94612

Call-in Number: 877-216-1555 Passcode: 1033964 Subscriber PIN: 567470 [Host]

AGENDA

Dinner	6:00-6:30
A. Call to Order & Introductions (All)	6:30-6:35
B. Board Minutes – March 6, 2013 (All)	6:35-6:40
C. Certificate of Recognition – Hanson Hom	6:40-6:45
D. Board Appointments – Membership Director (Jeff)	6:45-6:55
1. Geoff Bradley	
2. Sandra Hamlat	
E. Awards program update (John/Eileen)	6:55-7:05
F. Conference Site Selection (Hanson)	7:05-7:15
G. International Director's Update (Hing & Alex)	7:15-7:25
H. Revenue Enhancement – Marketing Kit (Laura)	7:25-7:45
I. Member Survey (Erik)	7:45-7:55
J. Director Reports/Highlights (All)	7:55-8:25
K. Next Board Meeting – Wednesday, July 10 th LOCATION TBD (Jeff)	8:25
L. Other items?	8:25-8:30
Adjourn	8:30

Attachments:

1. Minutes – Board Meeting on March 6, 2013
2. Geoff Bradley – Letter of Interest and Resume (Membership Director Position)
3. Sandra Hamlat – Letter of Interest and Resume (Membership Director Position)
4. Marketing Kit (draft)
5. Membership Survey (draft)
6. Board Reports



APA California Northern Minutes of the March 6, 2013 Board Meeting

Meeting Location: Arup, 560 Mission Street, Suite 700, San Francisco, CA

Board meeting called to order at 6:31 p.m.

1. Introductions/Welcome

Roll call:

	Alex Hinds	x	Dahlia Chazan		Hanson Hom	x	Justin Meek	x	Scott Davidson
	Alexandra Barnhill		Darcy Kremin		Hing Wong	p	Katja Irvin		Stephen Avis
	Andrea Ouse	x	Dave Javid	x	James Castañeda	p	Kristine Gaspar	x	Tania Sheyner
p	Aaron Ackerman	x	Don Bradley		Janet Palma	x	Laura Thompson		Veronica Flores
p	Avalon Schultz	x	Eileen Whitty	x	Jeff Baker	x	Miroo Desai		
x	Brian Soland		Emy Mendoza	x	John Cook	x	Naphtali Knox		
x	Cindy Ma	x	Erik Balsley	x	Jonathan Schuppert	p	Natalie de Leon		
	Colette Meunier		Florentina Craciun	p	Juan Borrelli	x	Ronny Kraft		

x = in person | p = phone

Guests:

Ted Graves, UC Berkeley Student Representative candidate

Thalia Leng, Mentorship Chair candidate

Josh Hohn, Planners Working Group on Energy and the Built Environment Chair

2. Adoption of Minutes

November 7, 2012, Meeting Minutes Review and Approval – One correction was identified. On page 1, under section 3 (International Co-Director Positions), Juan indicated that the phrase “Rob Eastwood has resigned...” be replaced with “Rob Eastwood has stepped down...” No other text edits, issues or questions were raised regarding the previous minutes.

Motion by James Castañeda to approve the November 7, 2012, meeting minutes with the aforementioned correction, seconded by Eileen Whitty, approved unanimously.

January 19, 2013, Meeting Minutes Review and Approval – While no corrections were identified, Naphtali asked to clarify what the green and red colors signified for the Section’s 2013 goals. As described on page 10, green represents major successes for last year, and red priorities for this year. No other text edits, issues or questions were raised regarding the previous minutes.

Motion by Eileen Whitty to approve the January 19, 2013, meeting minutes, seconded by Tania Sheyner, approved with two abstentions.

3. Chapter Update

Jeff provided an update on recent APA California Chapter matters, including the following:

- A new website will be launched soon.
- The Chapter will be conducting outreach to Sections for information on how they engage Planning Commissioners.
- The Chapter has adopted new award categories to be consistent with the APA National award categories. (Eileen noted that the award categories used up until now at the Section level will not change until next year.)
- The release of a portion of the 2012 conference subvention money to the Sections will be delayed.
- A marketing and membership committee will be formed soon, comprised mainly of Membership Directors from each Section.
- A “best practices manual” will be created to support professional development efforts. This manual will allow the Sections throughout the state to share useful information and shall be made available for download on the website once prepared.
- To build excitement about attending the State conference in Visalia, a “celebrity” will be featured. (Stay tuned for who this individual will be.)
- Each Section may have their own booth at the State conference to highlight activities. (There has also been discussion about Sections putting on workshops to encourage members to become more involved in APA.)

4. Board Appointments

Mentorship Chair candidate: Thalia Leng

Thalia Leng, AICP, LEED AP, is originally from the Bay Area. She went to UC Berkeley for an undergraduate degree in architecture, and later to Penn for a Masters of City Planning. As described in her resume, she has urban design and planning experience. Having moved back to the Bay Area, she currently works as a transportation planner for HNTB Corporation. She is looking forward to serving as the mentorship chair.

Motion by Don Bradley to appoint Thalia Leng as the Mentorship Chair, seconded by Ronny Kraft, approved unanimously.

UC Berkeley Student Representative candidate: Ted Graves

Jeff welcomed Ted Graves, who replaces Ruth Miller as the APA student representative for UC Berkeley. Jeff indicated that there is no need to officially appoint Ted to the position.

5. Board Retreat Follow-Up Items

Adoption 2013 Goals

Jeff drew the Board’s attention to the Section’s 2013 goals and asked for any thoughts on them. No one offered any comments.

Motion by Eileen Whitty to adopt the 2013 California-Northern Section Goals, seconded by Erik Balsley, approved unanimously.

Advertising/Sponsorship Committee

Scott noted that the Advertising/Sponsorship Committee met in February and earlier in the day to discuss revenue enhancement ideas. He commented that the Section has a fabulous tool in the website.

He plans to focus on the following three things:

1. **Job ads.** Since job ads are the biggest draw to the website, he thinks they should remain free. Ronny offered the idea that a “premium placement” option might be made available to firms that wish to post ads for a fee. This would be designed to enhance the ads’ visibility. Planetizen would be the model to follow.
2. **Member survey.** Scott will be leading the effort to develop a survey, which he intends to send out around the same time as the award ceremony. He would like to offer a prize to those who complete the survey to incentive a greater response rate.
3. **Young planners.** Since many young planners have allowed their membership to laps, he will focus on attracting them to rejoin APA.

Scott noted that he will have specific recommendations for enhancing advertising revenue by the next Board meeting. His goal is to keep it simple, yet provide options to firms that wish to advertise through the website to maximize their visibility.

Ronny discussed the premium placement idea. In terms of what this would look like, the ads could be posted on the jobs page and front page of the website to maximize visibility.

Scott asked whether or not the Board supported the idea of a give-away prize to incentivize a greater survey response rate. In response to a question about the dollar amount for the prize, Scott noted that he had in mind an iPad Mini for the prize, which starts at \$329 and is around \$360 with tax.

Ronny suggested that the survey represents a larger opportunity to ask members useful questions for Section activities and outreach.

For comparison purposes, Tania noted that the survey conducted a few years ago had a 10 percent response rate. Juan indicated the recent election had a 15 percent response rate.

The Board discussed having multiple smaller prizes instead of one big one. More than one prize might create a greater incentive for members to take the survey. Items such as a \$50 Target gift card and a \$20 Peets gift card were identified as potential gift options.

Jeff suggested a budget of \$200 dollars and for the committee to come up with a list of gift options.

While there was no need to offer a motion to allocate \$200 towards purchasing gifts, the Board took a unanimous vote in favor of doing so, with the condition that Board members are ineligible from receiving a prize for filling out the survey.

Ronny recommended that the future Membership Director should help coordinate developing and administering the survey.

RAC Committee

Jeff noted that RAC events ranked high on the Section's goals. In an effort to spur additional activities, he suggested that one of the RAC chairs work with the other chairs to hold more events and coordinate with Tania to organize professional development activities. Brian stated that he would welcome having someone to "bounce off ideas." James offered to serve in this capacity, since he currently sits on the Executive Committee. He noted that he plans to hold a conference call with his fellow RAC chairs, which he thinks will provide a good brainstorming opportunity. Jeff and Tania offered to talk with James about ideas they have for helping to foster additional activities.

Jonathan noted that he plans to survey the members in his region. He intends to ask them about good times to hold events and topics they are interested in. He suggested that these questions might be incorporated into the main survey under development.

Erik concurred that they could be incorporated into the main survey. He also stated that the Board should be careful not to contact our members with too many surveys.

In response to Scott's request for ideas, Jeff asked Board members to think about suggestions and share them at the end of the meeting.

Membership Director Committee

Jeff asked if anyone on the Board knows of someone interested in filling the vacant Membership Director position. He also asked for ideas on advertising the vacancy to elicit submittals. Erik offered to put a note in the next *eNews* blast and to put an announcement on the website. Hopefully, there will be a candidate by the end of the month.

6. Awards Program Update

John noted that the Awards Committee has had biweekly conference calls to plan the awards program. Nominations are due by March 22. A number of individuals have peppered him already with questions on submitting an application. The jury, whose members are being kept confidential, will meet on April 19 to review submissions.

Eileen noted that an Eventbrite registration site is up (thanks to Ronny) and that there is a great group of volunteers for the awards ceremony. She requested that Board members purchase a second ticket so volunteers can go for free. As with previous awards ceremonies, there are sponsorship options. Darcy is putting together a list of prospective individuals and firms to give to Emy, who will send out letters to inquire whether or not they are interested in sponsoring the event. Jeff will invite Brook Peterson (sp.). CPF winners will be invited, too.

The award ceremony will be held at Scotts Seafood in Oakland. It is within walking distance from BART and has plenty of parking.

7. Diversity Program Funding—Envision Tomorrow

Miroo requested that the Board support sponsoring the Envision Tomorrow program. UC Berkeley staff, in collaboration with the Martinez Unified School District, will be engaging 9th and 10th grade students in Alhambra and Vicente High Schools to provide them insight on career opportunities in planning and related fields, such as architecture, civil engineering, etc. (For additional program details, see Attachment 4 on pages 29-31 of the Board packet.) She noted that the mission of this program matches closely her goals as Diversity Director. The program has a number of sponsors to pay for the program cost of \$11,000. Miroo is intending to spend \$750 of the Section's Diversity budget of \$1,200 towards this program. She stated that this would leave enough money to do other activities throughout the rest of the year.

Naphtali asked if this will be an ongoing project. Miroo noted that this is the first time for the program, and she does not know if it will be repeated next year.

In response to a question on sponsors, Miroo noted that Wells Fargo, local businesses and the school district are also helping to fund the program.

Jeff commented that the program should branch out and cover a wider portion of our region — i.e., to include more than two schools. He suggested that Miroo encourage them to expand the program to include additional schools in the future to better represent the Section.

In response to a question on what the sponsorship money would be spent on, Miroo stated that it would help cover UC Berkeley staff time.

In response to Naphtali's question on how APA would get credit for sponsoring the program, Miroo offered to write a newsletter article about it. She will also think about other ideas.

Motion by Naphtali Knox to approve the expenditure of \$750 from the Diversity budget (expense item 400.2) to help sponsor "Envision Tomorrow: A Professional Development Program for High School Students," seconded by Don Bradley, approved unanimously.

8. Energy Working Group Presentation

Josh thanked the Board for financial support and provided a summary of the Energy Working Group activities. In 2010 and 2011, he held a series of presentations and workshops for planners and related professionals to discuss interrelated energy and environmental issues. The intent was to demystify energy issues and find ways to more easily talk about them. Following these events, Josh formed the Energy Working Group in 2012. With the understanding that there is only so much land in the desert available for renewable energy facilities, prospective sites will invariably be near to us. And since the Governor has set a goal of 12 Gigawatts (12,000 Megawatts) for distributed renewable energy — which is a lot — there is a need for discussing in advance the myriad of complex issues related to siting wind and solar facilities.

The Energy Working Group has 30 members and meets bimonthly. The group is made up of a diverse range of professionals, including consultants, developers, planners, and even PG&E staff. The group continues to grow, as a representative of Chevron recently joined.

Last fall Josh organized a co-sponsored event at SPUR. This event had standing room only.

The funds from the Section go to pay for dinner food and beverages.

Josh has a project to work with the Governor's Office of Planning and Research (OPR) to create a renewable energy resource.¹ Since OPR needs help with conducting research, the project involves developing a questionnaire to find out "who is doing what" with respect to energy. Fifteen UC Berkeley students have been (will be?) hired to work on this project over the summer. A draft report is scheduled for this Fall and should be useful for providing General Plan policy guidance.

In addition to this project, Josh submitted a proposal for holding a session at the next State conference. The session title is "Renewable Energy Future."

His plans for this year are to continue to meet bimonthly and potentially organize an event later in the year. He noted that the past funding has been helpful for providing snacks and drinks for these events.

In response to Tania's question on whether or not he plans to organize a CM accredited event, John indicated that he would organize one based on the OPR research project, once information has been collected on what others are doing that is sufficient to report back on. He also noted that a colleague might organize a presentation on smart grids. He will look into other worthwhile event ideas.

With no further questions, Jeff thanked Josh for the update.

9. Conference Site Selection and Committee Formation

Since Hanson was not able to attend the meeting, Jeff directed the Board to Hanson's report, which includes a discussion on the APA California Chapter conference site selection for 2015. Jeff noted that of the three locations under consideration (San Francisco, Oakland and Monterey), the Conference Committee selected downtown Oakland as the location for the conference, and will make a formal recommendation to the Chapter Board at a future date. Lastly, Jeff noted that the Conference Chair and Co-chair positions are available and will be considered at the next Board meeting.

10. Board Directors Report

Administrative Director. Justin did not have anything more to report.

Communications Director. Erik noted that *eNews* now includes a sidebar with "more stuff," such as a link to the jobs page to further increase traffic to the website. He also noted that there are over 800 members on LinkedIn, but only around 300 on Facebook. Lastly, he noted that the pull-down link to the Bylaws page has been updated to say "Board Bylaws/Policies," since it

¹ This resource may help guide future policy decisions at the local, regional and state level on siting distributed renewable energy facilities.

now includes selected Board policies (financial reserves policy, policy and criteria for sponsorships and calendar listings, and social networking policy).

Regional Activity Coordinators. Various RAC chairs inquired about obtaining an updated list for members in their regions. In the past, the Membership Director provided these lists. Since the position is currently vacant, and no one was assigned to do this task, Brian volunteered to set up the lists for each RAC. He will coordinate with Erik.

Natalie asked that a list of student members and those under the age of 35 be provided for YPG's use.

Professional Development Director. Tania noted that she is assisting the YPG with hosting a resume review workshop at San José State University on March 14. She is looking for experienced planners to participate – i.e., to review resumes and provide constructive feedback.

International Directors. Jeff noted that both Hing and Alex could not attend because they were teaching classes.

Section Historian. Juan highlighted the bullet on building the Section's awards archive. He has been coordinating with Eileen and John. Once the list of prior award winners are collected, they will be posted on the website's Awards page. This list should be useful for recalling past award-winning projects and provide good examples to emulate in the future (e.g., what does a good General Plan look like?).

Planning Commissioner Representative. Janet could not attend the meeting tonight. However, she has organized another planning commissioner workshop series.

California Planning Foundation Liaison. Jeff noted that Darcy is working on setting up a CPF walking tour for May 3.

Planning Diversity Directors. Cindy commented that she was pleased that the Board supported the high school program. She also noted that she recently visited some high schools and is working on a presentation. Miroo noted that there will be a Planners of Color Social Mixer in late April, after the APA National Conference.

Mentorship Program Committee. Nothing to report.

University Liaison. Nothing to report.

Student Representatives. Nothing more to report.

AICP Director. Don reported that he has held a few AICP Exam Prep meetings. Russell Levitt (sp.) spoke at one, and Avalon has been invited to speak at another. Kimberley will be presenting at the next meeting, on March 16. There are two more after that. (See the Upcoming Events page for dates and times.) He plans to organize more workshops in the Fall.

Don also acknowledged Ronny's help with putting his study materials "in the cloud."

Legislative Director. In Alexandra's Board report, she provided a summary on major bills and court decisions. This information is repeated below.

February 22, 2013 was the deadline to introduce bills for this 2013 Legislative Session. Of the more than 2,200 bills, constitutional amendments, and resolutions introduced, approximately 800 were introduced on the final deadline date. Among the bills submitted are an unusually high number of "spot bills," which are introduced as placeholders for future use.

California Environmental Quality Act (CEQA) reform legislation appears to be one of the Legislature's top priorities. Approximately 26 of the new bills appear designed to reform specific aspects of the CEQA process. For example, the bills include proposals to: create new CEQA compliance courts, require translation of environmental documents and notices under certain circumstances, and mandate analysis of the environment's impact on that project (not just the other way around as is currently required). However, since there are so many spot bills, as noted above, many of the CEQA reform bills contain only intent language. These bills are expected to be fleshed out after the 30-day waiting period to amend the spot bills passes.

One of the main advocates for CEQA reform, Sen. Michael Rubio, suddenly resigned in the middle of his term to take a job with Chevron. In the absence of Rubio's leadership, some expect CEQA reform to be more moderate. One bill to watch is SB 731, introduced by Senate leader Darrell Steinberg. This placeholder bill currently calls for statewide significance thresholds on noise, aesthetics, parking, and traffic levels of service as well as land use impacts – a potentially significant shift.

Post-Redevelopment Activity

Last year, Gov. Brown and the Legislature abolished local redevelopment agencies in a cost-cutting move to address the state's budget deficit. In response to the end of redevelopment, more than 40 lawsuits have been filed against the Department of Finance. These suits relate to disputes about redevelopment funds that city and county officials argue should be returned to or should not be charged to their agencies. For example, some cities and counties are arguing that certain funds were loans that should be repaid while the DOF argues that those funds should be redistributed to all the taxing agencies in the county – cities, schools, special districts and the county – as is typically done with property taxes. Even more suits may be in the works.

Judicial Activity

In February, the California Supreme Court agreed to review the decision in *Tuolumne Jobs & Small Business Alliance v. Superior Court* (Wal-Mart Stores, Inc.). That case is in direct conflict with the 2004 *Native American Sacred Site & Environmental Protection Association v. City of San Juan Capistrano* case, which held that when a city council adopts a voter-sponsored initiative, CEQA is not required. The Tuolumne court found that by opting to adopt a voter-sponsored initiative, the council was exercising discretion and therefore compliance with CEQA is required. This conflict will be decided by the California Supreme Court in the coming months.

Erik noted that Alexandra did a great job organizing the law/ethics event over the weekend.

Sustainability Committee Co-chair. Dave noted the number of items the Sustainability Committee have been working on, which are described in detail in the Board Report.

Newsletter Editor. Naphtali reported that he is proceeding with revising the newsletter, based on what was discussed at the recent Board Retreat. Articles are being redesigned to look like Planetizen articles. He noted problems still with the virtual magazine displaying the online newsletter on mobile devices.

As he has been talking with the newsletter layout designer about changing the look of the newsletter, expect to see a new look to *Northern News* in upcoming issues. He noted that Flipboard and Site.com are examples of good interfaces.

Webmaster. Ronny noted that the Board of Directors page now has individual pictures for each member, instead of a group photograph. (Note: these can easily be swapped out for different photographs.) She is also working on an email to send out to new and current members with standard information they should know.

Ronny also commented that the website design is too wide. To help correct this, a sidebar area has been created for each website section, save for the Upcoming Events page. This sidebar provides relevant information and offers an opportunity to place advertisements on the website.

Ronny noted that upcoming event announcements are now automatically pushed to Twitter.

Regional Activity Coordinators. Kristine (North Bay RAC Chair) noted that she will be putting on a social event next month.

Dahlia (East Bay RAC Chair) noted that there are a number of events organized for the East Bay region. (See her list of events in the Board Report.)

Aaron (Monterey Bay RAC Chair) reported that he worked with his counterpart AEP representative for the Monterey Bay region to send out a short survey that produced useful information for holding future events.

James (Peninsula RAC Chair) noted that he is working with Tania to organize a walking tour at SFO.

Stephen (Redwood Coast RAC Chair) is organizing a social get-together in Chicago during the APA National conference.

Brian (San Francisco RAC Chair) reported that after a short hiatus, he is coordinating with SPUR to host some events. He noted that he is going to hold, in May, a “TOB” (transit-oriented beer) happy hour event, too. He is also thinking about organizing a walking tour for the summer and asked for Board members to send him ideas. Lastly, he noted that a group called Cities Alive will be hosting, in October, a “green building, living wall” conference in San Francisco and have inquired about seeking CM credits. He will work with them to identify relevant sessions worthy of CM credits.

Jonathan (South Bay RAC Chair) is working out the logistics for holding a NASA Ames event (scheduled for May).

Professional Development Director. Tania noted that Justin is the holder of the Board Roster. (To clarify, Justin recreated the Board Roster as an online spreadsheet file using the Section's Google account. As such, any Board member can log onto the account, open the Google Drive file "APA Board Roster," and update their contact information. See the email sent out on January 27, 2013, for the username and password to access the account.)

Young Planners Group Co-directors. Natalie noted that the YPG has organized an upcoming Habitat for Humanity event. She and Avalon will be reaching out to the East Bay RAC Chair to co-organize an event, too.

Returning to Scott's request about the Board coming up with ideas for the survey he is developing to ensure it will provide the main things the Board would like to know, Jonathan noted that RAC chairs would like information on member preferences for event topics, times and locations. For instance, would members be willing to go to an event over the weekend, or do they prefer mid-day or evening events during the workweek? Jeff suggested that the RAC chairs hold a conference call to come up with a list of topics/questions. Jeff asked that if other Board members have ideas that come to them after the Board meeting to please email them to Scott.

Meeting Adjourned: 8:24 p.m.

Next Meeting: Thursday, May 2, at URS in Oakland

Summary of Action Items:

1. Scott to develop recommendations for enhancing advertising revenue by the next Board meeting.
2. Scott to develop survey questions based on input from RAC chairs and other Board members.
3. Scott to come up with a list of prizes to incentivize a greater response rate for the survey.
4. James to set up a conference call for the RAC chairs to brainstorm how to provide additional activities.
5. Emy or Eileen to send out letters to prospective awards ceremony sponsors.
6. Hanson to make a recommendation to the APA California Chapter Board to hold the 2015 state conference in downtown Oakland.
7. Brian to prepare a current list of APA members within each RAC region.
8. Brian to prepare a current membership list of students and planners 35 years and under.
9. Naphtali to continue working on redesigning *Northern News* articles.
10. Ronny to email new and current Board members standard information they should know.
11. Board members to continue to upload photographs from recent events to the Section's Picasa site.



April 5, 2013

Jeff Baker
Assistant Community Development Director
City of Dublin
100 Civic Plaza
Dublin, CA 94568

RE: APA Northern Section Membership Director Position

Dear Jeff:

Thank you for explaining the role of the Membership Director to me. I have also talked to the former Membership Director to learn more about the position. I feel I have a good understanding of the position and would like to volunteer.

Our firm does work for multiple cities throughout the entire Bay Area. I feel I would be in a good position to help spread the word about the benefits of APA membership to practicing planners.

I also attend job fairs at universities, assisted with teaching a class at SJSU and have given planning related presentations at the elementary and middle school level. This exposure to the student planners and potential planners would allow me to provide information and education on city planning in general and the APA in particular.

The bi-monthly board meetings would be a great opportunity to work collaboratively with you and the other board members on membership issues.

Thank you for your consideration.

Sincerely,

Geoff I. Bradley, AICP
Principal



Geoff I. Bradley, AICP

Principal



Experience

2006 to Present

Principal

M-Group

2005-2006

Forward Planning Manager

KB Home South Bay

2000-2005

Senior Planner

City of Campbell

1997-2000

Redevelopment Coordinator

City of Campbell

1995-1997

Assistant & Associate Planner

City of Sunnyvale

1989 -1995

Assistant & Associate Planner

RRM Design Group

San Luis Obispo

1985 – 1989

Architectural Draftsman

Morris Skenderian & Associates

Laguna Beach

Education

Master of Science in Architecture

California Polytechnic State

University, San Luis Obispo

Bachelor of Science in City &

Regional Planning

California Polytechnic State

University, San Luis Obispo

Landscape Architecture &

Urban Studies

University of Sheffield, U.K.

Geoff has over 25 years of professional public and private experience working with a variety of architecture, planning, development firms and public agencies. Prior to the formation of M-Group, this included 10 years of public sector experience with Bay Area planning and redevelopment agencies and 10 years of private sector experience. Geoff has worked with numerous jurisdictions throughout the Bay Area. His work includes downtown revitalization, major commercial, mixed-use, transit oriented projects, as well as updates of General Plans, Housing Elements and Zoning Codes.

Geoff is a results-oriented planning professional with a strong design background in architecture, urban design and landscape architecture. He is highly motivated to work to improve our natural and man-made places with an ability to combine innovative ideas with pragmatic solutions. A strong communicator with excellent written and presentation skills.

Areas of Expertise

Visioning/General Plan and Zoning Code Updates

Ordinance Preparation/Planning Department Management

Development Review/Design Review

Site Planning & Urban Design/Design Guidelines

Representative Projects

Policy Planning

Geoff managed the following long-range planning projects as Principal of M-Group or in his former capacity as Senior Planner in the City of Campbell.

General Plan Updates

Foster City General Plan 2010 Land Use and Circulation Element Update

Belvedere General Plan 2030

Campbell General Plan 2020

Campbell, California

Project Manager for comprehensive General Plan Update, including EIR and Housing Element for 1999-2006 Planning Period.

Visioning

City of Daly City, Envision Daly City 2030: A Framework for the Future

Housing Elements 2007 – 2014 Planning Period

City of Belvedere

City of Campbell

Town of Los Altos Hills

City of Mill Valley

City of Sausalito

City of Sonoma



Memberships

American Planning Association
(APA)

American Institute of Certified
Planners (AICP)

Campbell Bicycle Advisory
Committee (former)

Awards

1999 – San Jose Mercury News
Design a monument to Silicon
Valley - Grand Prize Winner

1996 – Shop Sunnyvale
Logo Design Contest

1987 – Pratt Institute
National Talent Search

Residential Design Guidelines

City of Redwood City
City of Monte Sereno

Zoning Ordinance Updates

City of Campbell
City of Coalinga
City of Palo Alto, context-based design zoning standards
City of Santa Rosa, Zoning Code Amendments to implement Downtown Station Area
Specific Plan and Design Guidelines

Specific and Precise Plans

City of Burlingame, Downtown Specific Plan
City of Mountain View, North Bayshore Precise Plan

Development Review

City of Petaluma; 2009 - 2012

Petaluma, California

Manage and provide staffing for Planning Division under multi-year contract. Numerous projects including 95-room hotel adaptive reuse in a historic building, East Washington Place shopping center (378,000 s.f.), Deer Creek Village shopping center (315,000 s.f.), historic downtown development, numerous mixed-use projects and hillside residential subdivisions.

City Ventures Project; 2011 – 2012

Morgan Hill, California

Project planner for fast-tracked development processing for a 42 unit infill project near Downtown Morgan Hill.

Netflix Project; 2011

Los Gatos, California

Project planner for high-profile project for a new corporate campus in Los Gatos.

Murphy Ranch Project; 2007

Milpitas, California

Project Planner for 400-unit apartment and townhouse project involving controversial General Plan Amendment and Rezoning request.

City of Mountain View, Various Projects; 2006 – 2007

Mountain View, California

Transit-oriented residential projects, Home Depot project at San Antonio Center, El Camino Real redevelopment opportunities.

Water Tower Plaza – Park Town Place; 2003 - 2005

Campbell, California

Project coordination and processing for award winning 24-unit transit-oriented development in Downtown Campbell.

Kohl's Shopping Center; 2004

Campbell, California

Project coordination and processing for controversial 175,000 s.f. shopping center at Hamilton and Highway 17.



Downtown Master Developer Site; 2000 - 2002

Campbell, California

Project Manager for multi-parcel redevelopment mixed-use project involving major design negotiations with architect and developer.

Downtown Campbell; 1997 - 2000

Campbell, California

Redevelopment Coordinator responsible for all aspects of Downtown Revitalization including Farmers' Market, Storefront Improvement Program, Street Furniture Project, new 300 space Parking Garage and business recruitment and retention.

Creekside Marriott; 2000 - 2001

Campbell, California

Manage planning process for highly controversial four-story hotel adjacent to Los Gatos Creek at Campbell Avenue.

SANDRA HAMLAT

400 Perkins Street, #606, Oakland, CA 94610, (510) 363-5522, Sandra.Hamlat@gmail.com

April 19, 2013

Northern California Chapter of the American Planning Association

Attn: Jeff Baker

Email: jeff.baker@dublin.ca.gov

Dear Mr. Baker:

In response to your announcement for a Membership Director that I learned of through Scott Davidson of the Northern California Chapter of the American Planning Association (APA California-Northern) Board of Directors, I am excited to demonstrate how my background in environmental planning, policy analysis, program implementation, community-based bridge building, coalition building, public education campaign management and interagency communications can help you achieve your strategic endeavors – and help position APA California-Northern as a leader in membership services.

Currently, as the Endorsement Committee Chair of the League of Conservation Voters of the East Bay board of directors, I direct the process for electing candidates in different jurisdictions, including maintaining strong relationships with local and regional organizations as well as community leaders. I am also the Advocacy Committee Chair of the East Bay Bicycle Coalition board of directors, for which I strategize campaigns and raise funds. As a Senior Sustainability and Climate Change Planner at PMC, I successfully developed 2012 Climate Change Business Journal honor-award-winning energy action plans of full Climate Action Plans for a region of 27 cities as well as conducted public outreach. I bring a balanced set of competencies that include both technical and policy-oriented knowledge to effectively understand issues, how to communicate them, and translate them into solutions that promote leading-edge planning practices.

My educational background includes a Master of Urban and Regional Planning degree with an emphasis on Environmental Policy and Regional Conservation Planning from the University of California at Irvine and a Bachelor of Science degree in Environmental Economics and Policy with a minor in City Planning from the University of California at Berkeley.

APA California-Northern is instrumental in promoting planning-related continuing education. I would be grateful for the opportunity to discuss how my experience, education, and leadership skills could contribute to APA California-Northern's success.

Sincerely,

Sandra Hamlat
510-363-5522

SANDRA HAMLAT

400 Perkins Street, #606, Oakland, CA 94610, (510) 363-5522, Sandra.Hamlat@gmail.com

PROFESSIONAL SUMMARY

Uniquely qualified environmental policy analyst who thrives at the crossroads of urban planning, coalition building, community outreach, cross-sector communications and reality-based budgeting to ensure the community's trust

PROFESSIONAL EXPERIENCE

Endorsement Committee Chair, Board of Directors

League of Conservation Voters, Los Angeles and Oakland

2006 — Present

- Researched, prioritized, and strategized election participation in two counties and 33 cities resulting in endorsing 17 winning campaigns out of 25 campaigns in 2012.
- Led teams and organized/assigned board members into/onto teams as well as identified other team leaders so that endorsements were made in a timely manner.
- Communicated and advanced the mission, strategic vision, and values of the organization through social marketing and graphic arts.
- Engaged with elected officials and decision makers as well as built partnerships and relationships with key campaign players.

Advocacy Committee Chair, Board of Directors

East Bay Bicycle Coalition, Berkeley

2011 — Present

- Raised funds for an operating budget of over \$650,000.00 and worked with partners to ensure collaborative efforts for implementation of plans that will change policies and leverage resources.
- Provided assistance to citizen advisory bodies, committees and commissions; facilitated meetings of community organizations, district boards, and neighborhood groups relating to the development and implementation of programs.
- Researched and wrote local advocacy group handbook for 33 cities throughout two counties.
- Developed policies and strategies to advance transportation equity issues through campaigns and initiatives.
- Collaborated and built coalitions with local and regional partners in moving policy change forward.

Senior Sustainability and Climate Change Planner

PMC, Oakland

2012

- Successfully led teams of planners to write 2012 Climate Change Business Journal honor-award-winning energy action plans of full Climate Action Plans for a region of 27 cities.
- Presented programs to the public and prepared written material for public distribution.
- Enjoyed managing climate change and sustainability projects; oversaw work products of staff; interacted with clients; and publicly represented organizations and projects.
- Provided lead direction to assistant and associate planners on assigned projects; coordinated and reviewed the preparation of various reports and correspondence; provided input regarding the quality of performance; and mentored junior staff.

Coastal Program Analyst II

San Francisco Bay Conservation and Development Commission, San Francisco

2010 — 2011

- Drafted climate change policies focusing on regional sediment management for one of the first, industry-leading state agencies to adopt these policies.
- Interfaced with regulatory agencies on technical matters.
- Supervised complex site development or policy proposals with multiple stakeholders and independently advised as to the best way to meet the commission's policies and laws.
- Reviewed local, state, and federal plans and environmental documents for projects affecting the San Francisco Bay and prepared comments regarding compliance with the commission's programs.

Associate Planner/Parks and Recreation Specialist

Baldwin Hills Conservancy, Los Angeles

2006 — 2010

- Developed and administered \$10,000,000.00 in financial grant and technical assistance programs as well as budgets.
- Saved \$2,000,000.00 in acquisition costs by negotiating a multiple partner agreement to use a site for green waste collection and overflow parking designed with Low Impact Development features.
- Directed the translation of ideas and concepts into fundable programs or projects; developed strategies to locate funds for programs; coordinated funding requests and contract implementation with public service agencies; and arranged supplemental funds and program revisions when needed.

Senior Associate

Environmental Science Associates, Los Angeles

2003 — 2006

- Initiated response to \$2,000,000.00 Request for Proposal and designed a pilot Multi-Family Building Recycling Program that was the most effective one out of five and was eventually implemented city-wide.
- Performed project management tasks including preparing California Environmental Quality Act/National Environmental Policy Act documents such as Environmental Impact Reports and Initial Studies (including conducting air quality analyses).
- Supervised, trained and evaluated assigned staff; and prepared and monitored budgets.

EDUCATION

Master of Urban and Regional Planning, UC Irvine

Bachelor of Science, Environmental Economics and Policy, UC Berkeley

PRESENTATIONS AND PROFESSIONAL AFFILIATIONS

Moving From Plan to Action, National Adaptation Forum, 2013

Bicycle Advocacy and Climate Action Planning, Bicultures, 2013

Alameda County Transportation Commission Citizens Watchdog Committee Member

Oakland Climate Action Coalition Member and Transportation Working Group Co-chair

Berkeley Climate Action Coalition Steering Committee and Transportation Working Group Chair

Environment Commission of the 47th California State Assembly District (2006 to 2010)

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 Lake 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.

- Insert most recent website statistics
- Our Visitors: An average visitor to the website views ____ pages and spends more than ____ minutes per visit. New eyes will constantly see your ad because ____% of our web visitors are first-timers.
- Get noticed online: On average APA California Chapter Northern Consultant Services WebPages attract more than _____ visitors every month.

Calling Card Advertisements

Our standard web-site advertisements come in the two following formats and are located on our “Resources” page under Consultant Services:

Premium Placement (\$200/month)

We also offer “premium placement” for partners who are seeking greater visibility. Premium placement advertisements appear in a box on the front page of the web-site below the website image. The advertisement rotates to show calling card advertisements in 3 second intervals.

Insert an image of showing Ad placement

Northern News

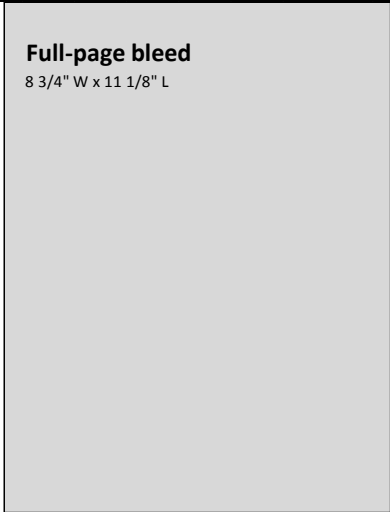
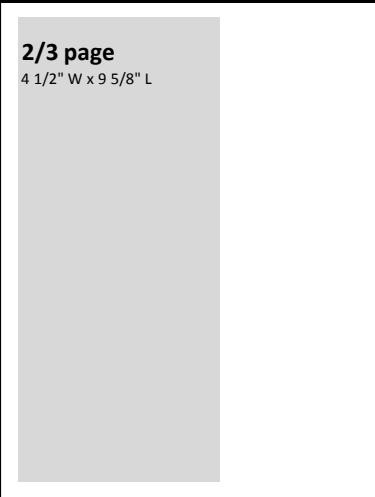
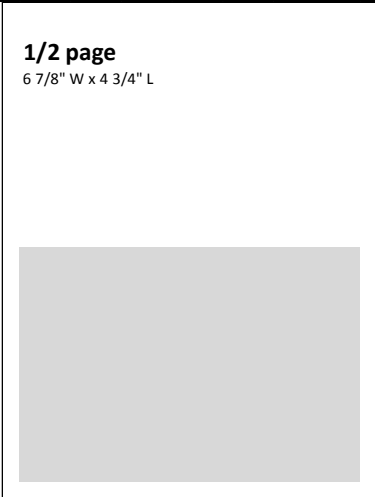
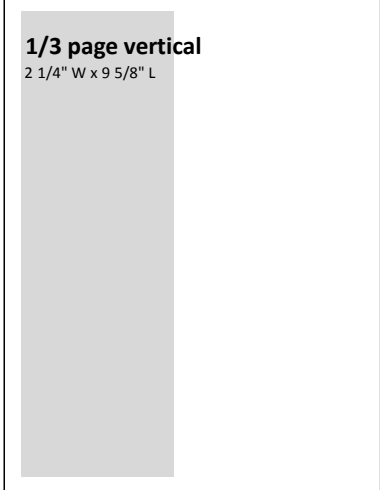
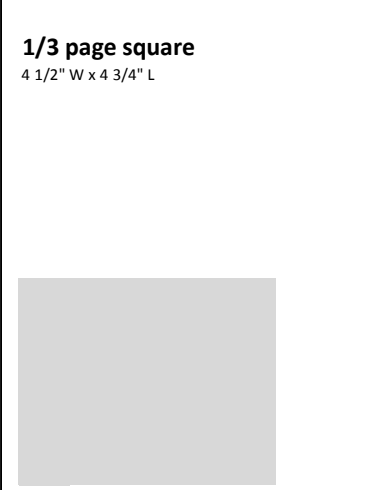
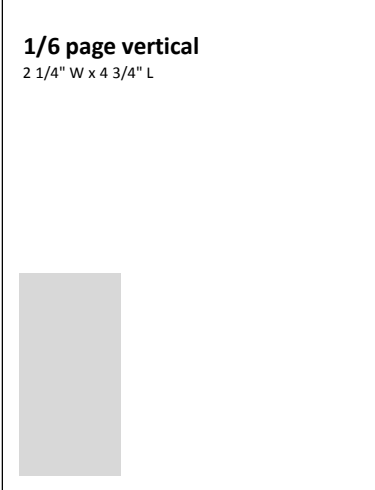
Northern News is a virtual magazine designed to support the exchange of planning ideas and information. The Northern News is a widely read newsletter covering topics relevant to the planning profession throughout the Northern Section. The newsletter is published as ten issues annually, with eight single-month 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 Advertisements

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

Full-page bleed 83/4" W x 111/8" L	2/3 page 41/2" W x 95/8" L	1/2 page 67/8" W x 43/4" L
		
1/3 page vertical 21/4" W x 95/8" L	1/3 page square 41/2" W x 43/4" L	1/6 page (masthead page only) 2 1/4" 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 this nonprofit, charitable corporation established to further the professional practice of planning in California.

- Reserve ad space by November 26, 2013
- Materials due by December 5, 2013

The Details

Advertising Rates

- Premiere Package (\$2,500/year) – Pick 5 venues from the advertising menu and receive high visibility placement
- Premium Package (\$2,000/year) – Pick 5 venues from the advertising menu
- Preferred Package (\$1,000/year) – Pick 3 venues from the advertising menu

Ala Carte

	Venue	Premiere (Pick 5)	Premium (Pick 5)	Preferred (Pick 3)	Ad Fee
1	Single Calling Card – Northern News				\$550/year
2	Double Calling Card				\$750/year
3	1/6 Page Ad				\$200/Issue
4	1/3 Page Ad				\$250/Issue
5	½ Page Ad				\$350/Issue
6	2/3 Page Ad				\$500/Issue
7	1 Page Ad				\$1,000/Issue
8	Website – Calling Card Ad				\$200/year
9	E-News				\$100/Issue
10	Awards Banquet & Holiday Party				
	- Bronze				\$250/Event
	- Silver				\$500/Event
	- Gold				\$1,000/Event
11	High Visibility Placement				\$250/Month

Ad Specs & Policies

Specifications

Venue/Publication	Specifications
1. Newsletter & Website	
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. eNews	
Requires Posting to Newsletter & Website	Name and logo of firm placed on eNews with click-thru link to firm's website. 100KB or less; max 800 pixels wide

Policies

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

2013 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	5					1	2						1	2	
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28			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	6				1	2	3	4							1
7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
28	29	30					26	27	28	29	30	31		23	24	25	26	27	28	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	6				1	2	3		1	2	3	4	5	6	7
7	8	9	10	11	12	13	4	5	6	7	8	9	10	8	9	10	11	12	13	14
14	15	16	17	18	19	20	11	12	13	14	15	16	17	15	16	17	18	19	20	21
21	22	23	24	25	26	27	18	19	20	21	22	23	24	22	23	24	25	26	27	28
28	29	30	31				25	26	27	28	29	30	31	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	5						1	2		1	2	3	4	5	6	7
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31				

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-14
	Jan-16	Jan-22	Jan-28
Feb	(MAR)		Feb-11
	Feb-13	Feb-19	Feb-25
Mar	(APR)		Mar-11
	Mar-13	Mar-19	Mar-25
April	(MAY)		Apr-8
	Apr-18	Apr-24	Apr-29
May	(JUN)		May-13
	May-15	May-21	May-28
June			Jun-10
			Jun-24
July	(JUL-AUG)		Jul-8
	Jul-17	Jul-23	Jul-29
Aug	(SEP)		Aug-12
	Aug-14	Aug-20	Aug-26
Sep	(OCT)		Sep-9
	Sep-11	Sep-17	Sep-23
Oct	(NOV)		Oct-7
	Oct-23	Oct-29	Oct-21
Nov			Nov-4
			Nov-18
Dec	(DEC 12-JAN 13)		Dec-9
	Dec-11	Dec-17	Dec-23
	10 ISSUES	10 ISSUES	24 ISSUES

APA California Chapter Northern
Draft Member Survey

April 2013

GENERAL MEMBERSHIP QUESTIONS

- 1) What is your current APA membership status:
 - a. AICP
 - b. General Chapter/Section APA Member
 - c. Chapter only member
 - d. Not a member

- 2) How long have you been a planner?
 - a. Student
 - b. Up to 5 years
 - c. 6-10 years
 - d. 11-20 years
 - e. More than 20 years

- 3) What is your age?
 - a. Under 25
 - b. 25 – 34
 - c. 35-44
 - d. 45-54
 - e. 55-64
 - f. 65 or over

- 4) Why did you join APA? (check all that apply)
 - a. To identify work opportunities
 - b. To connect with other planners (networking/social)
 - c. To keep up with planning issues and ideas (access to articles)
 - d. To participate in conferences
 - e. For leadership opportunities (to write articles, present materials)
 - f. To become AICP/gain CM credits
 - g. Not a member

- 5) What type of planning do you practice?
 - a. General Planning
 - b. Urban Design
 - c. Environmental Planning

- d. Housing and Economic Development
 - e. Public engagement
 - f. Sustainability
 - g. Conservation/Preservation/Restoration (name them)
 - h. Mapping/GIS
 - i. Other?
- 6) Who do you work for?
- a. Public agency
 - b. Consulting Firm
 - c. Non-profit organization
 - d. Self-Employed
 - e. University
 - f. Unemployed
 - g. Other
- 7) Which of the following have you participated in during the last three years:
- a. Awards program or banquet
 - b. Holiday party
 - c. RAC events
 - d. YPG events
 - e. Section ethics & law sessions
 - f. Other Section events
 - g. Annual State Conference
 - h. Annual National Conference
- 8) How did you learn of the events you attended
- a. Section eNews
 - b. Northern News
 - c. Section website
 - d. LinkedIn
 - e. Facebook
 - f. Twitter
 - g. Word of mouth (check all that apply)
 - i. Friend
 - ii. Professional colleague
 - iii. Email
 - iv. Other
- 9) Which of the following would you like to find out more about?
- a. Northern Chapter Website
 - b. Northern News

- c. E-news
- d. Awards program or banquet
- e. Holiday party
- f. RAC Events
- g. Annual State Conference
- h. Annual National Conference

10) When using the Northern Chapter Website, what portions of it are you using? (check all that apply)

- a. Job Announcements
- b. Calendar of events
- c. AICP programs
- d. International opportunities
- e. Student resources
- f. Young Planners Group
- g. Legislative updates
- h. Sustainability Committee information
- i. Other?

11) How would you rate APA Northern Section communications through the following media platforms?

	Very Satisfied	Somewhat Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
eNews						
Northern News						
Northern Section website						
Facebook						
LinkedIn						
Twitter						

12) Do you believe the APA Northern Chapter services have improved over the past 2 years?

- a. Yes, significantly
- b. Yes, somewhat
- c. There has been no change
- d. No, services are worse

13) Indicate how well APA Northern Chapter is doing to fulfill our primary objectives.

	Well Done, keep up the good work	No opinion	Needs improvement
Provide an arena for communication and exchange of information about planning related activities			
Raise member awareness and involvement in APA affairs			
Increase public awareness of the importance of planning			
Encourage professionalism in the conduct of its members			
Foster a sense of community among the members			

14) How can we improve the value of services to our members (i.e. What services do you want?, Are there other ways of reaching you?, What types of information would you like to see provided that are not currently being so?)

15) How easily can you tell the difference between National, State, Section, and RAC level APA communication?

- Very easily (Can usually tell as each has a distinct appearance)
- Somewhat easily (Can tell the difference between National and other levels of APA)
- Neutral
- Not easily
- Not very easily

16) How often do you feel the National APA, California APA, and the Northern Section contact you:

	Too often	Often	About right	Rarely	Very rarely	N/A
AICP/Interact						
National APA						
California APA						
Northern California Section						
RACs						
All levels of APA combined						

17) How do you feel about advertising on the Section's webpage, eNews, Northern News and other media?

- a. If it helps the Section raise money, I'm all for it
- b. If it is tastefully done, it is acceptable to me
- c. I'm neutral
- d. Advertising should be limited to the minimum needed to defray our publication costs
- e. I'm philosophically apposed to advertising in our professional journals

RAC Questions – The following questions may be better left up to individual RACs to collect. Does the Board have a preference?

1) Given the Section's large geographic area we further subdivide our area into regions headed up by a Regional Activity Coordinator – Do you know which RAC you are assigned to:

- a. Redwood Coast
- b. North Bay
- c. East Bay
- d. San Francisco
- e. Peninsula
- f. South Bay
- g. Monterey Bay
- h. Did not realize there were RACs

2) In which RACs do you have an interest?

- a. Redwood Coast
- b. North Bay
- c. East Bay
- d. San Francisco
- e. Peninsula
- f. South Bay
- g. Monterey Bay

3) How often would you like to have direct contact from your RAC?

- a. Weekly
- b. Bi-weekly
- c. Monthly
- d. Quarterly

4) What would you like to see more of in your RAC:

- a. Locally targeted workshops (i.e. local/regional matters of interest)
- b. Job/professional services (i.e. resume reviews, skill workshops, etc...)
- c. Social events

d. Other

5) When and where would you prefer events are held (check all that apply)

	Strongly prefer	Prefer	Neutral	Not preferred	Strongly not preferred	N/A
Weekday during work hours						
Weekday during lunch						
Weekday after work						
Saturday morning/afternoon						
Sunday morning/afternoon						
Within your RAC						
Near transit						

6) How long are you willing to travel for an APA event?

- a. 30 minutes commute
- b. Hour commute
- c. More than an hour

7) Do you have a car? [= Get more out of this](#)

- a. Yes
- b. No

8) Would you be interested in the following multi-day events?÷

	Yes	No	Depends
Conferences/Workshops			
Social events (tours, camping, hikes)			
Other			