

Northern Section Board Reports

March 7, 2013

Director – Jeff Baker

Director Elect – Andrea Ouse, AICP

Annual Board Retreat: I attended and assisted in the facilitation of the Board Retreat on Saturday, January 19, 2013. Very thorough minutes, as well as the Board's Goals for 2013, are included in the March Board Agenda packet.

APA California Chapter Conference 2015: I've been working with the Committee to prepare a recommendation to the Chapter Board on a site for the 2015 conference. As there was not a unanimous consensus on the locale (Oakland vs. San Francisco) among the committee members, a survey was sent out to all Chapter members for feedback. As mentioned in the Immediate Past Director's report, we will be touring the Oakland site with the conference consultant and the Chapter Vice President for Conferences on March 7th.

I would like to solicit interest from the Board and Section membership on participating on the Conference Committee, including the Conference Chair (or co-chair) positions. I will be working on this effort in the next two months, as we finalize the conference site and proceed with conference planning/coordination efforts.

Chapter Awards: In my role as Chapter Awards Co-Chair, I can report that we have finalized the updated application and awards policies for 2013. These have been distributed to each Section and we have just released a Call for Jurors. If anyone in the Northern Section is interested in serving as a Chapter Awards juror, please let me know!

Immediate Past Director – Hanson Hom, AICP

- I chaired the Site Selection Committee for the 2015 APA Chapter conference that will be hosted by the Northern Section. The committee arrived at a tentative recommendation, but decided to send out a survey to all APA Chapter members to gather feedback on factors that will affect their decision to attend the conference and to gauge their reaction to several possible conference sites. I will discuss at the Board meeting the criteria used by the Committee to arrive at its recommendation and will be able to share the Committee's recommendation to the APA Chapter Board. Kurt Christiansen, Chapter Vice President of Conferences, and Lynne Bynder, Chapter Conference Consultant, will meet with available Committee members on March 7 to tour the recommended site.
- I participated in conference calls for planning the Northern Section Planning Awards Program.
- I am working with Janet Palma to set up the next series of Planning Commissioner Workshops. Once again ABAG and BAPDA will be co-sponsors for the workshop series.
- I participated in a workshop entitled Environmental Challenges for Sustainable Development on February 28 and assisted in applying for 3.5 units of AICP CM credits for this event.
- I worked with Colette Meunier and Scott Davidson on an Ethics Workshop that was held on March 2.
- I sent out a survey to gather feedback from mentors and mentees on last year's Mentorship Program. We are looking for volunteers to assist with launching the third year of this program. Please let me know if you are interested in being on this committee.

- Finally, I assisted in transitioning the Section Director duties to Jeff, including preparing this month's Director's Notes to summarize the results of the Section's retreat.

Administrative Director – Justin Meek, AICP

- Prepared the minutes for the Section's Annual Board Retreat.
- Updated the APA California-Northern events calendar listings.
- Helped select the location for the APA/AEP Monterey Bay Social Event (2/28).
- Will be a speaker at the APA National Conference in Chicago. The discussion title is Public vs. Private Practice Planning (4/16).

Treasurer – Laura Thompson

Nothing to report.

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

Summary

We have a new Awards Director, John Cook, who has stepped in to take Andrea Ouse's position. Both Eileen and John have the Program well underway, with assistance from a number of creative and professional Awards Committee members.

The Awards Committee has held conference calls twice a month starting in early January 2013 to manage this year's Awards Program. Conference calls will continue through May.

Details

- The Application and Category materials have been posted on the Norcalapa website.
- Erik has sent out an eBlast and Naph has included the notice that materials are available in the eNews. More advertising will follow.
- The Venue this year is Scott's Seafood, Oakland = Friday, May 17th for \$40 a ticket.
- Ronny has set up Eventbrite and the site is ready to take reservations – please do register to attend and also consider sponsoring a \$40 volunteer as well. Larger sponsorships are available at the Eventbrite site – \$250, \$500, \$1000 as established by our sponsorship materials.
- Ronny is also producing the Gala Program.
- Juan will manage the winner certificates and framing.
- Emy will manage the PowerPoint for the Gala.
- We will contact all CPF winners to invite them to the Gala where they will receive a certificate from Northern Section. CPF winner tickets are sponsored by Norcal Board Treasury.
- We have six jurors selected to manage the evaluation of applications and the selection of this year's winners. Juror meeting is set for Friday, April 19th at ABAG/MTC building in Oakland. Juror tickets are sponsored by the Norcal Board Treasury.
- We will invite the California Chapter president to the Gala.

Communications Director – Erik Balsley

eNews

- Three (3) eNews sent out since the January 19th Board retreat – 1/28/13, 2/11/13, and 2/25/13.
- Two separate Northern News eblasts sent out by Naphtali on 1/22/13 and 2/19/2013
- Updated mailing lists in Constant Contact based on new spreadsheets provided by APA HQ.
- The 2/25 eNews was sent out late partially as a result of:
 - Needing to provide awards nomination materials,
 - A side bar redesign to provide a link to sponsor firms and jobs, and
 - Adding job links to the professional development section.
- **NEXT eNEWS is on 3/11/2013**
- **Do we need to provide the RACs subsets of the larger mailing lists?**

- Communications can do this in the absence of a membership director, but it will take a bit to get done.

LinkedIn

- As of 3/2/2013 up to 809 members.
- One post had to be revised as it violated the social networking policy's prohibition on "commercial endorsement."
 - The issue arose over whether a company's name could be posted on a post directly – i.e. "Company X presents CEQA News"
 - Quick discussion among current and former directors and directors elect led us to determine that the post was a commercial endorsement though the linked material was useful.
 - Interim application of the policy is that no company names can be posted on posts, though the materials linked to in a post may include company logos or be promotional in nature.
 - The post in question was brought to the attention of the poster and she was given a 3-day window in which to comply, and she did.
 - We will need to revisit this grey area.

Facebook

- Changed cover photo to image from the top of the SFOBB East Span tower.
- Posted photos from East Span Tower.
- As of 3/2/2013 up to 142 likes.
- Reached maximum weekly reach of 330 on 1/21/2013.
- Had a fall in this number and are at 128 as of 3/2/2013.
- Since the Board Retreat average weekly reach is 159.
 - HOWEVER - in the absence of a viral posting (i.e. video showing descent into SFO) or event photos our weekly reach should be somewhere between 100-110 people.
- Most popular posts: BART Expansion (2/27/13 – 80 views), SFO Landing video (1/21/13 – 67 views), Bridge photos (1/28/13 – 67 views).
- Most viral posts: Bridge photos, San Jose Conservation Plan.

Twitter

- Posts are being made to remind people of upcoming events.
- Photos from the law and ethics session were posted.

Website

- Worked with webmaster to change title of "Board Bylaws" page to "Board Bylaws/Policies" to reflect the fact that both bylaws and policies were posted on the page.
- Posted 2013 Awards information to the website and revised the Awards page text according to begin seeking awards nominations.

Other

- Teleconference with Ronny, Brian, and Scott to discuss revenue enhancement
 - Made revisions to eNews as a result.

Professional Development Director – Tania Sheyner, AICP, LEED AP

• This past Saturday (March 2), Colette Meunier, Hanson Hom, Scott Davidson, Alexandra Barnhill, Matthew Visick, Hing Wong, and I hosted what we hope to be the Section's annual Ethics and Law Training. Almost 60 planners attended the event, with all but a few staying for both ethics and law presentations. The ethics portion, which was presented by Colette, Hanson, and Scott, focused on balancing the business-friendly environment with one's ethical obligations as a planner, while the law portion, presented by Alexandra and Matthew, discussed the relationship between the citizen initiative process and CEQA, focusing on the current split within the courts on whether a citizen-sponsored initiative measure adopted by a city council (in lieu of putting it on the ballot) requires CEQA review. Hing coordinated all of the logistics for the day, including reserving the venue, arranging for

catering, and preparing the signage, and both of us ran the paperless registration that morning (using Eventbrite app on my iPad and phone). I received a lot of positive feedback on the format and the content of the sessions after the event and online reviews received so far are 4 (out of 5) stars or higher.

- On March 14th, the Young Planners Group (Avalon Schultz and Natalie de Leon) and I are hosting an interview panel and resume review workshop at San Jose State University from 7 to 9 p.m.. At this event, a panel of private- and public-sector planning professionals will share how to be more competitive in the job market and offer one-on-one resume critiques. Hanson Hom has kindly agreed to participate on the panel. **I'm looking for two to three additional seasoned planners who can serve on the panel and then participate in the one-on-one resume reviews.**

- James Castaneda and I have arranged for a walking tour of SFO's Terminal 2, on April 4th, 6 to 7:30 p.m., that will focus on the terminal's sustainable features. The tour will be given by Sam Mehta, the Environmental Services Manager at the SFO Design and Construction Department and will likely be approved for 1.5 CM credits.

- I interviewed Raffi Bolayan, Planning Manager with the City of San Rafael, for the "Meet a Local Planner" column in the next issue of Northern News.

International Directors – Hing Wong, AICP and Alex Hinds

Our Section has benefited greatly from the direction and vision of the two former International Directors who produced highly regarded international urban planning tours. Jennifer Andersen, AICP, led the first tour in 2003 to Cuba. Rob Eastwood, AICP, followed that by leading three tours: China in 2007, India in 2009, and Brazil in 2012.

We wish to continue this global journey and prepare for another tour in 2014. A favorite might be Eastern Europe as we've developed important contacts in some of those countries. Recently, we were visited by a group of Estonian planners. We organized a two-hour presentation on the planning efforts in the Bay Area, and we led a full day excursion tour in Oakland and San Francisco. They have offered to return the favor should we visit Estonia. Our first planning meeting for the next tour will be on Monday, April 22. More details will be forthcoming.

Later this year, we will also look into establishing new international programs that involve job shadowing and internships, participation in forums, and exploring ongoing collaboration in studies and projects. Additionally, we would like to create "sister"-type relationships with other international planning organizations so that there will be a continuing "connection" and bond from around the world.

Section Historian – Juan Borrelli, AICP

- I have continued to update the content of the Section Archives webpage.
- I have begun building the Section's Awards Programs Archive for posting on the Section website.
- I have continued to participate in regular Awards Program conference calls to assist with the planning and promotion of the 2013 Section Awards Program.
- I have continued to promote the Northern News to local South Bay planners and successfully recruited a photo submittal for the "Where In The World?" Segment of the newsletter (soon to be published).

Membership Director – N/A

No report

Planning Commissioner Representative – Janet Palma, AICP

All Planning Commissioner Workshops are scheduled for between March and June for this year's series. People are rapidly signing up to attend.

CPF Liaison – Darcy Kremin, AICP

I'm working on organizing this year's CPF walking tour. It is scheduled for Friday, May 3 and the focus is Port planning. We will be touring the San Francisco Port, and we will visit many new and exciting port projects including the Ferry Building, Piers 30-32 (site of the future Warriors Stadium), AT&T Park & Pier 48, Mission Bay development and Pier 70 mixed use development. We hope that many board members can join us and earn 6 CM credits while enjoying a great day out.

We are already planning for our annual auction at the Visalia conference. It's never too early to think about items to donate. Let me know if you have something to donate or can help.

We will be interviewing scholarship candidates in late April/early May. The winners will be announced shortly after that.

Planning Diversity Directors: Miroo Desai, AICP & Kay Cheng

Report from the Diversity Group

The Diversity Group has the following work program outlined for this year. Below is the list of activities planned and the progress made till date.

1. Sponsorship:

Diversity group would like to be one of the sponsors for a professional development program for high school students in Martinez and UC Berkeley called "Envision Tomorrow". (See Attached for details). They are looking for \$11,000 to fund the program and have lined a few sponsors lined up. I would like to use \$750 of Diversity budget for this purpose. I have been in touch with the program director Isidro Farias and it sounds like a wonderful opportunity for us to participate.

I attended and participated in their second presentation on February 28th at the Alhambra High School. If the Board approves my request to partially sponsor this program then I plan to monitor the program this year and see if we want to do this the following year.

2. Ambassador High School Program:

Continue with this program. I have set up four schools in Santa Rosa for presentations to 9th graders. Two presentations at the Elsie High School and Piner High School have been made by volunteers, Erin Morris and Noah Joush in the month of February. Two more presentations will be made in March. We will follow up on a couple of schools in Oakland with presentations to be made in April.

3. Seminar/Talk:

Organize a talk/event on Healthy Cities Strategies and Social Equity. This is anticipated to occur in the fall. Jeanette Dinwiddle-Moore is helping me on this.

4. Lending Library:

Start a lending library and make books related to Diversity available.

5. Website:

Update website and provide links to Diversity-related articles.

6. Planners of Color Social Mixers:

Continue with these series. The first social mixer of 2013 will be held in late April (after the National APA conference) so one of the regular attendees (Jeanette Dinwiddle-Moore) can provide an update of the conference.

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

We have been busy planning upcoming spring events, including a March 14 Interview Panel/Resume Workshop at San Jose State University co-sponsored with SJSU's Urban Planning Coalition and an April 6 volunteer opportunity at Habitat for Humanity's Brookfield Court Development in Oakland. We are also outreaching to YPG members regarding the vacant Mentorship Program Director position. We have received several inquiries from members about mentorship opportunities and are interested in helping get the position filled soon.

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

No report

University Liaison - Emy Mendoza

No report

Student Representative: San Jose State University - Veronica Flores

March 2013 Board Report: San Jose State Urban Planning Coalition

The UPC is teaming up with YPG to put on an Interview Panel and Resume Blast Event at SJSU on Thursday, March 14th from 7pm-9pm.

In April, we will begin recruiting for next year's UPC board officers.

Student Representative: UC Berkeley - Ruth Miller

No Report

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

The Spring 2013 AICP Exam Prep Work Shop series sessions 1 & 2 were held on Feb. 2nd & 23rd. The next sessions will be on March 16th, April 13th, & May 11th. There are 10-12 committed candidates who have attended thus far.

Thanks to Ronny Kraft and Veronica Grace Flores and their work on reorganizing the many study materials and putting them into "Drop Box". The February guest speakers were Russell Leavitt (19th year) and first time Lezlie Kimura from Sacramento who took our program last Fall, passed and returned to share her experiences and did an outstanding job. Future speakers will include: Kimberly Brosseau and Avalon Schultz. Another board member, Alexandra Barnhill, Esq. anticipated giving the planning and zoning law court cases presentation until she had a time conflict but has secured a replacement. I still need a volunteer willing to give a 2 hour session on planning ethics for either April 13th or May 11th. An article I wrote for the American Society of City Planning Historians national conference held in Oakland in 2009 was edited by Naphtali Knox FAICP and published in the last Northern News will be a useful resource for our AICP candidates.

Legislative Director – Alexandra Barnhill

Legislative Actions

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 place holders 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.

Sustainability Committee Co-Chairs –Katja Irvin, AICP & Dave Javid, AICP

1. Director Transition - Scott Edmondson resigned in January as co-director because of increasing time constraints, but will stay on as strategic sustainability advisor and member making contributions as he can. Dave Javid volunteered for the position to co-direct the committee with Katja Irvin continuing in her co-director role, and the Board voted Dave in as co-director at the annual retreat. Scott has been supporting the transition with information and leadership on the APA Conference Session he developed with the Chair of the APA CO Chapter sustainability committee and a new initiative with the ULI to co-develop an applied sustainability workshop. Dave has stepped in and begun the transition, having had a

few transition phone meetings or face to face with Katja, Scott and Poonam. He also initiated a regular, once-per-month committee phone meeting.

2. APA National Conference Session - Scott continued work on session organizing with Anne Miller (APA CO) and Daniel Lerch (Chair, new Sustainable Communities APA Division). He also summarized some research done this past fall in an article on the Sustainability Planning Challenge and state APA chapters and the new division. The new Division will publish the article and use it launch a Linked In discussion to tee up the facilitated discussion session at the conference.

3. ULI-APA Applied Sustainability Workshop - Mark Rhoades from ULI approached Scott in December with an idea to collaborate in producing an applied sustainability workshop aimed at developers and planners, and focused on nurturing the communications and dialog between the two to advance the urban sustainability practice. Scott convened three phone meetings where the team (Mark Rhoades, Scott, Katja, Poonam, and Brenna Moorehead) began to develop the theme, outline, format, and content for the workshop. Dave joined the team at the last phone meeting in February, and Dave and Poonam are taking a leadership role moving forward and will develop a timeline of action items. A workshop is targeted in the Fall of this year. Dave also has continued networking, attended regular SPUR and ULI meetings over the last few months and met with members of ULI's sustainability committee.

4. Plan-it Sustainably column - Scott wrote the February column describing the large challenges we face beginning the year and the Committees work program for the year. Dave coordinated with Naphtali to identify expectations and has determined the committee will publish a column bi-monthly in the Northern News.

5. Expanding committee membership - A couple of new members have joined the committee and Poonam also recruited a new committee member. We are all looking forward to working with her: Krista Raines, a Building Performance Specialist with Perkins + Will. In particular, she will be working with us on the ULI-APA workshop.

6. Collaboration with Josh Hohn of the Energy Group - Dave and Katja have been coordinating with Josh to share progress and potentially share resources. Scott will meet at 5 pm, March 6th, ahead of the March Board Meeting, to discuss contributions of Passive House to OPR recommendations on renewable energy general plan guidelines.

7. Committee website update - Katja is working with Scott and the web development team to refine the content on the website and keep it up to date.

Newsletter Editor – Naphtali Knox, FAICP

No report

Webmaster – Ronny Kraft

- Redesigned the Board Roster page to include director photos.
- Created a sidebar on most pages that contains menu items. The sidebar also narrows the width of the body text making it easier to read. The sidebar is also a potential space for advertising.
- Fixed the automatic push to LinkedIn.
- Set up a push to Twitter so that all new event and job posts get posted to the section's Twitter page.
- Changed the name of the RACs. RAC directors should update their own individual pages.
- Web developer cleaned up the code on the website
- Met with Revenue Enhancement committee to discuss advertising opportunities for the site.
- Met with web developer to discuss site changes and potential for increased advertising presence.

Regional Advisory Committees

North Bay – Kristine Gaspar

On February 7th North Bay RAC hosted a 2-hour workshop in Santa Rosa on using American Factfinder. A social event is planned in Petaluma in April. And I am working with AEP to co-sponsor a tour of the Petaluma Wastewater Treatment Facility.

East Bay – Dahlia Chazan

Florentina and I have put together the following list of planned events for the year, including one we hope everyone will attend – a happy hour co-hosted with AEP next week at Luka’s in Oakland.

Month (2013)	Event
January	Past
February	None
March	Co-hosting happy hour at Luka’s in Oakland with AEP: March 13 th from 5:30 to 7:30 (Dahlia lead)
April	Educational event (Florentina lead; location likely to be URS office in Oakland)
May	Walking tour (Dahlia lead—considering downtown Concord)
June	Social event (Florentina lead)
July	Summer hike (Florentina lead, with help from Dahlia)
August	
September	Educational event (Dahlia lead—considering Code for America and other electronic outreach; location likely to be URS office in Oakland)
October	Educational event (Florentina lead—possibly at Cal)
November	None – not competing with holidays
December	Nor Cal Holiday Party (no East Bay event)

Monterey Bay – Aaron Ackerman

I have just a few activities to report:

APA/AEP 2012 Holiday Party, Monterey Bay. The regional committee’s for both APA and AEP once again co-hosted an end of the year holiday party. The holiday party took place in downtown Monterey and saw about 50 attendees from around the region, including professional planners, students, and professors. The students were mostly representatives of nearby CSUMB, and expressed interest in starting both AEP and APA student chapters.

Lunch Workshop – Streets for all users: Performance-Based Transportation Analysis Tools and Multimodal Planning. In January 2013, APA Monterey Bay hosted a two hour workshop to teach planners about performance-based transportation analysis and multi-modal planning. The presentations covered current issues in the realm of planning and what many agencies are facing and learning. Presenters included Ariana Green with the City of Monterey, and Erin Ferguson and Brian Ray with Kittelson and Associates. The workshop hosted 30 attendees and earned AICP planners 1.5 CM credits.

APA/AEP Monterey Bay Winter Happy Hour. On February 28th, the regional committees for both APA and AEP co-hosted a happy hour networking event in downtown Santa Cruz. The event was fairly well attended with about 15 planners, most of which were affiliated with AEP.

Peninsula – James Castañeda

Walking Tour of SFO's Terminal 2 to be held on April 4, 2013 at 6:00. Interactive walking tour that highlights sustainable features of the new Terminal 2 and other areas at San Francisco International Airport. 1.5 CM credits pending. Additional information forthcoming in future calendar posting.

Redwood Coast – Stephen Avis

No report.

San Francisco – Brian Soland

No report.

South Bay - Jonathan Schuppert

- Transition meeting with Katja to go over roles of RAC position and strategize potential upcoming events
- Start the planning for an event at NASA (reviving an event that didn't come to fruition)
- Draft survey to members to solicit response on event topics, locations, times, etc.
- Organize email distribution group. Considering using Constant Contact account (I was informed that the Board has an account, so I would need to get permission/access information first) and/or setting up a Gmail account for South Bay RAC with contacts uploaded (would transfer to future RAC chairs).