



## Northern Section Board Director Reports September 6, 2012

### Director – Hanson Hom, AICP

- Met with the Parking Workshop Committee on two occasions to plan the workshop as a follow-up to AB904, the parking caps bill for transit areas. Tentative date for the workshop will be **Friday, November 9 at the MetroCenter in Oakland, from 1:00 pm to 3:00 pm** (including half-hour pre-workshop networking). Speakers are being confirmed and will be a combination panel presentations and discussion and interactive audience exercise to craft recommendations for a modified bill. Valerie Knepper, MTC, and David Snow, Cal Chapter VP Policy and Legislation, assisting in planning this workshop. AICP CM Legal credits will be sought. Budget proposal and more details will be discussed at the Board meeting.
- Met with the Holiday Party Committee on two occasions to select the venue for the event. Much thanks to Florentina Craciun is heading up the committee. Date for the event will be **Friday, November 30**. Multiple locations were investigated in the East Bay and the committee will be presenting a recommendation on location and event cost at the Board meeting. After the location is finalized, the committee will work on the details for the event including the CPF fundraising raffle. Remember to load your photos onto our Picasa site for the end-of-the-year slide show.
- Allen Tai, the Northern Section representative on the Chapter Nominating Committee, indicates that they are now reviewing applications for Chapter Board positions. Applications closed on August 15 but they are still seeking candidates for several positions, including Vice-President of Professional Development, Planning Commissioner, and Vice-President of Policy and Legislation. No Northern Section members have applied for any of the positions. Please immediately contact Allen Tai at [allen.tai@sanjoseca.gov](mailto:allen.tai@sanjoseca.gov) if you are interested in any of the positions.
- Jeff Baker is overseeing the nominating committee for the election of Administrative Director and Director-Elect. Please contact Jeff if you are willing to serve on the committee or are interested in one of the two positions. Election will be held in November.
- We were successful in having all four of our Planner Emeritus Network (PEN) nominations selected for induction into the Class of 2012. Congratulations to Dr. Earl Bossard, AICP, Anne Cronin Moore, Barbara Kautz, FAICP, and posthumously Leon Pirofalo, AICP. They will be recognized at the annual state conference in Rancho Mirage. Thanks to Juan Borrelli, Don Bradley, Darcy Kremin and Hing Wong for helping to prepare the nominations.
- Will be preparing the annual Section Director report for the Chapter Board meeting on October 21.

- Provided feedback on the design of the new Chapter website under development.
- Voted to approve the Standard Contract Review Protocol for annual evaluation of Chapter consultants and contractors. This was a carryover item from the Chapter Board meeting in June.

**Administrative Director – Justin Meek, AICP**

- Updated the APA California-Northern events calendar listings.
- Working with the City of Santa Cruz to organize an event on the Secretary of Interior Standards for Historic preservation and alterations.
- Helping organize the APA Parking Workshop that Valerie Knepper (Transportation Planner, MTC) spearheaded.

**Treasurer – Laura Thompson**

We are current on all payments and reimbursements and the financial reports for the second quarter have been submitted to the state chapter.

**Communications Director – Erik Balsley**

My first order of business was documenting the managers of the various social media platforms – except for Twitter. Please review the list and if your name is listed please make sure you need the level of permissions you have been given.

<b>Facebook</b>	Erik Balsley	Manager
	James Casteñeda	Manager
	Natalie DeLeon	Manager
<b>LinkedIn</b>	Erik Balsley	Manager
	Hanson Hom (x2)	Manager
	Darcy Kremin	Owner
	Ronny Kraft	Moderator
	Justin Meek	Moderator
<b>Twitter</b>	????	

**Twitter** – Who has the existing account? This account will probably be used to post last minute reminders and post breaking news.

**Facebook** – This has been my initial focus. Given the platform, the postings are trying to be a bit more informal. Articles that are being posted are not just California focused and whenever possible links that discuss planning in relation to current events are being posted to expand overall knowledge. As the page takes root its overall tone and character will need to adapt to maintain a steady viewer count.

The week after the July Board meeting the page had a weekly reach of about 40 people. Since then it has risen to up to 196 people. As of today the reach dropped to 113, but more postings should up the number.

On a positive note – there are others posting on the page. We had Walk Oakland Bike Oakland comment on a posting and Transform has “liked” the page. The posts announcing

the new eNews design and the article regarding the Olympic Village received the most views at 116 and 101, respectively.

**LinkedIn** – The tone here is more professional and articles are being posted with a more specific nexus to Northern California. There are many posters on the page and overall I think this is our most successful social media platform. In general, the job postings are usually also posted on the webpage. In fact it is easier to lay out the jobs on the website and then post on LinkedIn.

### **eNews**

Another initial project was a redesign of the eNews. The goal was to make it more readable and have a cleaner, more professional look. We have received favorable feedback regarding the new look. The links have been primarily to the webpage. 3 editions have gone out.

The redesigned eNews on July 23, had 943 opens and 213 click-throughs. The most recent eNews has 763 opens and 157 click throughs. The redesign probably made people click and open the email. We are now back to numbers similar to those pre-redesign, however, the click through numbers are much higher.

### **Future efforts**

- Re-establishing a Twitter presence.
- Creating a standardized job template for use on the website.
- Maintaining a stable and consistently growing page count on Facebook.
- Immediate goal is to breach 200 weekly views.
- Oddly, we only have 105 likes on Facebook. We need to up that!

### **Section Historian – Juan Borrelli, AICP**

- Have continued to update (ongoing) the Section web page on Chapter website with the Section Director's Note.
- Have continued to post Northern Section events (ongoing) on the Chapter's online Calendar of Events web page.
- Provided Section Newsletter Editors the details and list of recent Section members to pass the May 2012 AICP Exam (for the brief congratulatory article included on page 4 of the July/August 2012 *Northern News*); and the details and list of recent Section members who in May 2012 earned their AICP CEP and CTP specialty certification credentials (for the brief congratulatory article included on page 12 of the September 2012 *Northern News*).
- Separately, in my other APA board responsibility as Vice President for Professional Development at the Chapter-level, I have continued to be active in providing Chapter website redesign feedback; planning and preparing an Ethics Session and an AICP Exam Prep Session for the upcoming annual state planning conference (to be held in Rancho Mirage, October 21-24); leading regular conference call meetings with the Chapter-appointed Professional Development Team, Section Professional Development

Directors, and Section AICP Directors; and responding to APA member inquires regarding AICP, CM credits, event co-sponsorships, etc.

**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

**Student Representative: San Jose State University – Veronica Flores**

San Jose State recently started the new school year and pleased to welcome many new and returning students to the program. The Urban Planning Coalition (UPC) hosted a New Student Orientation on Friday, August 17<sup>th</sup> with 37 new students in attendance. The new students learned more about the program through faculty members and the UPC officers. Additionally, representatives from APA, Urban Land Institute, and Women’s Transportation Seminar came to introduce the professional organizations to the new students.

**Upcoming Events**

PARK(ing) Day

Following the success of last year’s PArk(ing) Day, the UPC plans on building a temporary “parklet” for San Jose’s annual PArk(ing) Day event on Friday, September 21<sup>st</sup>. The UPC will transform three parking spots adjacent to the campus into an interactive display visitors will gain a better understanding of what exactly urban planning is. Through a 3D-cardboard building charette, urban planning reading materials, and the "What would you want to see in your community?" opinion poster visitors can get a better idea of planning.

Fall 2012 Symposium

The UPC is planning a fall symposium focused on getting the public and private sectors to work together, specifically in the fields of transportation and transit-oriented development, affordable housing, and downtown revitalization. The symposium is scheduled for Saturday, September 29<sup>th</sup> on the SJSU campus from 11:00am-3:30pm. The keynote speaker will be Vice-Mayor Emily Gabel-Luddy FASLA. Emily has over 30 years of practical working experience and was instrumental in implementing the City of Los Angeles’s Small Lot Ordinance.

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

***Facilitated Discussion Proposal - #p.43499***

Proposal Details

***Proposal Type***

Facilitated Discussion

***Proposed Title***

Mobilizing Sustainability Planning: A Dialogue between State Chapters and the new APA Sustainability Division

***National Conference Topic***

Sustainability

***Learning objective one***

To share information about strategies and initiatives that APA State Chapters can and are using to promote innovative sustainability planning policy and practice through examples and dialogue.

***Learning objective two***

To explore how the new National APA Sustainability Division and State Chapters can share resources and collaborate to advance sustainable planning efforts across the country.

***General description***

Planners can play a key leadership role in creating sustainable communities. To meet this challenge, planners across the country need opportunities for information sharing and creative dialogue to explore innovative and strategic planning frameworks and practices. This facilitated discussion is an opportunity for planning professionals and State APA Chapters members to discuss the unique role that State Chapters can play in supporting and championing sustainable planning. State APA Chapters, including the Sustainability Committees in Colorado, Northern California, and other states (to be identified) will foster creative dialogue through sharing of their planning efforts. The discussion will highlight strategies and tips for activating sustainable planning efforts in your State Chapter. In addition, this interactive session will provide an opportunity to learn about the new APA National Sustainability Division and share valuable feedback to the new APA Sustainability Division on how best to support innovative sustainability planning at the local level.

***Who is your Audience?***

Audience: Professional planning staff, APA State Chapter members, Planning Commissioners and elected officials, etc.

Take aways:

1. Knowledge of the range of specific strategies and initiatives that State Chapter Sustainability Committees have pursued to activate innovative sustainability planning, as well as successes and challenges of these efforts.
2. Understanding of the role of the new National Sustainability Division and the way in which it can complement and amplify the work of the State Chapters.
3. Personal contacts for follow up discussion, reference, and collaboration.
4. Identification of resources to promote sustainable planning.

## Newsletter Editor – Naphtali Knox, FAICP

### ***Theresa Alster***

Members of the Board are aware that Theresa Alster has stepped down from the board and her position as associate editor of *Northern News*. I would like to acknowledge Theresa's assistance since January 2011: She helped with editing and joined Erik Balsley in pinch-hitting when I was unavailable. She brought us a unique combination of journalism and planning experience and wrote 10 articles for the *News*. Among the articles are:

- April 2010, *Free parking is a bad idea*, page 6
- April 2011, *A hot degree — not*, page 1
- October 2011, *Planning job: no pay, great fun. My experience as a Campbell planning commissioner*, page 1
- December 2010/January 2011, *San José city, schools, and developers grapple over proposed housing and taxes*, page 14.
- February 2012, *Planning professionals at SJSU symposium advise on how to find a planning job*, page 7
- March 2012, *Local projects win national planning awards*, page 12
- April 2012, *SPUR comes to San Jose*, page 17.
- July/August 2012, *San Francisco Planning ups grant funding to 1.5 million annually*, page 1
- July/August 2012, *New APA California Northern website is a pleasure to visit*, page 1

Thanks, Theresa, for your many contributions!

### ***The state of the News***

- We've received not a single comment pro or con about the deletion of the calendar. The reduction in pages has measurably reduced the workload of the editors and our design and layout professional, Nancy Roberts.
- In another effort to ease the editorial and design workload, we are alternating *HSR notes* with the *Plan-it Sustainability column* so that each runs every two months.
- Unfortunately, we've gone several issues without any news from the RACs.
- The newsletter readership remains relatively stable, with seasonal fluctuations. There is no obvious need to change anything. Details are offered below.

We have three ways of notifying members and readers that *Northern News* is online: *ConstantContact* email, *LinkedIn* groups, and our APA California Northern *Facebook* page. Since March, we have been sending "special" emails to announce the *Northern News*. These emails are separate from the standard eNews sent every two weeks.

Both *ConstantContact* and *LinkedIn* direct potential readers to two platforms: The PDF, which is hosted on our Northern Section website, and the virtual magazine hosted by *issuu.com*. The *Facebook* page directs readers to the virtual magazine on *issuu.com*.

Statistics are available from *ConstantContact* and separately from *issuu.com*. Data from the two sources overlap (1 + 1 does not equal 2) and are not readily comparable.

With that caveat, over the past four months the *Northern News* mailing has gone to an average of 3180 email addresses. On average, 840 (about 26%) open the emails (which is a very good rate, according to *ConstantContact*). The *ConstantContact* statistics are consistent month-to-month. On average, about 21% click through to specific pages of *Northern News*. For the September issue, 102 opened the virtual magazine, 103 downloaded the PDF, and 214 clicked to specific pages of the virtual magazine.

Readership on *issuu.com* varies, however. Readership was 832 for the May edition, 749 for June, 621 for July/August, but only 427 for the September issue to August 31. Of the 427 readers, 353 opened the virtual magazine on Thursday and Friday Aug. 23 and 24.

*Issuu.com* keeps track of unique page views, which helps us understand where readers' interests lie. The number of September page views to date ranges from 204 to 296. September's most viewed pages are:

- 296 views, p.14, shared by *Letters; General Plan Guidelines; and Worth a look.*
- 291 views, pp.15, 16, 17: *What others are saying.*
- 270 views, p.12, shared by *Who's where; And they're off (to Brazil); and Five Northern Californians hold AICP's newest credentials.*
- 266 views, p.13: *Healthy Development Measurement Tool.*

### **Regional Advisory Committees**

#### **North Bay – Kristine Gaspar**

On September 13<sup>th</sup> we will be holding our fourth social event for the year, this one in Napa County. Earlier social events have covered Sonoma, Marin, and Solano (sort of – low attendance) counties. I am looking to hold one more brown bag that offers CM credit before the holidays set in, but have not settled on a topic.

#### **Monterey Bay – Elizabeth Caraker**

The Monterey RAC, Monterey AEP, and Monterey APWA held a joint workshop earlier this month in Watsonville on local stormwater issues. Seven CM credits were available for this event.

#### **Peninsula – James Castañeda**

- Social Mixer/Networking, tentatively scheduled for October 18, 2012. Location TBA, San Mateo area.
- Developing Agricultural Tourism policies discussion, currently confirming attendees/speakers, location, and discussion points. Tentatively scheduled for mid November.

## **South Bay - Katja Irvin**

### Upcoming events:

1. State of Bicycle Planning in the South Bay, September 5, 1.5CM approved. 33 people are registered as of August 28. AICP/APA members Jon Schuppert and Oxo Slayer are assisting. We are collaborating with Silicon Valley Bicycle Coalition. RBF and Kimley-Horn are sponsoring for \$300 total. We will ask for donations and plan to break even or be in the black for this event
2. Silicon Valley Watershed Summit, September 22, 4.0CM approved. Katja is volunteering for this event and will take care of CM sign-in and reporting.
3. Sustainability Base Tour, October 5, 2.0 CM approved. We are collaborating with the Sustainability Committee. 11 people are registered as of August 28. M-Group is sponsoring for \$250. We have also collected \$140 through EventBrite registrations and plan to break even or be in the black for this event. M-Group would like to write an article about the tour/facility for Northern News.
4. Newby Island Waste Facility Tour with HMH, early November. Bus tour limited to 40. We will charge \$10/\$20 to re-coup cost of bus. HMH will sponsor a reception after the tour and help pay for the bus if needed.