



9:00 am - 6:30 pm

Conference Registration - Students Only

9:30 am - 5:30 pm

MW#1 - Gold Rush Community Tour: Grass Valley and Nevada City

Join us on an adventure in planning in the Sierra Foothills. We will explore downtown redevelopment areas, downtown infill developments, co-housing, a proposed mine site, and a pine forest. Hear about planning issues that are facing the charming gold rush towns of Nevada City and Grass Valley. Local planning professionals who work in the Grass Valley and Nevada City area will personally share their professional perspectives on the highlighted planning projects.

This tour will leave from Sacramento on Sunday morning and shuttle the participants back to Squaw Creek in the afternoon. There is an additional fee for the shuttle service back to Squaw Creek.

10:00 - 11:15 am

Career Center Track

Monument Peak

What's Next - What Planning Students Need to Know

The panel will provide students with tips about making the transition from student to planning professional. In brief initial presentations, panelists will reveal how they initiated their planning careers and lessons they have learned in moving through their careers. Each will conclude with suggestions for landing that first job, essential interviewing hints, and other advice. A majority of the session will be devoted to a free exchange of questions and ideas among the panel members and the audience.

Ian Peterson, California Governor's Office of Planning & Research

Raeanon L. Hartigan, Associate Planner, University of California, San Diego

Paul Wack, AICP, Principal, Jacobson & Wack, Professor, California Polytechnic State University, San Luis Obispo

Gwen Urey, PhD, Professor, California State Polytechnic University, Pomona

11:30 am - 12:45 pm

Cascade

Student Awards Lunch

12:00 noon - 6:30 pm

Ballroom Foyer

Conference Registration - All Attendees





Sunday, September 13

12:00 noon - 6:30 pm

Ballroom Foyer

Exhibitor Set-up/Exhibits Open

1:00 - 2:30 pm

Career Center Track

Monument Peak

The Young Planners Group Program - Addressing the Needs of Young Planning Professionals

There is a growing need for programs to address the needs young planners within the APA as well as provide a forum for young planners to be a resource to the APA. Young planners are active in communities and professions and have enthusiasm and energy to address the challenges of the future of planning. Shifts are occurring in the profession and there is a need to reach out to the next generation of planners as a service to these members, in order to sustain the organization, provide services to a changing professional demographic, and cultivate the next generation of leaders. In Summer 2007, APA President Bob Hunter commissioned a geographically diverse task force of planners in their 20s and early 30s to serve as an advisory group to the APA Board with an eye and an ear toward issues of importance to young planners. In 2008 the Sacramento Valley Section became the first APA Section in the nation to implement a Young Planners Group program and has been in a unique position to develop its program from the ground up. The Section's YPG program is addressing the needs of young planners, providing opportunities to learn more about planning, related fields, and regional land use issues; providing mentors to build strong careers; and expanding social and professional networks. The Sacramento Valley Section YPG has developed and provided programs that have drawn upward of 50 young planning professionals. This session focuses on what the Young Planners Group is, how to start a Young Planners Group program, the recent efforts the APA Young Planners Group Taskforce, and challenges and successes of the Sacramento Valley Section in developing and implementing such a program. This session will provide an overview of what the APA Board of Directors and Young Planners Group Task Force found and how the APA is moving ahead to address the growing needs of young planners within the APA. Finally, this session will explore the challenges, experiences, and successes of other similar young professionals programs (e.g., ULI Sacramento Young Leaders Group); provide context for a nationally recognized APA Young Planners Group; and solicit input from session participants on the needs of young planning professionals throughout California.

Jamie Cutlip, Associate Planner, City of Sacramento and Co-Chair, Sacramento Valley Section APA California Young Planners Group

Ted Holzem, Project Manager, Mintier Harnish

Julia Lave Johnson, Deputy Director of Planning Policy, California Governor's Office of Planning and Research

Elizabeth Delgado, Community Development Project Coordinator, City of Berkeley's Office of Economic Development

Tracey Ferguson, Associate Planner, PBS&J



1:00 - 2:30 pm

Career Center Track

Monument Peak

Writing Your Planning Resume - Student Session

Session will focus on mainly students and junior planners that are interested in developing a professional resume for the planning profession. Do's and Don'ts of resume writing and tips on information to include in your resume. Also, the workshop will focus on interviewing skills in the public and private sectors. Showing the differences between the two interviewing techniques for public and then for private firms. We encourage participants to bring their resume to the session for assistance.

Hollee King Brunsky, AICP, Principal, Lilley Planning Group

Jennifer A. Lilley, AICP, President, Lilley Planning Group

2:45 - 4:00 pm

Visionary Planning and Career Center Track

Monument Peak

Time Management for Harried Planners

Time management techniques used in other career tracks don't always work for planners. We in California have the PSA, CEQA deadlines, the Planning Commission Packet deadline, the Mayor/Supervisor wants this settled today deadlines, and on and on. Unlike many other professionals, we do not have the luxury of turning off the spigot and saying "No" to projects coming in the door. This fast-paced presentation/panel makes use of graphics, music, humor and proven techniques and tools for making the most of the time you have and finding extra time in a day. Four planning professionals will share their secrets to time management. We will cover everything from staff reports to the counter, e-mail to talkative applicants, the impact of budget cuts and layoffs, and that total time-sink: meetings. This session is fun and fast and provides tools to immediately help planners manage their workload better. The last time this session was presented, it was standing room only. This version includes all the comments, feedback and great ideas we got at the original session.

Can you make time to attend?

Christina Ratcliffe, AICP, Senior Associate, PMC

Deborah Diamond, AICP, General Plan Project Manager, City of Emeryville

Eric Angstadt, AICP, Deputy Director Community Development Agency/Planning Director, City of Oakland

Jennifer Carman, AICP, Planning Manager, City of El Cerrito

Visionary Planning and Career Center Track

Monument Peak

Keeping Your Head Above Water

The current state of the economy leaves many young professionals feeling uncertain about the future. Come and hear from senior planning professionals who have lived through economic downturns in the job market and their advice on staying afloat in this economy and beyond. Primary topics that will be discussed include:

- Strategies on how to find and get a job;
- Trends in planning jobs;
- How to make yourself the most attractive job candidate;
- Dos and don'ts in interviews;
- How to build capacity for leadership skills; and
- Strategies on how to keep your job.

Jeannie Lee, AICP, Attorney, Remy, Thomas, Moose & Manley, LLP

Gary Jakobs, AICP, Vice-president, EDAA/AECOM

Chris Mitchell, Manager, Fehr & Peers

Allison S. Joe, Vice President, EPS





Sunday, September 13

2:45 - 4:00 pm

Tinkers Knob

APA Professional Development Officers Meeting (PDO)

Castle Peak

APA California Planning Roundtable

4:00 - 6:00 pm

Cascade

Diversity Summit

This year's Diversity Summit will explore the broader areas of Diversity in Planning. A panel of experts has been invited to speak about diversity in community planning related to the following areas:

- Age
- Sexual Orientation
- Ethnicity
- Income/Class
- Disability
- Gender

Each speaker will present trends, issues, and strategies for community planning relative to their area of expertise. There will be particularly emphasis on inclusionary practices, and leadership. Planners will leave this session with a better understanding of their community unique needs, and how to customize community planning to meet those needs.

Sponsored by: Stan Hoffman Associates

6:00 - 7:00 pm

Sandy's Pub

Mentor Mixer and Leadership Reception

Meet your APA California State Board members and pick their brains on what's coming up for APA California and how to get involved in the organization. This reception is also an opportunity for young planners to meet seasoned planners and to gain valuable insights in the planning field. All are welcome!



Sunday, September 13



6:30 - 10:00 pm

Sun Plaza Deck

Opening Reception

Join your APA California colleagues for the kick-off to the 2009 conference. Outside amongst the beautiful Squaw Valley setting, attendees will dine on a bar-b-que buffet and the popular local jazz & reggae band Quartet Minus One! There will be smores for dessert to roast around the campfire and billiards, shuffleboard and darts in Sandy's Pub available to those that want to try their luck at pub sports.

***Sponsored by: Mintier Harnish
Entertainment Sponsor: City of Rancho Mirage***





7:30 am - 6:30 pm

Ballroom Foyer

Conference Registration

7:30 - 8:30 am

Ballroom Foyer

Continental Breakfast

Sponsored by: Abbott and Kinderman, BonTerra Consulting, LSA, Remy, Thomas, Moose and Manley

7:30 am - 9:00 pm

Ballroom Foyer

Exhibits Open

8:15 - 9:45 am

Pavilion/Sun Plaza Deck

Opening Keynote, Sunne Wright McPeak, President and CEO, California Emerging Technology Fund



Sunne Wright McPeak is the President and CEO of the California Emerging Technology Fund (CETF), a statewide non-profit organization dedicated to accelerating the deployment of broadband technology and closing the Digital Divide.

For 3 years prior, McPeak served as Secretary of the California Business, Transportation and Housing Agency for Governor Arnold Schwarzenegger, where she oversaw the largest state Agency, including Caltrans, DMV, CHP, Housing, several business regulatory departments, and programs for tourism, film, trade and small business. She was responsible for more than 42,000 employees and a budget in excess of \$11 billion. Under McPeak’s leadership, performance in all departments improved significantly—cutting average wait times at the DMV from over an hour to 21 minutes, reducing by two-thirds the time to issue real estate licenses, and generating more than \$180 million in savings. She also provided key policy leadership in support of the Governor to launch major investments in infrastructure and to foster groundbreaking regional “smart growth” planning.

Before being recruited to the Governor’s Cabinet, McPeak served as President and CEO of the Bay Area Council, a major employer-led policy organization promoting regional economic prosperity.

10:00 - 11:15 am

Cascade

CPR SALON

Focus on City of Fresno

Growing Smarter in Fresno. The City of Fresno is embarking on one of the most important planning efforts in its history with the Southeast Growth Area (SEGA). The SEGA is project to house 20% of Fresno’s growth over the next 20 years and will set the standard as to how Fresno will develop in the 21st Century. Join us to hear about how the City is engaging the community in shaping the vision for Fresno’s sustainable and prosperous future.



Monday, September 14

10:00 - 11:30 am

Planning 101/Career Development Track

Castle Peak

Working With Lawyers

Planners are often frustrated when attorneys want to re-write their analysis, conditions of approval, mitigation measures, and findings. Likewise, attorneys are often frustrated because the record created by planners lacks sufficient substance for defensible legal arguments. This panel, moderated by an attorney/planner, will examine the common drafting and analytical failures encountered by land use and CEQA attorneys in EIR's and planning staff reports, discuss the challenges created by those failures, and provide suggestions for avoiding problems in the future. The panel will rely heavily on examples and case studies from their practice. The panel will emphasize interaction with workshop attendees.

Jim Harnish, Principal, Mintier Harnish

Robert D. Klousner, Principal, Planning Partners

Harriet Steiner, Shareholder, McDonough, Holland & Allen, PC

Tiffany Wright, Partner, Remy, Thomas, Moose and Manley

Dianne Kindermann, Attorney, Abbott & Kindermann

Emerging Policy Track

Emigrant Peak

Not Your Parents LOS

Level of Service (LOS) is a performance measure that was developed 50 years ago to describe operating conditions for automobile travel. LOS is the primary measure used to assess traffic impacts of development in CEQA documents. Many cities and counties are struggling with how to assess the trade-offs between providing efficient vehicle travel and reaching other goals such as creating walkable communities and reducing GHG emissions.

Panel Learning Objectives:

- Learn what LOS is and how it is used in state, regional, and local planning processes.
- Learn about the "bias" and "tradeoffs" in using LOS thresholds
- Learn how to develop alternatives policies that are balanced with other community values

Anna Marie Young, Assistant Planner, State Clearinghouse, Governor's Office of Planning and Research

Ronald Milam, Principal in Charge of Technical Development, Fehr & Peers

Gregg Albright, Deputy Secretary for Environmental Policy and Integration Business, Transportation and Housing Agency

Rachel Hiatt, Senior Transportation Planner, San Francisco County Transportation Authority

Hans Larsen, City of San Jose





10:00 - 11:30 am

Places for Everyone Track

Sierra D

Heck No! We Won't Go!

Forecasts project that many "Boomers" will not leave their communities and will not accept traditional assisted living options. The population wave of Boomers (1946-64) will have an impressive impact on cities and future planning efforts. The growing numbers of active seniors and frail elderly will impact independent and long term care housing, recreation and social gathering facilities, and emergency medical services. What are cities and planners doing to prepare for the impact? What can we do to design alternative "aging in place" scenarios within neighborhoods and commercial districts? A diverse panel of experts will provide invaluable information and ideas including statistics, challenges, alternative housing, and social service suggestions.

Joan M. Twiss, Founder and Executive Director, Center for Civic Partnerships

Paul Zykofsky, Manager, Local Government Commission's Land Use and Transportation Programs

Lamar Turner, Project Manager, EAH Housing

John Thatch, AIA, Founder of Dahlin Group Architecture Planning

Places for Everyone Track

Monument Peak

Re-creating Streets for People

This session will look at the lessons learned from current case studies and ways to use the Complete Streets Act to help revitalize your communities by leveraging infrastructure improvements. This will include a multi-faceted approach including engaging your community in redesigning their streets, to developing the implementation tools such as design guidelines, zoning and financing to see that they are implemented. Case studies will look statewide at specific corridor projects in West Sacramento, San Francisco and in Imperial Beach as well as discuss how to incorporate strong complete street policies into General Plans.

Maureen Pascoe, Program Manager, West Sacramento Redevelopment Agency

Marti Brown, Senior Redevelopment Planner, Sacramento Housing & Redevelopment Agency

Georgette Gomez, Policy Advocate, Environmental Health Coalition

Mukul Malhotra, Urban Design Director, MIG, Inc.





Monday, September 14

10:00 - 11:30 am

Adaptation/Sustainability Toolkit Track

Sierra A

Climate Change Adaptation - Taking the Heat!

Despite all efforts to mitigate climate change, experts predict that some level of global warming is inevitable and communities will need to adapt to the effects of climate change, such as sea level rise, snowpack reduction and wildfires. This session presented by the Planner Emeritus Network (PEN) will focus on adaptation strategies and increasing community resilience to the effects of climate change. Adaptation strategies developed by government agencies and academic research projects, such as the Governor's Office of Planning and Research, the California Resources Agency, and California Polytechnic State University will be discussed, along with resilience strategies developed by corporate entities.

John Bridges, FAICP, Principal, EDAW AECOM

Ken Topping, FAICP, President, Topping Associates International

Julia Lave Johnston, Deputy Director of Planning Policy, Governor's Office of Planning and Research

Anthony Brunello, Deputy Secretary, Climate Change & Energy, California Natural Resources Agency

Adaptation/Sustainability Toolkit Track

Alpine A

Sea Level Change and the California Coast

Predicted sea level rise is one of the most publicized and controversial impacts of global warming. Although most climate scientists agree that it is a consequence of global warming, there is controversy over how much, how soon and just how to deal with it.

It is critical that California planners, in particular, understand and are prepared for sea level rise. California has 1,100 miles of coastline that provides a wealth of economic, recreational and natural resources. The California coast is home to over 70% of the State's population and its four largest cities. It also holds some of the most unique and endangered ecosystems in the world. California's water supply and coastal resources are particularly vulnerable to sea level rise and the entire State could suffer devastating consequences if adaptive actions aren't taken.

In California, sea level is projected to rise by as much as 55 inches this century. A rise of this magnitude would cause massive flooding, severe erosion, loss of homes and habitat, salt water inundation and damage to water systems.

Last November, California Governor Arnold Schwarzenegger signed a precedent-setting initiative, Executive Order S-13-0, to address the effects of global warming. In a first-of-its-kind executive directive, the Governor ordered the State to begin taking immediate action to mitigate the impending damage to State resources caused by climate change and impacts from sea level rise. "Given the serious threat of sea level rise to California's water supply, population and our economy, it's critically important that we make sure the State is prepared," Schwarzenegger said.

This session will examine the scientific and political status of sea level rise in California and provide planners with tools for dealing with sea level rise, both in the short- and long-term, including: means of assessing sea level changes; methodologies for identifying impacts and implications; strategies for mitigation; planning for long-term adaptation. Both coastal and inland planners will come out of this session better prepared for the critical consequences of global warming.

Barb Kinison Brown, Environmental Planner/Project Manager, PMC

Sara Polgar, Coastal Planner, San Francisco Bay Conservation and Development Commission

Leslie Lacko, Senior Planner, San Francisco Bay Conservation and Development Commission (BCDC)

Bob Batallio, Principal, PWA

Steve Crooks, Ph.D., Senior Associate, Philip Williams & Associates

Pat Angell, Associate Principal, PMC

Abe Doherty, California Ocean Protection Council and Climate Change Coordinator, California Coastal Conservancy



10:00 - 11:30 am

Visionary Planning Track

Alpine B

Innovations in Bicycle/Pedestrian Planning

Alternative transportation has become more established world-wide as a means of reducing traffic congestion and as a strategy to combat global warming. In jurisdictions of all sizes bicycling and walking are among the most common and least expensive modes of alternative transportation. Successful bicycle and pedestrian planning increases the likelihood of these being chosen an alternative mode of choice. While conventional approaches to bicycle and pedestrian planning remain effective and important to increasing bicycling and walking trips, innovation and creativity in the planning process are revolutionizing the way that we plan for bicyclists and pedestrians.

This workshop discusses innovations in the area of bicycle and pedestrian planning that have been applied to further increase the number of people who chose bicycling or walking as their mode of transportation. Specifically, we will discuss visionary methods for improving data collection, maximizing community involvement, integrating bicycling with transit, and advancing pedestrian safety.

Matthew Ridgway, AICP, PTP, Chair, Institute of Transportation Engineers' Pedestrian and Bicycle Council

Matt Dulcich, AICP, Associate Planner, UC Davis Office of Resource Management and Planning

Nathan Landau, Transportation Planner, Alameda-Contra Costa County Transit District

Eduardo C. Serafin, PE, AICP, Research and Development Engineer, UC Berkeley ITS Tech Transfer

Visionary Planning Track

Sierra B

Revitalizing Aging Corridors

In the age of big box power centers, urban lifestyle centers, and pedestrian friendly downtown shopping districts, many cities and counties are finding once vital retail corridors suffering from disinvestment and deterioration. Learn how some California jurisdictions are revitalizing aging, auto-oriented corridors with thoughtful planning, redevelopment and economic analysis. The discussion will include how to identify and pursue infill opportunities, develop new markets, address the needs of non-auto users, foster cohesive street frontage and design, and promote inter-jurisdictional coordination.

Specific case studies include:

- El Camino Real, San Francisco Bay Area (Peninsula)
- San Pablo Avenue, San Francisco Bay Area (East Bay)
- North Watt Corridor, County of Sacramento
- MLK Boulevard, City of Sacramento
- Macdonald Avenue, City of Richmond

Jessica Zenk, AICP, Managing Consultant, Seifel Consulting Inc.

Elizabeth Deakin, Professor of City and Regional Planning, Former Director, University of California Transportation Center, UC Berkeley

Steve Duran, Community & Economic Development Director, City of Richmond

Andrew Miner, AICP, Principal Planner, City of Sunnyvale

Mike Notestine, Principal, Mogavero Notestine Associates

Tricia Stevens, AICP, Principal Planner, Sacramento County Planning and Community Development Department





Monday, September 14

10:00 - 11:30 am

Public Awareness/Selling the Vision Track

Sierra C

Engaging the Full Cross-Section - Next Generation Public Participation

We know that a plan created with people – people of all interests – rather than for them stands a better chance of benefiting everyone involved in its implementation. We know that public participation builds trust and support among planners, stakeholders, and local citizens. It not only enables consensus-building, it also allows practitioners to draw on knowledge that is only apparent to people who inhabit a place and know it in better detail than any survey can reveal. We know that most planning projects involve some type of public participation program to help identify issues of concern and evaluate alternatives. This outreach usually involves some combination of well-executed workshops or public meetings involving significant staff and budget resources. But why are we continually surprised when attendance is low in numbers and limited to the people who are already involved in addressing narrow interests? The reality is that attending public workshops is only feasible and/or interesting to limited number of community members. Moreover, typical attendees tend to represent more focused interests rather than the more moderate sentiments of the broader community. While the goal is to create plans that reflect the hopes, desires and needs of the community, how can we accomplish this if we are using public participation techniques that only engage limited sectors of the community? How can we get past the “workshop/newsletter” reaction to public participation and use techniques that meaningfully engage a broader cross-section of voices?

This session will focus on the next generation of public participation techniques currently incorporated into transit, urban regeneration, community development, and regional planning. Challenges and opportunities for engaging community members in gentrifying neighborhoods will first be explored by Kalima Rose, Senior Director for PolicyLink. Denver's Citizens Alliance project for growing new community-based leadership for transit system and TOD advocacy will be presented by Kathleen Osher, Executive Director, Transit Alliance in Denver. Interactive website platforms, internet video, and stakeholder and community workshop kits, all used in the 2008 presidential elections, have untapped opportunity for broadening the circle of involvement, to be discussed with current project examples

Kalima Rose, Director, PolicyLink Center for Infrastructure Equity

Nancy Graham, Urban Planner and Public Participation Coordinator, EDAW AECOM

Kathleen Osher, Executive Director, Transit Alliance

Joan Isaacson, Senior Associate, EDAW AECOM

11:45 - 1:00 pm

Pavilion/Sun Plaza Deck

Keynote Lunch, Joanne Marchetta Tahoe Regional Planning Agency



The Tahoe Regional Planning Agency, created in 1969 by a Bi-State Compact between the states of Nevada and California and ratified by the U. S. Congress - protects and restores the environment of Lake Tahoe.

Joanne oversees regional planning and development, as well as regulatory enforcement for the region.

Joanne began her career as a trial attorney at the U. S. Department of Justice where she strategically directed federal court litigation matters. She moved on to work for the U.S. Environmental Protection Agency, where during her tenure, she managed lengthy negotiations dealing with complex waste clean-up cases.

Before coming to Lake Tahoe as TRPA's General Counsel in June, 2005, Joanne was Assistant General Counsel for the Presidio Trust in San Francisco. At the Presidio Trust, she managed the comprehensive planning update to transition the San Francisco Presidio from a military base to public parkland by leveraging revenue generated by rehabilitation and redevelopment of its buildings.

Joanne received a J.D. from the Columbus School of Law at Catholic University in Washington D.C., and a B.S. in Forestry from the University of Michigan. She is also a member of the American Planning Association and the Urban Land Institute.

Sponsored by: Winzler & Kelly





1:15 - 2:45 pm

Planning 101/Career Development Track

Pyramid Peak

Passing the AICP - Planning Jeopardy

The gauntlet is down! Come and show that you are one of the Best and Brightest Planning Stars and win "big" prizes. Each Section will be asked to field a team to test your planning knowledge & trivia. Watch your colleagues and learn, or better yet, join a team. Good fun and professional competition—what a combination. Who will triumph?

George Osner, AICP, Planning Manager, City of Fullerton

Marjorie Blom, Executive Officer, Stanislaus LAFCo.

Collette L. Morse, AICP, Vice President, Planning/Environmental Services, RBF Consulting

Al Zelinka, AICP, Planning Manager, City of Fullerton

Juan F. Borrelli, AICP, Building & Code Enforcement Department, City of San Jose

Carol D. Barrett, FAICP, Planning Manager, City of San Gabriel

Emerging Policy Track

Sierra A

Fire and Water

Just as fire has a direct impact on water quality, water availability is a critical component to fire prevention and fire defense. While the elementary connection between fire and water has never been subtle, our policies and design strategies for addressing these elements are not always integrative or even complementary. Recent events, including Tahoe Basin's Angora Fire in 2007 and dwindling water resources in the State California, have emphasized the need for management solutions that integrate fire and water management. This session will bring together design and planning professionals to identify where traditional fire and water management strategies conflict and where they are complementary, and to discuss innovative, integrative solutions for increasing defensible space and promoting wise resource use at the regional, neighborhood and site scale.

Isby Swick, LEED AP, Project Landscape Designer and Planner, Design, Community & Environment

Sarah Sutton, ASLA, LEED AP, Principal, Design, Community & Environment

Douglas Kent, Principal, Douglas Kent and Associates

Shay Boutillier, CPECS, Associate Environmental Specialist, Tahoe Regional Planning Agency Erosion Control Team

Places for Everyone Track

Emigrant Peak

Strengthening and Enhancing the Barrio

Barrio Logan is one of San Diego's oldest and most storied neighborhoods. From its historic beginnings as an immigrant community to a vibrant mix of uses found today, the largely Latino district has played a vital role in the city's development. However, despite its many assets "the Barrio" has faced a range of issues over the years, including fragmented land use patterns, industrial pollution, heavy transportation impacts, public safety concerns, a lack of neighborhood services, and a few open spaces and links to nature. More recently, a major concern is balancing affordable housing and workforce development opportunities in light of gentrification pressures from the adjacent downtown. Find out how a unique blend of political leadership, technical planning, community empowerment and authentic bilingual engagement is determining the course of a Community Plan Update that will result in a healthier and more vibrant Barrio Logan. And, learn about innovative ideas, insights and solutions that can apply to other cities' Latino neighborhoods and ethnic districts.

Chris Beynon, Principal Planner, MIG, Inc.

Esmeralda Garcia, Senior Project Manager, MIG, Inc.

Lara Gates, Project Manager, Barrio Logan Community Plan, Local Coastal Program and Zoning Code Update, City of San Diego

Vicki Estrada, Principal, Estrada Land Planning





Monday, September 14

1:15 - 2:45 pm

Places for Everyone Track

Monument Peak

Why CEQA Prevents Good Planning

As a tool of good planning, CEQA has made its mark. For those who really understand its use within the planning setting – it can be a great tool for disclosure AND contemplation. There is a growing concern by planning practitioners however, that there is a huge disconnect between Appendix G and desirable smart growth outcomes. Most planners understand CEQA's value, but Appendix G has a debilitating bias toward "conventional" (read "sprawl") neighborhood and project design. In fact, some argue that given the evolution in the marketplace towards acceptance of new urbanist principles, CEQA has now become the biggest single remaining deterrent. Either Appendix G gets a makeover or how we use CEQA needs to change. The panel will isolate the conflicts between CEQA and smart growth and provide immediately applicable approaches and practices to resolve the conflicts.

Cindy van Empel, Long-Range Planning, City of Modesto

Jeffrey Tumlin, Principal, Nelson\Nygaard

Heidi Tschudin, Principal, Tschudin Consulting Group

Adaptation/Sustainability Toolkit Track

Sierra B

Municipal Climate Action Planning

Climate change has emerged as one of the main sustainability challenges facing local governments. In an effort to address California's climate protection goals, cities and counties have developed climate action plans (CAPs) and related policies to reduce their communities' greenhouse gas (GHG) emissions. While such initiative and leadership should be commended, the potential effectiveness of some of these plans and policies remains uncertain. Municipal CAPs and subordinate policies should utilize rigorous methodologies to achieve their critical reduction objectives. This panel will describe improved methodologies for three stages of municipal climate policy implementation:

- Preparation of CAP documents
- Evaluation of policy effectiveness/feasibility
- Implementation of municipal climate programs

Successful climate action planning requires an integrated approach from policy document preparation to on-the-ground implementation. The panel will present case studies where these methodologies have been employed. The session will begin with a brief overview of the role of local government in the context of California climate policy. Following this introduction, the panel will describe an improved CAP preparation methodology, which adds three components lacking in the majority of existing plans: a) evaluation of the GHG reduction potential of individual policies, b) review of policy feasibility and c) development of detailed implementation pathways.

The second portion of the panel will describe methods developed to quantitatively and qualitatively assess the effectiveness and feasibility of proposed green building policies in achieving municipal energy efficiency and GHG emissions reduction targets. Green building policies are often used as core implementation measures within CAPs. The panel will describe methods for evaluating energy savings potential, implementation cost and feasibility, and cost effectiveness of these policies.

The third portion of the panel will describe current opportunities and barriers to implementing municipal GHG reduction policies. Discussion will highlight insights gained from implementation of green building policies in Berkeley and San Francisco. The panel discussion will contribute to the advancement of municipal climate planning and implementation strategies.

Curtis E. Alling, AICP, Vice President and the Regional Practice Leader for Environmental and Ecological Planning, US West Region, EDAW AECOM

Culley Thomas, Director of Sustainability, EDAW AECOM

Claire Bonham-Carter, Director of Sustainability, EDAW AECOM

Timothy Burroughs, Climate Action Coordinator, City of Berkeley

Astrid Haryati, Greening Director, City of San Francisco



1:15 - 2:45 pm

Emerging Policy Track

Alpine A & B

The Revolution Will Be Funded

2008 was a banner year for land use, planning and environmental law making. 2009 will be all about figuring out how to actually make those laws work and where the funding will come from. Come hear from three of the leading experts on the newest and hippest funding sources and programs in the State. Come be amazed by tales of federal "Obama Cash" funding for energy efficiency and climate planning, be shocked by news of the release of the State's Sustainable Community Planning funds and the Strategic Growth Council, be titillated by the new economic development policies of the Business Transportation and Housing Agency. These three are the only ones left with money for your green projects, don't miss this opportunity to be their friends!!

Bill Higgins, Author, The Planning Commissioner Handbook

Gregg Albright, Deputy Secretary for Environmental Policy and Integration Business, Transportatoin and Housing Agency

Julia Lave Johnston, Deputy Director of Planning Policy, Governor's Office of Planning and Research

Panama Bartholomy, Advisor, California Energy Commissioner Karen Douglas

Visionary Planning Track

Sierra C

What is Rural and Small Town Smart Growth?

Many public sector planners, planning commissioners, and others around the state feel left out of much of the smart growth dialogue that occurs at conferences and seminars. Discussions of smart growth policy and regulations tend to emphasize urban planning issues, such as transit-oriented development around light rail stations, multi-story mixed-use development, and housing densities of 40 or more units per acre. With the relative dearth of guidance available within the literature and practitioners, people in small towns and rural counties around the state are increasingly asking themselves, "What is rural and small town smart growth, and what does it look like?" This panel discussion will highlight the many challenges of, and opportunities for implementing smart growth in small towns and rural areas. Although panelists will provide illustrative examples, the intent of this session is to establish broadly useful principles for applying the traditionally urban principles of smart growth (e.g., range of housing choice, walkability, sense of place, efficient use of land, multi-modal transportation, etc) at a rural scale. This session will address long-range comprehensive planning approaches, as well as specific implementation strategies, related to the land economic context, compact development, infrastructure planning and fee structures, economic development, transportation planning, agriculture, compliance with recent state legislation, and regional coordination. Panelists will tackle a range of topics that is expected to include: (1) relevant and compelling examples of alternatives to low-density, segregated land use development patterns that have historically predominated in small cities and rural counties; (2) strategies to help decision makers and the public envision what smart growth looks like in a rural and small-town setting; and, (3) methods for better communicating the community's vision within the development marketplace to achieve more sustainable results.

J. Matthew Gerken, AICP, Senior Urban and Environmental Planner, EDAW | AECOM

Andrea Redamonti, AICP, Community Development Director, City of Gridley

Dr. J. Robert Duke, AICP, City Manager, Planning Director, Chief of Police, City of Sutter Creek

Wendy Hartman, Planning Director, Yuba County





Visionary Planning Track

Sierra D

Changing, Adapting, Advancing

How have successful planning professionals navigated twists and turns in their careers? The planning field includes a wide variety of skill sets and functions, in settings ranging from public agencies to nonprofit groups to consulting firms. With today's challenging economy, many young planners are considering the range of options and possibilities available to them. Although stressful, transitions may offer new opportunities, create the career space to build skills and make connections, and move in surprising directions. In this session, the Sacramento Valley Section's Young Planners Group has brought together a diverse group of seasoned planners and related-field professionals. Our panelists will discuss their range of experiences in urban planning, environmental planning, management and business development, and the law, describing how they have put their skills to work in a variety of ways while remaining in the planning world.

Drew Sutton, Urban/Environmental Planner, EDAW AECOM

Susan Grijalva, Planning Director, Amador County

Sydney Coatsworth, AICP, Manager, EDAW AECOM

J. Laurence Mintier, FAICP, Founder, Mintier Harnish

Sabrina Teller, Partner, Remy, Thomas, Moose and Manley LLP

Public Awareness/Selling the Vision Track

Castle Peak

Reinventing the General Plan Map

In this session, we will examine how cities and counties are "reinventing" their General Plan maps to adapt to technology and changing practice. The moderator and speakers include both public and private sector practitioners.

The Land Use Map is probably the most basic part of a general plan. The Map was originally conceived as a "general guide"—providing the big picture perspective on long-range growth with simple colors, categories, and symbols. With the advent of GIS, "zoomable" PDFs, and internet-based maps, the General Plan Map in most cities has become anything but general.

Today, many communities feel compelled to produce parcel-specific Plan maps, adding a level of precision that may be dimming the big picture. At the same time, cities are turning to new mapping tools to express their long range visions. Policy Maps, Change Maps, Urban Structure Maps, and other innovative graphics are replacing the familiar Plan map.

This panel will look at the state of the General Plan Map in California today, drawing on real world examples. These examples include Oakland, which is currently processing hundreds of "map corrections" as it replaces its "blob" Map with a parcel-based Map; Fremont, which currently uses 15 different categories for residential uses alone; and Napa County, which has elected to keep its map broad and conceptual. Speakers include some of the leading planning practitioners in California and planning directors in communities now undertaking General Plan revisions.

Barry Miller, Urban and Environmental Planning Consultant, City of Oakland

David Early, Founding Principal, Design, Community & Environment

Jeff Schwob, Planning Director, City of Fremont

Tom Pace, Long Range Planning Manager, City of Sacramento





1:15 - 2:30 pm

Cascade

CPR SALON

On Line in Ontario

Come learn about the groundbreaking effort to develop the Ontario Plan: A Framework for the Future. The Ontario Plan is a dynamic framework for sustained, comprehensive leadership in building the community and that integrates components of city governance that are too often disconnected. This unique on-line Plan includes among other things a Governance Manual to establish decision making systems to add value for all departments and directly guiding the budget process, and establishes a evaluation and feedback system that allows the Plan to be adjusted, updated, and continuously improved.

1:15 - 5:15 pm

Meet in Squaw Creek Lobby at 1:15 pm

MW #2 - Tour Boat Ride

Still waters run deep especially at Lake Tahoe (over 1600' deep to be exact). Enjoy a few hours out on Lake Tahoe while you learn about the planning issues within the shorezone of Lake Tahoe; water quality, shorezone policy, fisheries, scenic resource protection and other related issues from local experts.

Meet in Squaw Creek Lobby at 1:15 pm

MW#4 - Bike Tours

Learn about issues such as trail planning and construction while riding one of Tahoe's spectacular bike trails.

Meet in Squaw Creek Lobby at 1:15 pm

MW#5 - Town of Truckee Tour

Visit Truckee Railyard, a 75-acre master plan area in Downtown Truckee. The Truckee Railyard is a LEED ND pilot project that has received funding from the State Sustainable Communities Grant and Loan Program, the Urban Stream Restoration Program, and other sources. The developer and local planning officials will discuss the project and it's planning implications.

Meet in Squaw Creek Lobby at 1:15 pm

MW#6 - Planning for LEED in the Sierra

Visit Green Designed buildings in Tahoe and Truckee, including the UC-Davis LEED certified Tahoe Environmental Research Center (TERC) and the green designed Cedar House Sport Hotel. Hear from the project proponents who made them happen.





Monday, September 14

2:45 - 3:15 pm

Ballroom Foyer

Break - Silent Auction Opens

Note: Silent Auction Closes at 6:30 pm

Come by the Exhibit Hall and check out the various items up for bid. Funds generated for this event will go to the California Planning Foundation (CPF) which awarded over \$48,000 in scholarships this year! While having a fun time participating at the auction, you're helping to raise funds for the serious work CPF undertakes every year to provide scholarships to planning students. The Silent Auction will end promptly at 6:30 pm, so bid often and check back to see if anyone has outbid you! Winning bids will be posted at the time the Live Auction and Raffle Drawing begins at 7:00 pm. Look for CPF Representatives throughout the conference venue to purchase raffle tickets for a chance to win great prizes!

Breaks Sponsored by: Hauge Breuck Associates, Mogavero Notestine Associates

3:15 - 4:30 pm

Cascade

CPR SALON

Sustainability Alive and Well in Marin County

By focusing on sustainability, the 2007 Marin Countywide Plan serves as a model for other communities to address the impending climate change crisis - including assessing greenhouse-gas emissions, setting targets to reduce emissions, and programs to plan for and adapt to projected sea level rise.

The Countywide Plan reflects Marin's environmental sensibility including the benefits of providing more affordable housing near public transportation and jobs. The plan also recognizes that Marin cannot just build its way out of fossil-fuel addiction and must also retrofit existing buildings and increase the use of fuel-efficient transportation to realize a significant energy reduction. Learn more about how Marin County strove to be green well before it became fashionable.

3:15 - 4:45 pm

Planning 101/Career Development Track

Alpine A & B

Hit Me With Your Best Shot (CM Ethics Credit)

Participate in a brisk review of a dozen ethical scenarios, hear recommendations for responding from panelists, and then ask your own questions. Participate in the friendly debate about what the AICP Code really means for practicing planners.

Collette L. Morse, AICP, Vice President, Planning/Environmental Services, RBF Consulting

Al Zelinka, AICP, Planning Manager, City of Fullerton

Juan F. Borrelli, AICP, Planning, Building & Code Enforcement Department, City of San Jose

Carol D. Barrett, FAICP, Planning Manager, City of San Gabriel





3:15 - 4:45 pm

Public Awareness/Selling the Vision Track

Sierra C

Making the Project Pencil: Identifying Short and Long-Term Solutions to Project Financing

Expectations of a real estate market recovery to 2005 levels are unreasonable and unsustainable. However, economic and market characteristics of the housing market over the past years have greatly altered the manner in which entitled and proposed projects are evaluated by local jurisdictions. This panel will: 1) identify and frame economic and market trends to enable planners to evaluate the financial ability of projects to develop as the housing market recovers, and 2) explore potential solutions for both local jurisdictions and private developers to ultimately develop communities which reflect the vision of planning efforts while remaining financially feasible. Perspectives from real estate economic and market experts, the development community, as well as local jurisdictions will be reflected in this session.

Allison S. Joe, Vice President, EPS

Tim R. Youmans, EPS Founding Partner, Urban Land Economist, EPS

Greg Paquin, Founder and President, The Gregory Group

Barry Munowich, AICP, Assistant City Manager, City of Woodland

Mike Winn, President, Michael Winn Associates

Emerging Policy Track

Castle Peak

California Water Plan Update 2009

This session will review the Department of Water Resources' Draft California Water Plan Update 2009, focusing on land use, flood management, and climate change issues of interest to planners. The California Water Plan is a comprehensive long-term strategic plan, with a year 2050 time horizon, that establishes objectives and recommendations for the state's water supply, flood management, and water quality. It is intended to guide water resources decisionmaking at all levels of the government and the private sector. Speakers will address an overview of the planning process, the plan's response to climate change, and specific resource management strategies for land use planning and flood management. APA California's influence in plan formulation, as a member of the plan's Advisory Committee, will also be reviewed.

Al Herson, FAICP, Environmental Planning Practice Leader, Sohagi Law Group

Kamyar Guivetchi, Manager, Division of Statewide Integrated Water Management, California Department of Water Resources

Mark Horne, Project Director, PBS&J

Elizabeth Patterson, AICP, Mayor, City of Benicia





Monday, September 14

3:15 - 4:45 pm

Places for Everyone Track

Pyramid Peak

Environmental Justice Success Stories

The expression 'environmental justice' was coined two decades ago and borne of environmental conflicts between low-income and minority residents and toxic disposal sites. But this concept now pervades other areas of planning. The frequent collision between competing needs of social equity and transportation had been documented long before the concept of environmental justice came into being. Consequently, analysis of project impacts upon poor communities is no longer limited to disposal sites, but also extends to energy facilities and transportation improvements, among others.

Environmental justice issues arise in many dimensions of transportation planning, ranging from placing highway and freeway improvements, air quality degradation from goods movement, and inadequate transit service and facilities in low-income and minority neighborhoods. This workshop will highlight efforts to mitigate conflicts between transportation project plans and service delivery to affected low-income and minority communities. Panelists come with firsthand experience with transportation and transportation-related projects that have identified needs for environmental justice in various California locations. Lessons from these projects are transferable to many other jurisdictions in California.

In short, this panel will highlight show how environmental justice principles of equity, bona fide citizen participation, and context sensitive design have been synthesized to result in transportation planning success stories in a variety of California settings.

Robert Cervantes, Caltrans Division of Transportation Planning

Michael Sweeney, AICP, Consulting Environmental Planner

David Ralston, PhD, MCP, Senior Redevelopment Project Manager, City of Oakland

Adaption/Sustainability Toolkit Track

Monument Peak

Planning on the Rocks, Locally Grown Aggregate and Sustainable Future

With infrastructure projects proposed, the Federal Stimulus package funneling money to transportation projects, and the need to reduce GHG while also building projects and moving goods around the state there is a growing need to have aggregate resources available on a regional and local level. With development pressures and limited land resources, locally available aggregate resources are strained. This panel will discuss the benefits of having locally available aggregate resources, how truck miles traveled can be greatly reduced and over all GHG emissions lowered if we can supply our construction and infrastructure projects with locally available aggregate. The State and local governments need to do a better job of planning for the preservation of aggregate resources and for avoiding conflicts that may arise due to the proximity of development to those resources. Come hear a representative of the State Geologist, aggregate industry representative and consultants discuss the difficulties, benefits, and challenges of having locally available aggregate resources available and mined in California.

Scott Morgan, Assistant Deputy Director, State Clearinghouse, Governor's Office of Planning and Research

Gary Hamby, President and CEO, California Construction and Industrial Materials Association

Brian Grattidge, Planner, Environmental Science Associates

John Clinkenbeard, Supervising Engineering Geologist and Program Manager, California Geological Survey's Mineral Resources Program

Benjamin J. Licari, Director of Geology and Exploration, Graniterock



3:15 - 4:45 pm

Adaption/Sustainability Toolkit Track

Sierra D

Wetlands Mitigation and Endangered Species Conservation

Planners possess skills that can improve wetland mitigation and endangered species conservation projects, not the least of which address land use compatibility and changes in landscapes over time. Yet planners have often had limited involvement in the design of wetland mitigation projects due to the distinct jurisdictional processes involved. New rules and improved tools have been developed in recent years that provide new opportunities for planners to bring their skills into the practice of mitigation. The federal Clean Water Act requires compensation for unavoidable impacts to wetlands and waters of the United States. This compensation typically involves the creation or restoration of wetland habitat. Similarly, the Endangered Species Act will often result in habitat conservation projects required to compensate for effects on threatened and endangered species.

Studies of past mitigation projects have revealed poor performance. Recommendations to improve this performance read like a page from a book on planning principals and practices: articulate clear goals and measurable objectives; develop and evaluate alternatives; have a regional perspective and use a watershed approach; create a plan that addresses key land use issues, such as compatibility of surrounding land uses, change over time, site constraints and opportunities, and long-range sustainability; implement the plan and monitor performance; and revise the plan (i.e., adaptive management).

Tools incorporating these recommendations include wetland mitigation banks, special area management plans (SAMPs), species conservation banks, and habitat conservation plans. Each of these tools requires a regional planning approach and invites greater participation by planners.

Palmer Hough, Environmental Scientist, EPA Headquarters

Loren Clark, Assistant Director, Planning/Zoning Administrator, Placer County Planning Department

Greg DeYoung, AICP, Vice President and Co-founder, Westervelt Ecological Services

Visionary Planning Track

Emigrant Peak

Sacramento General Plan

How is the State's Capitol planning to develop in the future to accommodate its growing population? Would you believe that two-thirds of all new growth will consist of infill development? Come join us for an exciting discussion on how the City of Sacramento will grow sustainably in the future through its truly visionary general plan!

The City of Sacramento has completed its 2030 General Plan with a vision to be the "Most Livable City in America." Six themes are woven throughout the Plan to accomplish this vision: Making Great Places, Growing Smarter, Maintaining a Vibrant Economy, Creating a Healthy City, Living Lightly – Reducing Our Carbon Footprint, and Developing a Sustainable Future. This precedent-setting Plan, based on adopted smart growth principles, an infill strategy, vision and guiding principles, and a regional blueprint planning effort, is a comprehensive tool for sustainable development.

Key and innovative policies in the 2030 General Plan that address sustainability include: integrating urban form and land use standards to create more walkable communities; accommodating a greater diversity of housing types and locally-serving uses and amenities to establish complete neighborhoods; adopting flexible LOS traffic standards that facilitate mixed use and infill developments; reducing the heat island effect; adopting a green building program; implementing a program to renovate existing buildings to a higher level of water and energy efficiency; and requiring zero waste.

This plan was thoroughly vetted by the community through a series of community workshops, open houses, and phone surveys over a four year period that reached over 5,000 residents.

Join us for an exciting session to learn more about this sustainable plan!

Tom Pace, Long Range Planning Manager, City of Sacramento

Panama Bartholomy, Advisor for Karen Douglas, the Chairman at the California Energy Commission

Larry Mintier, FAICP, Managing Principal, Mintier Harnish

Woodie Tescher, Principal Technical Director for Planning + Urban Design, PBS&J





Visionary Planning Track

Sierra A

Visualizing a Sustainable Future

Community meetings are required as part of the Sustainable Community Strategy set out in SB 375. The legislation asks that the programs “include urban simulation computer modeling to create visual representations of the sustainable communities strategy and the alternative planning strategy”. This requirement anticipates the application of interactive planning tools and advanced presentation technologies.

The 3D visualization of proposed projects is now commonplace in urban design and planning. It is not difficult to render attractive visions of sustainable communities. The more challenging task is to provide the community and decision makers with effective representations of design qualities that aren't readily pictorial. How are the designs's associated carbon counts to be pictured? Or air quality changes, noise impacts, and the spectrum of sustainability indicators used in measuring the merits of different development strategies? How can visualizations become evidence-based planning tools that translate into local ordinances and that streamline the CEQA process? How can they contribute to an improved understanding and assessment of health and other quality of life consequences of planning alternatives?

The presentations in this session are made by individuals who are engaged in the creation of visualizations of sustainable communities – including graphic and experiential representations of qualities of place that go beyond outward appearance. The presenters will illustrate their own projects along with others. They will provide details on how appropriate analytic models are constructed and how they are represented through visualization. The emphasis is on technologies that are useful in communicating planning strategies and that are accessible to planning practitioners.

David Dubbink, MCP, Ph.D. AICP, Emeritus Professor, Cal Poly San Luis Obispo

Jen McLaughlin, MS, Health Program Planner, Environmental Health Section, San Francisco Department of Public Health

Tom Rivard, MS, REHS, Environmental Health Section, San Francisco Department of Public Health

Umut Toker, B. Arch, MCP, Ph.D., Assistant Professor Cal Poly San Luis Obispo

Public Awareness/Selling the Vision Track

Sierra B

Thinking Locally Before Acting Globally

Recently adopted state legislation, including AB32 and SB375, will see local jurisdictions playing increasingly large roles in statewide efforts to reduce emissions of greenhouse gases.

While there is no shortage of people and organizations (such as the California Attorney General's office, CARB, ICLEI, and many others) helping local jurisdictions to measure greenhouse gas levels or advising on what policies they should adopt, less attention is being paid to an equally important step: ensuring that these policies enjoy enough political support to be enacted, enforced, and actually realized on the ground, not just on paper.

On the surface, there appears to be grassroots support for policies that would lead to reductions in greenhouse gases. “Think globally, act locally” has long been a mantra of the movement. But many of the local actions to change land use and transportation policy bear striking resemblance to the “smart growth” principles that planners have been advocating for decades: higher densities, reduced parking, smaller setbacks, complete streets. But even in the most progressive communities, these strategies have run into major public opposition.

In order to create truly effective climate action plans, cities need to get out in front of the issue and define what “green” means to them. Through a multi-faceted educational and outreach approach, each community has an opportunity to coalesce around a plan of action that is all the more effective and enforceable for having broad political support. The panel will discuss how several local jurisdictions have built robust public involvement components into their larger efforts to reduce greenhouse gases.

Beth Ross, Environmental Initiatives Manager, City of Redwood City

Susan Kattchee, Environmental Services Manager, Public Works Agency, City of Oakland

Richard Alden Feldon (“Alden”), Project Manager, ICLEI - Local Governments for Sustainability USA

Seth Miller, Senior Consultant, California Regional Blueprint Planning Program and the California Strategic Growth Council

Charles Gardiner, Principal, CirclePoint



3:15 - 4:45 pm

Granite Chief

PEN Annual Membership Meeting

5:00 - 7:00 pm

Alpine Ballroom

CPF Silent Auction & Reception

Note: Silent Auction Closes at 6:30 pm

Come by the Exhibit Hall for the CPF Dinner Reception and continue to bid on the various items at the Silent Auction tables. Funds generated for this event will go to the California Planning Foundation (CPF) which awarded over \$48,000 in scholarships this year! While having a fun time participating at the auction, you're helping to raise funds for the serious work CPF undertakes every year to provide scholarships to planning students. The Silent Auction will end promptly at 6:30 pm, so this will be your last chance to bid or check to see if anyone has outbid you! Winning bids will be posted at the time the Live Auction and Raffle Drawing begins.

Look for CPF Representatives during the reception to purchase raffle tickets for a chance to win great prizes at the Live Auction and Raffle Drawing event to follow!

Alpine Ballroom

CPF Live Auction, Raffle Drawing and Dessert Reception

A CPF tradition begins with the Live Auction and Raffle Drawing fundraising event. Come by for some wonderful desserts and check out the various items up for bid ranging from land use planning books to hot air balloon rides, gift baskets, TV Show taping tickets, original art and "weekend away" trips. Past raffle prizes have included fine wine, gourmet hand-made candy and many things in between. One lucky winner will be drawn for the traditional crisp \$100 bill prize! Over \$24,000 was raised last year – let's see if we can break the record this year!

Sponsored by: Regional Planning Partners





7:15 am - 6:30 pm

Ballroom Foyer

Conference Registration

7:15 - 8:30 am

Ballroom Foyer

Continental Breakfast

Sponsored by: Abbott and Kinderman, BonTerra Consulting, LSA, Remy, Thomas, Moose and Manley

7:15 am - 7:00 pm

Ballroom Foyer

Exhibits Open

8:00 - 9:15 am

Cascade

CPR SALON

California Planning Roundtable (CPR) General Plan Reinvention Project. Repeat Session

Join CPR for an interactive session updating APA members and conference participants on the General Plan Reinvention Project initiated in 2008. CPR members will provide an update on the status of the project, highlight a new beta web-based tool, and engage participants in a feedback and dialog session. (Elaine Costello, Cathy Creswell, Janet Ruggiero)

8:00 - 9:30 am

Visionary Planning Track

Sierra A

Thinking Creatively About Zoning

It's time to think creatively about zoning. After 90 years of constantly tweaking Euclidean zoning and adding layer upon layer of "fixes", we're still not satisfied. And while form-based zoning works well in some places and for some purposes, it is still another "fix" that often results in one more layer of regulation and a zoning system that is more - rather than less - complicated. The combined effect of all our "fixes" to Euclidean zoning is a system that is very hard for citizens to understand, complicated to administer, does not produce the cities we want, and will not meet the challenges of the 21st century. This session is based on *A Better Way to Zone* (Island Press 2008), which was recently named by Planetizen as one of its "Top 10 Books for 2009". Aimed at planners, planning commissioners, and elected officials, *A Better Way to Zone*, reviews how the simple idea of zoning got derailed and identifies ten principles to reform zoning by simplifying its structure, allowing more flexibility for the market, getting creative about housing options, de-politicizing approvals, and keeping zoning better connected to the needs and challenges of our cities. *A Better Way to Zone* starts from the cities and the zoning we have today, rather than assuming an unrealistic, idealized model of what they should be, and provides five practical steps to get started in zoning reform.

Don Elliott, Senior Consultant, Clarion Associates, an attorney, and the author of A Better Way to Zone



Planning 101/Career Development Track

Alpine A

Transportation Analysis for Planners

Transportation Analysis for Planners: Answers to questions we don't ask because we think we should already know the answers.

Analyzing development applications for large (and sometimes small and medium-sized) projects often requires reviewing detailed traffic analysis. As planners we are typically responsible for providing applicants with the requirements of the analysis and for understanding the study's findings. Much of the review and critique of the analysis is done between the consultant who is preparing the study and the City's traffic engineer. This session will not turn planners into traffic engineers, but it will help planners better understand the ins-and-outs of traffic analysis. The session will feature a panel presentation, including interactive discussion between the panel and the audience and the use of relevant case studies, to discuss some of the basic and more complicated components of traffic analysis. Below are some of the key concepts that will be covered by our panelists:

- Basic overview of traffic analysis (LOS, peak hour, ITE trip generation rates, no project and plus project conditions).
- What are "trip reductions" and when/how are they justified?
- How do you define a form-based project for purposes of conducting traffic analysis?
- Defining thresholds of significance for transportation impacts.
- How should the traffic analysis consider impacts on bicyclists and pedestrians?
- Can impact fees mitigate transportation impacts?

Traffic analysis can be extremely complicated and it is important for planners to understand and consider the many factors that go into the analysis in order to better understand if the study is accurate, as well as, the potential consequences or benefits of development projects.

Charity Wagner, Senior Planner, RRM Design Group

Gordon Shaw, PE, AICP, Principal, LSC Transportation Consultants, Inc.

Whit Manley, Senior Partner, Remy Thomas Moose and Manley, LLP

Lynette Dias, AICP, Principal, RRM Design Group

Jane Bierstedt, PE, Regional Principal-in-Charge, Fehr & Peers

Emerging Policy Track

Sierra C

Airports and Local Planning

The Division of Aeronautics at Caltrans is currently in the process of updating the California Airport Land Use Planning Handbook. Come listen to testimony from state aviation professionals, Airport Land Use Commission staff and environmental consultants on issues surrounding local planning and development pressures on the operation and long term viability of airports in California. Participants will be encouraged to provide feedback to the panel regarding the update of the Airport Land Use Planning Handbook and are encouraged to relate their experience dealing with local land use compatibility and airport operations. Raising awareness to the importance of airports and to the impacts that local planning decisions can have on the operation and sustainability of airports will be discussed. A paper airplane contest will conclude the session with prizes awarded to the longest flight.

Scott Morgan, Assistant Deputy Director, State Clearinghouse, Governor's Office of Planning and Research

Ron Bolyard, Associate Transportation Planner Division of Aeronautics, California Department of Transportation

Cindy Horvath, Senior Transportation Planner, Alameda County Airport Land Use Commission

Phillip Crimmins, Associate Transportation Planner, Division of Aeronautics, California Department of Transportation

Brian Grattidge, Planning Consultant, Environmental Science Associates



8:00 - 9:30 am

Adaptation/Sustainability Toolkit Track

Sierra D

Successful Open Space Preservation Efforts in Truckee

This session will provide an overview of a series of successful efforts to permanently preserve valuable open space lands in the Truckee/North Lake Tahoe Region. This diverse panel will focus on successful efforts to build alliances between environmental and development interests, timber companies and an unusual array of public agencies to preserve open space. Detailed case studies will include the use of general plan policies, transfer of development rights, privately imposed transfer taxes, development agreements, grant funds and other mechanisms to acquire open space lands. In all, these efforts have resulted in the permanent preservation of 14,000 acres of open space with a value of \$45,000,000 in 10 short years. During this same time frame, the Truckee/North Lake Tahoe region faced unprecedented growth pressure as successful baby boomers clamored to buy in to the mountain resort lifestyle.

The economy of this region and the interest in vacation property ownership is intricately linked to the quality of the natural environment. Preserving important open spaces in the face of unrelenting development pressure is critical to sustaining this local economy.

This panel will focus on critical relationships and key steps in the development of an open space program and through a series of breathtaking photographs of actual case studies provide an overview of the valuable open space lands that have been preserved.

Tony Lashbrook, Town Manager, City Truckee

Terrell Watt, Owner, Terrell Watt Planning Consultants

Perry Norris, Executive Director, Truckee Donner Land Trust

Eneas Kane, President and Chief Executive Officer, DMB Associates, Inc.

Stefanie Olivieri, Truckee business owner and life-long resident

Adaptation/Sustainability Toolkit Track

Alpine B

Parks as Resource Management Tools

Parks and open space lands are often treated differently in planning processes. This panel will discuss how parks can reach beyond conventional recreation facilities and integrate a number of other resource protection goals. We will explore several models of parks that not only provide recreational opportunities but protect different types of open space and natural resources: agricultural land, river floodplains and sensitive habitats. Martial Cottle Park will be a 287-acre historic agricultural park that will preserve some of the last remaining agricultural lands in Santa Clara County. The Santa Clara County Parks and Recreation Department and the State of California Department of Parks and Recreation are conducting a joint planning process for the development of a unique park that will preserve active agricultural uses on the site, offer recreation and provide extensive education and interpretation of historic agriculture. Trancas Crossing Park will be a new 33-acre park in the City of Napa. The park will be the northern anchor of the Napa River Trail system and will include trails, river access, streambank stabilization, invasive species removal, habitat enhancement and a comprehensive interpretive program. Consistent with the Living River concept, the park incorporates creative design approaches to regulatory, maintenance and infrastructure constraints in an active floodway. The Sonoma County Agricultural Preservation and Open Space District has protected close to 75,000 acres of agricultural and open space lands throughout the county. In recent years, the District has strived to provide additional public access while continuing to protect sensitive resources. The District collaborates with cities and agencies and has transferred a number of properties to the Sonoma County Regional Parks Department to protect and enhance sensitive resources while increasing recreation opportunities. Examples include the Petaluma Marsh Enhancement, which combines wastewater treatment polishing ponds, protection of salt marsh harvest mouse habitat and recreation at a park in Petaluma, California; and Riverfront Regional Park, which reclaimed three gravel mining pits as lakes; and provides habitat enhancement along with hiking, paddling and birding opportunities along the Russian River.

Robin Klingbeil, Economic Development Department and Redevelopment Agency, City of Napa

Sara Press, AICP, Associate Open Space Planner, Agricultural Preservation and Open Space District, San Francisco Department of Public Health

Jane Mark, AICP, Senior Planner, Parks and Recreation Department, Santa Clara County

Isabelle Minn, ASLA, LEED AP, Senior Associate, Design, Community & Environment





Tuesday, September 15

8:00 - 9:30 am

Visionary Planning Track

Monument Peak

Form Based Codes and Zoning Reform - Tools to Get Your Community to SB 375 Attainment and Walkable, Mixed Used Development

Form-Based Coding is being taken to scale: It is being used to inform a completely form-based approach to the Tehachapi General Plan update, to protect their small, mountain town character, in zoning code updates in cities such as Grass Valley and Livermore to provide a framework for preservation, transformation, and walkability, and within large Specific Plan areas such as Paso Robles' 1,000 acre historic town center and adjacent neighborhoods to create a framework for the evolution and protection of their unique character. This panel will examine and discuss the flexibility and utility of Form-Based Coding (FBCs) as a much-needed and effective zoning reform tool that gives walkable urbanism a level regulatory playing field with placeless, sprawl development and local agencies a tool that can enable them to address SB 375 objectives. How are local agencies across the state effectively using FBCs to reform their zoning? What are the common mistakes to avoid? Come join us for a panel-discussion-formatted session that will allow the audience to engage in the conversation.

Judith A. Corbett, Executive Director, Local Government Commission

Stefanos Polyzoides, Co-founder, Congress for the New Urbanism

Daniel Parolek, Architect and Urbanist, Coauthor of the book "Form-Based Codes: A Guide for Planners, Urban Designers, Municipalities, and Developers,"

Julia Lave Johnston, Deputy Director of Planning Policy, State Clearinghouse, Governor's Office of Planning and Research

Visionary Planning Track

Sierra B

Beyond Traditional Retail - How to Use Your Retail Spaces to Enhance Your Competitive Edge in an Evolving Economy

How to use your retail spaces to enhance your competitive edge in evolving economy:

Communities are struggling more than ever to capture tax dollars and stop fiscal leakage into other communities. A new focus in this challenging fiscal environment is how to bring people and keep them shopping, eating and spending in your retail spaces of your community. This panel will discuss how communities can make change in their policies, take advantage of existing centers and make positive and lasting improvements to improve their retail experiences. We will discuss keeping a competitive edge in an evolving economy, using your city's retail sector as part of an overall economic recovery strategy, why successful retail spaces are also great place people love, and how culture and innovation can strengthen your retail sector.

Jennifer A. Lilley, AICP, Founder and Principal, Lilley Planning Group

Shaheen Sadeghi, Creator and Founder, LAB Enterprise

Susan Martin, AICP, Manager, Planning Division, City of Oxnard





8:00 - 9:30 am

Public Awareness/Selling the Vision Track

Emigrant Peak

How-to Guide on Putting on a Planning Academy

Ever wondered how to improve the level of civic discourse in your town? Do you want to increase informed public involvement in planning issues? You can get these questions and others answered at this how-to session about planning academies. This session will provide a stimulating overview about the goals, format and results of offering a planning academy in your community. You will learn about topics to cover, outreach and registration techniques, and effective teaching methods. The benefit is more sympathetic community engagement, better neighborhood and business awareness of trade-offs, and a more enlightened citizenry. It's a project well worth the effort.

- Linda Jackson, AICP, Principal Planner, City of San Rafael*
- Bob Brown, AICP, Community Development Director, City of San Rafael*
- Jim McDonald, AICP, Senior Planner, Long Range Planning Division, City of Sacramento*

Tinkers Knob

APA California Legislative Update

What are the peak legislative issues for 2009? Join us for a fast hike through the fields of legislation related to planning, CEQA, and the state budget. We'll also offer a mountaintop view of the legislation that we can expect to see in 2010. No need to bring your boots; the session's rated a Class 3 climb.

- Sande George, APA CA Lobbyist, Stefan/George Associates*
- Pete Parkinson, AICP, APA CA Vice President for Policy & Legislation, County of Sonoma*

9:45 am - 1:30 pm

Meet in Squaw Creek Lobby at 1:15 pm

MW#9 - Planning Watershed Tour

Learn about the environmental history of Lake Tahoe and current environmental issues in the watershed. Visit project sites in the region that address issues including storm water management, stream restoration, and forest health.

9:45 am - 3:45 pm

Meet in Squaw Creek Lobby at 9:30 am

MW#8 - South Lake Tahoe Redevelopment and Heavenly Mountain Resort

Learn about the Redevelopment process and Heavenly Valley's Ski Area master planning activities in the South Lake Tahoe area from local and regional planning officials, the private side partners and project designers.



Tuesday, September 15

9:45 - 11:15 am

Planning 101/Career Development Track

Castle Peak

Property Rights, Takings and Exactions (CM Legal Credit)

As addressing greenhouse gas emissions takes center stage in many planning discussions and processes, state and local governments are challenged to develop an array of tools for that task. While some of those tools will be altogether new, others will be retrofitted versions of approaches with well-established track records. One of the latter group is the impact fee, fashioned to be imposed on various types of new development. This session will look at traditional methodology for establishing and imposing impact fees and the adaptations needed to make them effective tools for addressing greenhouse gas emissions. It will utilize the perspectives of constitutional legal analysis, impact fee methodology, and evolving methodologies and models for identifying and addressing ghg emissions associated with development projects. The session will also consider these questions in the context of environmental impact analysis, in many instances the "hook" for bringing land use decision-making into comprehensive strategies for reducing ghg emissions. Attendees will get an overview of the opportunities for imposing impact fees for greenhouse gas emission on various types of new development, as well as the limitations on this practice. They will explore the state of the art of this new and evolving practice and identify key considerations for implementing the strategy in a variety of communities and settings.

Tom Jacobson, JD, MCP, AICP, Chair, Department of Environmental Studies and Planning, Sonoma State University and of Counsel to the Sohagi Law Group

Vivian Kahn, FAICP, Associate Principal, Dyett & Bhatia

Crezia Tano, Assistant Project Manager, MOEWD, San Francisco

Bill Higgins, JD, Senior Staff Attorney, League of California Cities

Planning 101/Career Development Track

Sierra C

From One-on-One to 7-Day Charrettes - Different Approaches for Successful Civil Engagement

Developing an effective community participation program is key to the success of complex or controversial projects. But, as we know, an effective community participation program takes hard work and commitment on the part of the planners. Sometimes, just getting people to attend a discussion on a planning project is half the battle. However, once the community is there how do you ensure they: (a) understand the project (e.g. education is key!), (b) contribute towards the dialogue, and (c) help make meaningful decisions? This session will look at a wide variety of community outreach strategies from one-on-one interviews and focused meetings to self-guided workshops and 7-day design charrettes. The speakers will discuss outreach programs from several recent community-planning projects, such as the City of Ventura General Plan update that involved over two years of meeting with a citizens advisory committee, the Benicia Housing Element Expo, a Port of San Diego Economic Study that included three months of one-on-one interviews, and others. Discuss the pros, cons, and lessons learned with public planners, consultants, and politicians.

Pam Godde

Carl Morehouse, Retired, Senior Planner, County of Ventura

Lisa Porras, Senior Planner, City of Benicia

Stefan Pellegrini, Principal, Opticos Design, Inc.

Lisa Wise, Lisa Wise Consulting, Inc.





9:45 - 11:15 am

Emerging Policy Track

Alpine A

Challenge of Affordable Housing in Today's Market

Expanding the supply of affordable and workforce housing for low- and moderate-income households in California continues to be a major concern for city planners and housing departments, builders, business, county government, social agencies, and people struggling to put a roof over their heads. Although housing prices are falling, so is employment and median household income. Further, very little new housing is being built in California, especially in the metropolitan areas where it is most needed. When the housing market returns, there will be very little available inventory, and housing prices will begin to rise again. Consequently, developing affordable/workforce will continue to be important to California's economy and its people, now and in the future. However, affordable housing is a highly complicated and challenging task. Financing the acquisition, construction or rehabilitation of a property, marketing, property maintenance, and management all require special skills, resources and experience. Many of today's most creative solutions to affordable housing challenges arise from the innovative collaborations that nonprofit entities form with local government, the private sector, and philanthropic institutions to find and secure viable financing from the variety of funding sources that are available. We will present examples of ways attendees can make these projects happen, despite the added challenges, risks and initial expenses.

Daniel Gehman, Director of Sustainability, TCA Architects

Emerging Policy Track

Sierra D

We Grow It, You Eat It

Agriculture has historically been both an important industry and a central part of the identity of numerous California counties. However, as urban areas continue to expand, agricultural land continues to decline, threatening our ability to sustain both locally-grown food supplies and livable communities. While agriculture typically uses more land and water than other uses in these environments, it also contributes to regional economic health and prosperity, defines rural character, supports wildlife habitats and migration corridors, provides open space and recreational amenities for residents and visitors, and forms community separators defining the edges of urbanized areas. Long-range plans need to assist efforts of individual farmers and ranchers seeking to advance these benefits.

County governments control only a small portion of the conditions influencing the local agricultural economy. Farmers and ranchers themselves also control their economic status through decisions they make about what to grow and how to grow it. Yet, at particular times and for certain producers, county government policies and programs have significant effects on local agriculture. Certainly, at a community level, these policies can be more easily changed than global and national economic conditions. They are the result of actions taken by local elected and appointed officials who are subject to community preferences.

This panel discussion will focus on ways county land use policies and programs can contribute to a healthy economic environment for farmers and ranchers and the overall agricultural sector. Panelists will focus on regulation of value-added projects in agriculture, restricting rural residential development on farmland through agricultural zoning and other land use measures, and county government efforts to help growers market their products. Examples will be drawn from the recent Solano and Yolo County General Plan updates, each of which included an optional Agriculture Element developed through collaboration between County government and local farmers and ranchers.

Gary Jakobs, AICP, Vice President, EDAW AECOM

Jeff Henderson, AICP, Senior Planner, EDAW AECOM

David Early, AICP, Founding Principal, DC&E

Kurt Richter, Graduate Researcher, University of California, Davis Agricultural Issues Center

Jim Louie, Senior Agricultural Planner, County of Solano





Places for Everyone Track

Emigrant Peak

San Francisco's Transit Center District Plan

San Francisco will soon break ground on a new Transbay Terminal, a state of the art intermodal facility for local and regional bus and rail transit that has been called the "Grand Central Station of the West." Once completed—including accommodations for future extension of regional Caltrain commuter rail and statewide High Speed Rail—the Transbay Terminal and connecting transit will represent the biggest investment in urban transit infrastructure in the history of the United States.

In response to the new Transbay Terminal, San Francisco is considering significant changes to the land use zoning around the Transbay Terminal in order to put more jobs, services, and homes within easy walking distance of the local and regional transit that will converge around the new Terminal.

This session will explore how the San Francisco Planning Department and an interdisciplinary consultant team developed the San Francisco Transit Center District Plan to 1) respond to the significant increase in transit access to the area, and corresponding proposals for dramatic changes to the urban fabric, 2) accommodate the extremely high volumes of pedestrians that are anticipated as a result of these changes, and 3) manage auto congestion and parking demand on key corridors.

The session will benefit practitioners interested in comprehensive approaches to sustainable development planning, addressing both macro-level regional issues and district-level initiatives. The session will highlight the Plan's "sustainability framework" used to develop recommendations for green buildings, multi-modal transportation, public realm improvements, and open space amenities.

David Alumbaugh, Manager, Planning Department, City Design Group, City of San Francisco

Joshua Switzky, Planner and Urban Designer, Planning Department, City Design Group, City of San Francisco

Claire Bonham-Carter, Principal and Director, Sustainable Development, EDAW AECOM

Jeffrey Chan, Senior Transportation Planner, EDAW AECOM

Jeremy Nelson, Senior Associate, Nelson\Nygaard Consulting Associates

Adaptation/Sustainability Toolkit Track

Monument Peak

Teaching Old Land Use Tools New Tricks - GHG Mitigation Strategies

This interactive session focuses on three potential tools for mitigating climate change impacts: impact fees, carbon credits, and conservation easements. The session will summarize the regulatory frameworks for these programs and discuss how these programs may be used to mitigate climate change impacts and the challenges therein. Examples of various programs will be used to illustrate the possibilities, and if no examples have yet been developed, a hypothetical example will be presented. Following the lecture portion of the session, the presenters will facilitate discussion groups to address various scenarios that might be faced. The session will end with short presentations by each discussion group on their possible solutions and comments, followed by a question and answer period.

Impact fees have been used as CEQA Act mitigation for a number of years. The closest equivalent to a climate change impact fee is a traffic impact fee, and traffic impact fee programs may provide a template on which to base climate change impact fees. Questions that arise in this context are: Could one facility paid for by the impact fee mitigate for both traffic and climate change? Would it be more effective to establish a regional climate change impact fee? What types of benefit zones should be established to provide the proper nexus and proportionality?

Carbon credit programs directly address climate change impacts. However, there are few regulations on these programs, which leads to the following issues: How do you show that the mitigation is certain and sufficient under CEQA? What is the appropriate geographic scale for a carbon credit program?

Conservation easements are generally used to mitigate impacts to biological resources. However, conservation easements may provide an avenue by which climate change may also be mitigated. This leads to questions concerning: What types of habitat would mitigate climate change impacts? Could a parcel mitigate for biological resources in addition to climate change? Are there any further restrictions above and beyond those in the statutes on conservation easements that would be necessary to ensure sufficient mitigation?

Cori Badgley, Attorney, Abbott and Kindermann

Leslie Z. Walker, Attorney, Abbott and Kindermann

Tim R. Youmans, EPS Founding Partner

Ted Holzem, Project Manager, Mintier Harnish

Dan Cucchi, Project Planner, Yuba County



9:45 - 11:15 am

Adaptation/Sustainability Toolkit Track

Sierra A

Global Climate Change and CEQA - Preparing Defensible EIRs

The debate regarding GCC/GHG has moved from whether to analyze global GCC/GHGs in planning and CEQA documents to how to best analyze and address the issue as the guidance and methods continue to evolve. Join us to hear the latest from the Governor's Office of Planning and Research (OPR) regarding the Preliminary Draft CEQA Guideline Amendments prepared in response to SB 97 for the analysis and mitigation of the potential effects of GHG emissions. We will also hear from the Attorney General's Office about their current priorities related to implementation of AB32 and their expectations for analysis, mitigation measures and findings.

Our diverse panel of speakers will share their experiences and provide guidance on preparing defensible plans and CEQA documents. Specific workshop topics will include defining the baseline, determining significance criteria, conducting the impact analysis, and identifying appropriate and adequate mitigation measures. The workshop will feature a panel presentation, review of several case studies including the Sacramento General Plan and EIR and the Sonoma Mountain Village EIR, and interactive discussion with attendees.

Lynette Dias, AICP, Principal, RRM Design Group

Ron Bass, JD, AICP, Senior Regulatory Specialist, ICF Jones & Stokes

Tom Buford, Senior Planner, Department of Development Services, City of Sacramento

Seth Litchney, Associate Planner, State Clearinghouse and Planning Unit, Governor's Office of Planning and Research

Cliff Rechtschaffen, Special Assistant Attorney General, California Attorney General's Office

Planning 101/Career Development Track

Sierra B

Adventures in CEQA (CM Legal Credit)

CEQA practice is constantly developing due to legislative, regulatory, and judicial changes. The purpose of this panel is to provide an overview of developments in CEQA over the past year (including developments relating to global climate change), to discuss emerging issues in CEQA, and to discuss common pitfalls in the preparation of CEQA documents. Topics discussed will include:

- Review of bills relating to CEQA that were passed by the state legislature over the past year and their implications
- Review of recent court decisions and guidelines changes and their implications
- Guidance on how to determine the project baseline, to select alternatives, and to address cumulative impacts

Come hear four seasoned practitioners share their knowledge about practical applications in this ever-changing field.

Sydney Coatsworth, AICP, Manager, EDAW AECOM

Terry Rivasplata, AICP, Technical Director, ICF Jones & Stokes Consulting

Jim Moose, Senior Partner, Remy, Thomas, Moose and Manley, LLP

Osha R. Meserve, Shareholder, Soluri Emrick & Meserve





Tuesday, September 15

9:45 - 11:15 am

Visionary Planning Track

Alpine B

The Changing Environmental Analysis and Planning Paradigms in California

Planning and environmental analysis in California has generally been governed by legislative mandates, but legal actions and court interpretations have also had a significant influence. With the recent passage of new climate change legislation including AB 32, SB 97, and SB 375, the traditional environmental analysis and planning paradigms will need to shift or change to respond. Determining the full range of implications will require an understanding of state of the practice and best practice technical analysis especially transportation and emissions modeling along with potential legal actions and interpretations. This session brings together some of the best minds in transportation planning, air emissions modeling, and environmental law to explain how new climate change legislation will influence future environmental analysis and planning paradigms in California.

As part of the session, attendees will learn about how conventional transportation planning, travel demand modeling, and air emissions modeling need to change at regional and local levels. These changes are needed to comply with the sustainable communities strategy (SCS) requirement in SB 375 and to provide defensible and accurate forecasts of vehicle travel and greenhouse gas (GHG) emissions for CEQA compliance studies. Further, the session will cover the enhancements that are necessary to conventional travel demand models to improve their sensitivity to built environment variables so that changes to land use patterns such as higher densities and mixing of uses are reflected in vehicle travel forecasts. Enhancements to air emissions models will also be covered along with their integrated use with travel demand models. All of the session discussion will be conducted within the context of the legal framework created by AB 32, SB 97, and SB 375 and how private developers and public agencies can strategically prepare for the various paradigm shifts and changes.

Ronald T. Milam, Principal-In-Charge, Technical Development, Fehr and Peers

Jennifer Hernandez, Partner, Holland & Knight

Shari Libicki, PhD, Principal, Environ

11:45 am - 1:15 pm

Sierra/Alpine Ballroom

APA California Awards Luncheon

Below is what was written last year.

Please join your colleges for a luncheon special recognition and tribute to those that have been honored in the planning field at the state level. The APA California Awards Program recognizes and celebrates great planning work occurring throughout California. The Awards Program honors innovative plans and projects as well as distinguished planners and lay contributors. Over 25 awards and honorable mentions will be presented.

The APA California Awards Program is organized by the Vice President for Administration, Hing Wong, AICP and the State Awards Coordinator, Jessie Barkley. The Planner Emeritus Network 2009 Honor Awards are organized by John Bridges, AICP, Planner Emeritus Network President.

Sponsored by: PMC





1:45 - 3:00 pm

Cascade

CPR SALON

Sustainability in Mountains - Truckee Leads the Way

Since incorporation in 1993, the Town of Truckee has put planning at the forefront of its agenda. Learn more of the Town of Truckee's innovative General Plan seeking to manage growth while providing a diversified year round economy. Truckee recognized its need to work with its neighbors to seek solutions to the larger regional issues.

1:45 - 3:15 pm

Adaptation/Sustainability Toolkit Track

Sierra D

RTAC Update

SB 375 created a Regional Targets Advisory Committee (RTAC) to provide recommendations on factors and methodologies that should be considered as the California Air Resources Board sets targets that the Metropolitan Planning Organizations are required to meet in their Regional Transportation Plan Sustainable Communities Strategies (SCS). The RTAC must provide its recommendations in a report to ARB by September 30, 2009. As the deadline nears, hear from RTAC members what these targets will mean to regions and local governments. What role will planning play in meeting these targets and how will these new requirements impact the practice of planning in now and in the future.

Moderator: Pete Parkinson, Vice President for Policy, APA California

Lynn Terry, Deputy Executive Officer California Air Resources Board

Michael Woo, Dean of the College of Environmental Design at Cal Poly Pomona

Emerging Policy Track

Monument Peak

Future Shock - Sea Level Rise in California

Recent reports have concluded that even if greenhouse gas emissions were reduced to pre-industrial revolution era emissions, the effects of climate change will likely continue to occur for the next 1,000 years. As a result, land use decisions will need to consider the potential impediments of climate change on California's natural resources, infrastructure, public and private property, and economy. Of particular concern in California is rising sea levels. With over 1,000 miles of coastlines, the state will face unique challenges responding to sea level rise. If we are prepared, we could face a difficult or shocking future.

The State of California is working on a collaborative approach to sea level rise and climate change adaptation. Documents like the State Hazard Mitigation Plan, the State Climate Adaptation Strategy, and the General Plan Guidelines should be important tools for planners and local decision-makers as they prepare to meet the challenges of rising tides. This panel will feature state agency representatives and consultants who will provide information on the State of California's efforts and how careful planning can help avoid the "future shock" of sea level rise.

Abe Doherty, Climate Change Coordinator, California Coastal Conservancy

Tony Brunello, Deputy Secretary for Climate Change and Energy, California Natural Resources Agency

Steve Goldbeck, Deputy Director for Legislation and Climate Change Commission

Ken Topping, President, Topping Associates





Places for Everyone Track

Alpine B

Form Based Codes in the Real World

As form-based codes become a more widely used alternative to conventional zoning in California, it has become clear that they are only as effective as the champions behind them. Three cities at different points along the planning spectrum demonstrate what it takes to create, adopt and implement a form-based code in the real world. Stakeholders from the private and public sector who have been instrumental in refining these processes discuss their experience in three different cities.

Form Based Codes are being used in a diversity of settings to achieve a variety of planning goals. Consultant Ben Noble will discuss the use of floating zone form-based codes as a tool to create high-quality development throughout the U.S.

The City of Petaluma adopted a SmartCode as part of its Central Petaluma Specific Plan in 2003. Former Community Development Director Mike Moore will discuss lessons learned from the application of the SmartCode to specific development projects in Central Petaluma.

The City of Ventura's City Council adopted its form-based code following the adoption of their General Plan in 2005. The City's Downtown Specific Plan embraces a full form-based code in addition to three other priority areas. Community Development Director Jeffrey Lambert describes Ventura's experience carrying out the principles identified in the General Plan and finally adopting and implementing the code.

David Early, Principal, Design, Community & Environment

Mike Moore, Planning and Building Director, City of Mill Valley

Jeffrey Lambert, Community Development Director, City of Ventura

Ben Noble, Associate with Design, Community & Environment

Adaptation/Sustainability Toolkit Track

Alpine A

CEQA, GHG, Climate Change Impacts, and Adaptation Strategies

The debate regarding GCC/GHG's has moved from whether to analyze global GCC/GHG's in planning and CEQA documents to how to best analyze and address the issue as the guidance and methods continue to evolve. Join us to hear the latest from the Governor's Office of Planning and Research (OPR) regarding the Preliminary Draft CEQA Guideline Amendments prepared in response to SB 97 for the analysis and mitigation of the potential effects of GHG emissions. We will also hear from the Attorney General's Office about their current priorities related to implementation of AB32 and their expectations for analysis, mitigation measures and findings.

Our diverse panel of speakers will share their experiences and provide guidance on preparing defensible plans and CEQA documents. Specific workshop topics will include defining the baseline, determining significance criteria, conducting the impact analysis, and identifying appropriate and adequate mitigation measures. The workshop will feature a panel presentation, review of several case studies including the Sacramento General Plan and EIR and the Sonoma Mountain Village EIR, and interactive discussion with attendees.

Curtis E. Alling, AICP, Vice President, EDAAW AECOM

Terry Roberts, Director, State Clearinghouse, Governor's Office of Planning and Research

Kirk Miller, Deputy Secretary and General Counsel, California Resources Agency

Jim Moose, Senior Partner, Remy, Thomas, Moose and Manley, LLP





1:45 - 3:15 pm

Adaptation/Sustainability Toolkit Track

Sierra B

SB 375 - Interim Solutions and Implementation Tools

Now that the dust has settled and SB 375 is law, agencies and individuals are trying to determine how to implement this groundbreaking legislation. SB 375 encourages planning on a regional scale, in a manner designed to reduce vehicle use and associated emissions. It requires the Air Resources Board to provide greenhouse emission targets for all regions of the state that have a metropolitan planning organization (MPO). Each MPO must adopt a Sustainable Communities Strategy (SCS) that would achieve its assigned targets resulting in improved air quality and an improved quality of life.

As the Air Resources Board develops greenhouse gas emission targets, life goes on for MPOs, local agencies, and builders. Cities are assessing the implications of SB 375 on their General Plans, and contemplating how to incorporate strategic growth principles and healthy living strategies into their planning documents. Builders are anxiously waiting to see what strategies and mitigation measures will be placed on future projects, and what it means to their "bottom line". Communities at the forefront of sustainable planning want to know what proactive steps they can take while waiting for MPO's to develop Sustainable Community Strategies for them.

This panel will discuss their experiences with developing regional plans with Sustainable Communities Strategies as well as incorporating air quality improvement policies into planning documents. SB 375 is built on faith that cities and counties will voluntarily implement SCS or at least respond to regional pressure to do so. Therefore, the successful implementation will require collaboration between MPOs, counties, and cities. You will be provided with a list of greenhouse gas reduction policies for planning documents, incentives to local agencies and builders, and a planning toolbox of strategies for site-specific projects and design solutions.

John Shoals, Mayor, Grover Beach & President, SLOCOG

Alex Hinds, Former Planning Director, Marin County

Ron DeCarli, Executive Director, San Luis Obispo County Council of Governments

Visionary Planning Track

Castle Peak

Creating Suburban Nodes from Suburban Business Parks

Recent movements to retrofit job centers like Tyson's Corner in Virginia have received a great deal of attention from planners, as well as national press in the New York Times and Washington Post. In California, transforming suburban job centers could play an important role in creating a regional sustainability plan to meet the goals of AB32 and SB375. But, how do we engage local residents and businesspeople to support a mixed-use, transit-oriented vision for these car centered places? And, what will it really take to implement this vision?

A panel of community leaders, City staff, and consultants will discuss their experiences creating such a plan for the Warner Center: an auto-centric industrial, office, and retail area with the potential to become a downtown for the Western San Fernando Valley in Los Angeles. The discussion will focus on the protracted community outreach process that – over a period of four years – shifted the mindset of the local community from strong opposition to any new housing in Warner Center, towards envisioning an intensive, mixed-use center that includes housing.

The panel will then discuss the regulatory and implementation issues that have arisen so far. These include: evaluating TOD potential of a rapid bus and BRT hub; ensuring that the plan can adapt to an evolving transit system facing potential changes including a regional bus alignment and possible introduction of an internal streetcar circulator; breaking down superblocks to a more walkable scale; balancing inclusionary housing policy and traffic impact fees without making development infeasible; and balancing the City's visionary industrial land preservation strategy with the need to reduce greenhouse gases by intensifying development around transit, in support of AB32 and SB375.

Though the Warner Center Specific Plan is still evolving, the panel's experience to date offers lessons for places facing similar conversions. Therefore the panel will focus on the more generalized lessons that they have learned from this experience, in terms of community outreach, analysis, and implementation.

Marissa Aho, AICP, Land Use Consultant, Rosenheim & Associates, Inc.

Tom Glick, Planner, Valley Division, City of Los Angeles

Pat Smith, ASLA, AICP, Founder and Principal of Patricia Smith

Abby Thorne-Lyman, Consultant, Strategic Economics and the Center for Transit-Oriented Development





Visionary Planning Track

Emigrant Peak

Defining and Designing the Urban Edge

With the coming paradigm shift towards urban infill development within existing communities that is coming with SB325 and AB32, preserving and protecting the urban edges of our communities is becoming of even more paramount importance. Directing regional growth pressures into existing towns and cities will require overcoming the fears of residents about new and more intense development. Crucial to gaining public acceptance of this shift will be the need to identify and protect lands that separate these communities from each other in a way that can make sense to planning professionals, land owners, residents, and advocacy groups alike. With these new changes in law, answering the following questions will become imperative in the future planning of our communities:

- What techniques might be optimally employed in containing the outward growth of our communities and preventing them from growing together?
- What preservation tools will be stronger and weaker in the coming years?
- What are the advantages and disadvantages of proactive and reactive approaches to creating enduring greenbelts?
- What strategies should be employed to achieve real results?

Those interested in urban edge development and preservation issues will hear case studies and “news you can use” that they can take back to their communities in addressing this emerging issue.

Carey Knecht, Policy Director, Greenbelt Alliance

Jim Branham, Executive Director, Sierra Nevada Conservancy

Dr. Neil Havlik, Natural Resources Manager, City of San Luis Obispo

Public Awareness/Selling the Vision Track

Sierra C

Communications and Outreach Strategies

The City of Santa Monica has been engaged in a process to develop a new Land Use and Circulation Element, in which land use and transportation issues have been considered in a coordinated and integrated manner. The plan anticipates the new light rail (Exposition Line) scheduled to reach Santa Monica by 2013 and TOD opportunities presented. The LUCE has been developed to be consistent with the City’s adopted sustainability policies, which include community participation as a component in sustainability.

Central to the LUCE effort was a public outreach process to increase awareness and involve input from the widest possible spectrum of community members. This process kicked off with a well-attended community meeting and a number of other input-gathering tools that were developed to be as transparent as possible and appeal to community members of all ages and backgrounds. The initial outreach aimed to get the word out to people where they were – at community events, organization meetings, and commission meetings. A unique youth planning program involved approximately 500 students, from elementary to high school. Following a one-year hiatus in the project, a second “wave” of outreach, including a series of weekend and evening workshops on key topics brought back a significant level of community participation.

Elizabeth Bar-El, AICP, Strategic Land Use Planner, City of Santa Monica

Beth Rolandson, AICP, Principal Transportation Planner, City of Santa Monica

Peter James, Strategic Land Use Planner, City of Santa Monica

Esmeralda Garcia, Senior Project Manager, MIG, Inc.





1:45 - 3:15 pm

Public Awareness/Selling the Vision Track

Sierra A

Climate Policy at the Local Level

With the passage of the Global Warming Solutions Act (AB 32) in 2006, California has become a global leader in efforts to reduce greenhouse gas emissions. As the state has worked to develop concrete plans for meeting emission reductions goals, considerable discussion and debate has focused on the role of local governments. Cities and counties can play an important role in emission reductions, both through actions over which they have direct authority (such as land use planning), and actions they typically need to coordinate with other local and regional agencies (such as water, energy, and regional transportation planning). The debates have focused on practical implementation issues as well as regulatory questions – notably whether local governments should be held to firm targets. New legislation passed in 2008 (SB 375) outlines a pathway for setting regional emission targets, with implications for tying together transportation and land use planning.

Please join us for this roundtable on the challenges and opportunities for successful climate policy at the local level. The panel will kick off with highlights from a recent statewide survey of local governments, conducted by the Public Policy Institute of California. The survey finds that California’s cities and counties are launching a range of activities to limit emissions and enhance sustainability, but also facing some technical and financial challenges. Next, a representative from the California Attorney General’s Office will outline actions this state office has been taking to encourage local governments to incorporate emission reductions into general plan updates. To provide a regional view, a representative from Joint Venture: Silicon Valley Network will talk about how efforts to become climate smart are being tied to efforts to build more sustainable, economically prosperous communities. And for a view from the trenches, a representative from the City of Stockton will share that city’s experiences in developing a Climate Action Plan and a general plan update that incorporates climate-related goals. Audience participation is encouraged – to raise questions with the panelists and to share insights and experiences from the field.

- Ellen Hanak, Director of Research, Public Policy Institute of California*
- Cliff Rechtschaffen, Special Assistant Attorney General, California Attorney General’s Office*
- Kelly Krpta, Applied Materials Director of Climate Prosperity, Joint Venture Silicon Valley*
- Mike Niblock, Community Development Director, City of Stockton*
- Louise Bedsworth, Research Fellow, Public Policy Institute of California*

3:15 - 3:45 pm

Ballroom Foyer

Break

Breaks Sponsored by: Hauge Brueck Associates, Mogavero Notestine Associates





Tuesday, September 15

3:45 - 5:15 pm

Planning 101/Career Development Track

Sierra C

Managing Your Planning Department in Lean Fiscal Times

“Rethink” managing planning organizations in lean fiscal times.

1) types of work the staff focuses on – getting back into the “non-urgent” projects, developing goals, and customer service 2) how we do our work – allowing senior staff to oversee work more to build management skills, building resources and tools to improve productivity and track work, redistributing assignments, assessing and building skills 3) professional development – taking the time to develop the team. Although it is a time when budgets are being cut back, training and staff development has never been more important. Creative solutions to affordable and effective training. 4) contract services – getting the most for your money. How to best use contractors, when to use and when not to use the service. How to ensure your staff are effectively used. The costs and benefits of contracting.

Jennifer A. Lilley, AICP, President, Lilley Planning Group

Al Zelinka, AICP, Planning Manager, City of Fullerton

Chad R. Beckstrom, AICP, Branch Leader, ICF Jones & Stokes

Laura Stetson, AICP, Cotton/Bridges/Associates

Sheri Vander Dussen, AICP, Planner, City of Anaheim

Planning 101/Career Development Track

Sierra D

Design Review and Guidelines - Tools to Building Better Communities

How many times have you heard, ‘I can’t describe good design, but I know it when I see it!’? Overcome this classic reaction to design review by learning how to give structure and clear expectations to your City’s design review process. This informative discussion will examine important foundations for successful design review and design guidelines such as: why design review and design guidelines are important, how to set the bar with political support, and implementation strategies to improve your design review process.

Our Experienced Design Review and Guideline Team will show you specific approaches and techniques as to how to take a project from being “just okay” to making it something your community will be proud of. Techniques will include: utilizing useful tools such as guidelines and checklists; addressing the challenges of mixed-use projects, “big box” development, and older commercial strip development; and encouraging “green” design principles and standards.

Attendees will take away important skills that can be applied immediately, with case studies that will lead you step-by-step through a design review session and insightful lessons learned from successful and not-so-successful examples. This lively, fun and interactive session will engage attendees in a competition for “Best/worst design review story” with prizes to be awarded and will provide participants with a takeaway Design Review Checklist.

Jami Williams, Manager of Planning, RRM Design Group

Paul Brotzman, Director, Community Development, City of Santa Clarita

Lisa Webber, AICP, Planning Manager, City of Santa Clarita Community Development Department





3:45 - 5:15 pm

Emerging Policy Track

Alpine A

Strategies for Smart Parking Management

Getting parking right is more important than ever to the economic and environmental sustainability of California communities. Smart parking management practices, such as coordinated, demand-responsive pricing of on and off-street parking, elimination of minimum parking requirements (permitting a market-based parking supply), and parking cashout programs have been shown to significantly reduce driving and consequent Greenhouse Gas Emissions (GHGe). Despite this promise, the variety of stakeholders in local parking policy can make reform complex and politically challenging.

This session explores the interests and roles of developers, property-owners, employers, regional planning and regulatory agencies, and federal policy in the implementation of innovative parking management practices. Speakers will discuss innovative local and regional smart parking management efforts in the San Francisco Bay Area. With the support of Federal Highway Administration, the City of San Francisco and the San Francisco MTA are moving forward with the SFpark program, to demonstrate how new parking policies – in many cases enabled by new parking management technology – can be used to better manage the parking supply to reduce the number and duration of automobile trips in peak times and locations. The experience and lessons learned of a Redwood City, a smaller community that has already implemented many of the same parking management reforms, will also be highlighted.

These innovative programs will be put in a regional and national context with discussion of an ongoing effort by four Bay Area agencies, including the Metropolitan Transportation Commission (MTC) – coordinating through their Joint Policy Committee (JPC) – to facilitate implementation of “green” parking management practices at the local level. The primary purpose of these strategies is to achieve net per capita reduction in vehicle miles traveled (VMT) as part of a comprehensive regional plan to meet state/regional GHGe reduction targets.

Jay Primus, SFpark Manager, San Francisco Municipal Transportation Agency

Jeremy Nelson, Senior Associate, Nelson\Nygaard

Valerie Knepper, Planner/Analyst, MTC

Dan Zack, Parking Manager, Downtown Development Coordinator, City of Redwood City

Kevin Shively, Associate Project Manager, Nelson\Nygaard

Emerging Policy Track

Emigrant Peak

Thinner Air, Thicker Challenges

This session will identify and discuss the challenges and opportunities of implementing sustainability in alpine and resort communities. Given the difficulty of addressing these types of issues in communities that have to balance a fluctuating population due to tourism and seasonal conditions, this session will include perspectives from non-profit advocacy groups, regional planning authorities, and consultants involved in master planning efforts.

Aaron Pfannenstiel, Urban Planner, RBF Consulting

Autumn Bernstein, Director, ClimatePlan

Matthew Burris, Community Planner, CTG Energetics

Darin Dinsmore, Principal, Darin Dinsmore and Associates





Places for Everyone Track

Sierra A

Building Sustainable Communities During Financial Crisis

The current crisis in the housing and financial markets has created tremendous challenges for California communities trying to invest in infill development and sustainable infrastructure. However, despite the economic downturn, jurisdictions are finding creative ways to finance the development of sustainable communities that promote walkability, transit use, and efficient use of natural resources. Discussion will include the creation of special districts to finance green public and private infrastructure, meaningful engagement of the community in establishing sustainability targets, cooperation with redevelopment agencies to achieve mutual goals, and seizing the opportunity to build quality resource-efficient affordable housing.

Specific case studies include:

- City of Santa Monica Land Use and Circulation Element
- San Francisco Eastern Neighborhoods Community Plan
- Visitacion Valley/Schlage Lock LEED-ND Redevelopment Plan, City of San Francisco, CA
- Market & Octavia Neighborhood Plan, City of San Francisco, CA
- Sustainable Energy Financing District, City of Berkeley, CA
- Berkeley Oxford Development, City of Berkeley, CA

Pedro Peterson, Consultant, Seifel Consulting Inc.

Billi Romain, Sustainability Coordinator, City of Berkeley

Amit Ghosh, Deputy Director, Transportation Planning, SFMTA

Sarah Dennis, Senior Planner, San Francisco Planning Department.

Eileen Fogarty, Director, Planning & Community Development, City of Santa Monica

Adaptation/Sustainability Toolkit Track

Monument Peak

Solar Orientation and Rooftop Panels

What can we do to encourage rooftop solar panels to be installed on new and existing development? How can projects be most effectively configured to optimize solar orientation?

What tax incentives, subsidies or programs are can be employed? What are the issues with installing various types of roof top panels? What are the costs and potential savings?

Timothy Denham, AICP, LEED AP, Principal and Land Planning Director, Wood Rodgers, Inc.

Craig Christiansen, Principal Engineer, National Renewable Energy Lab

Wade Hughes, Solar Program Coordinator, Sacramento Municipal Utility District

Martha Brook, Senior Engineer, California Energy Commission

Bryce Robicheau, VP of Sales and Technical Applications, Dean-Pedersen





3:45 - 5:15 pm

Visionary Planning Track

Alpine B

How Healthy is Your City?

California has a love affair with the automobile and our street system and zoning policies show it. However, all of this driving contributes to health problems, including air pollution, obesity, and social isolation. One way to mitigate or avoid adverse effects is through better design and planning policies. This session will discuss how land use, economic development, and redevelopment policies are valuable tools in promoting and enhancing healthy communities.

We will explore the question of how local governments, private developers, and community groups can work together to create development patterns that improve community health—e.g., by supporting farmers' markets and neighborhood grocery stores, or promoting sidewalks, parks, and other components that encourage physical activity.

We will explain how to approach zoning from a health point of view; what land uses and combinations encourage people to make healthy choices; why incorporating community design features are essential to increasing your city's overall health.

The benefit is twofold with these elements, you can get credit for reducing your city's carbon footprint and comply with AB 32, and it will be easier to adopt your updated General Plan and certify any future environmental documents.

We will give you a new thinking about community factors that affect health and health disparities; explain how the other half lives for planning and public health; and tools for practitioners and community leaders to assess project proposals, community-level impacts, municipal and regional plans.

We will discuss the rationale for land use policy change and ways that planners can work with public health practitioners toward land use policy solutions that improve community health. Specific case studies will show how local jurisdictions have created healthy places through policy changes in their zoning and general plans.

The session will include explanations of a Health Assessment and the Healthy Development Measurement Tool, which measures the six elements of a healthy city.

Alice Houseworth, AICP, LEED, Senior Planner, The Planning Center

Victor Rubin, Vice President for Research, PolicyLink

Brian Judd, Vice President of Community Planning & Design, The Planning Center

Public Awareness/Selling the Vision Track

Castle Peak

Developing Leadership -

How Do Planners Support and Develop Community Leaders

For the past 9 years, the California Planning Roundtable has produced a leadership session at the annual APA California Conference. These are interactive sessions designed to help develop and refine leadership skills. This year's session will address how to build the leadership skills of the people who live and work in the communities we are planning. Effective community leaders are essential to good planning, especially to the implementation of plans. We want to explore how planners can work with the public to help them assume and fulfill leadership roles.

We will explore several topics, including:

- Why and how did the community leaders on the panel become involved?
- Why is leadership an important skill for community members? Should planners have a role in building the leadership skills of members of their community? Are there risks in developing community leaders?
- What are the most effective ways to mentor the leadership skills of community members? What are some of the good tools for developing community leaders? What does not work?
- What approaches should planners take with different types of community leaders?

Elaine Costello, FAICP, has been in leadership positions on major Bay Area planning projects for over 30 years

Tom Jacobson, JD, MCP, AICP, Chair, Department of Environmental Studies and Planning, Sonoma State University and Of Counsel to the Sohagi Law Group

Maia Schneider, Director of Community Development and Government Relations, Tahoe Forest Health System

Darin Dinsmore, Principal, Dinsmore and Associates

Kiel Famellos-Schmidt, Founder, www.archop.com

James Shelby, Councilmember, City of Citrus Heights

James Rojas, Urban Planner, Community Activist, Artist





Tuesday, September 15

3:45 - 5:00 pm

Cascade

CPR SALON

City of Villages, San Diego

The City of Villages strategy is to focus future housing, retail, employment, educational, and civic uses in mixed-use village centers of different scales. By directing growth primarily toward village centers, the San Diego General Plan supports the preservation of established residential neighborhoods, the management of growth over the long term, and the attainment of sustainability goals. The Plan was approved in 2008 based on the Village Strategy. Explore how the implementation of the Plan is proceeding and its impact on the neighborhoods.

3:45 - 5:15 pm

Public Awareness/Selling the Vision Track

Sierra B

The California Model for Considering Climate Change in Federal Transportation and Land Use Planning

One of the most effective strategies for reducing the risks of climate change is to avoid placing people and infrastructure in vulnerable locations. However, except in California post AB 32 and SB 375, transportation planners across the country are not currently required to consider climate change and its effects on infrastructure investments. Land use decisions are made primarily by local governments, which have too limited a perspective to account for the broadly shared risks of climate change. The impacts of climate change do not follow modal, corporate, or jurisdictional boundaries, but integration between transportation and land use planning is uncommon nationally and regionally. California provides a model where cross jurisdictional cooperation exists (like the Alameda Corridor) or is required with state-mandated regional authorities (such as CARB). Federal incentives however, as directed by new regulations, may be required to ensure the development of such organizational arrangements at the regional or multi-state level.

To foster more integrated climate sensitive transportation and land use decision making, NEPA and other Federal planning regulations should:

- Require that climate change be included as a factor in the development of public-sector, long-range transportation plans,
- Eliminate any perception that such plans be limited to 20-30 years, and
- Require collaboration in plan development with agencies responsible for land use, environmental protection, and natural resource management.

The session will be an interactive workshop format with a short presentation by panel members, followed by solicitation and ranking of federal regulatory ideas from the audience.

Kenneth M. Bogdan, J.D., Environmental Planner and Attorney, ICF Jones & Stokes

Joan Sollenberger, Chief, Division of Transportation Planning, California Department of Transportation

Thomas Peterson, Founder, Center for Climate Strategies

Terry Pencovic, Senior Transportation Planner, California Department of Transportation





5:30 - 7:00 pm

Ballroom Foyer

Consultants Reception

Celebrate with over 30 planning consultant exhibitors and find out how they can assist you in the future. Great food, drinks and networking!

An Evening at Lake Tahoe





7:30 - 11:30 am

Ballroom Foyer

Conference Registration

7:30 - 8:30 am

Ballroom Foyer

Light Continental Breakfast

Sponsored by: Abbott and Kinderman, BonTerra Consulting, LSA, Remy, Thomas, Moose and Manley

7:30 - 11:30 am

Ballroom Foyer

Exhibits Open

8:15 - 9:45 am

Emerging Policy Track

Sierra D

Debating the Delta - New Vision, Revision, or Tunnel Vision

The Sacramento-San Joaquin Delta is the largest estuary on the West Coast, drains 40% of California, is essential to a vast array of aquatic species, and serves as the conduit for two thirds of the State's water. The Delta is also in a state of near ecosystem collapse and has been the subject of 20 years of debate, planning, management, experimentation and conflict.

This session focuses on recent efforts to develop the Delta Vision, the Bay/Delta Conservation Plan (BCDP) and the implementation and governance framework to make them happen. We examine the Delta from all sides (State, local government, environmental, water supply), emphasizing the role of planning, and the possible impacts of various Delta decisions on the future of planning throughout the State. Specific presentations include:

- Background on Delta issues and current efforts such as Delta Vision and the BCDP process, including an historical perspective, drivers of change today, and funding prospects.
- The water supply perspective addressing concerns about long term water supply reliability given current court decisions, new regulatory mandates and growing population and water demands. What is the actual proposal for a "new" peripheral canal, why does the water community (and some environmentalists) support it, what are its pros and cons and who pays. This session also examines the need (and prospects) for new storage including surface and groundwater storage.
- The local government perspective including why local (Delta) communities are concerned - how they might be impacted, and potential solutions. Why cities and counties north of the Delta are concerned and why those south of the Delta are seeking solutions. What role should planners and local governments play, and what do planners need to know as the Delta solutions unfold.
- Finally what is wrong with the Delta from an environmental perspective (e.g. substantial diversions upstream and exports, separation of land and water in the Delta, introduced species, water quality, etc.) and how do the recommended solutions address these issues, including new governance.

Jeff Loux, Director, Land Use and Natural Resources Program, UC Davis Extension

Tim Quinn, Executive Director, Association of California Water Agencies

Julia McIver, Manager, Yolo County Environment and Resource Management Department

Keith Coolidge, Interim Director, CalFed Bay Delta Program





Wednesday, September 16

8:15 - 9:45 am

Places for Everyone Track

Monument Peak

Food Planning - It's What's For Dinner

With issues such as sustainability, food safety, healthy communities, hunger, obesity, pollution, and landfill capacity rising on the planning agenda, planners can no longer ignore the opportunities that food planning and urban agriculture offer to build healthier, more sustainable and self-reliant communities. Be part of an engaging discussion about how planners can learn from grassroots organizations to create policies and programs to cultivate local, sustainable and equitable food systems. This session will investigate the successes, challenges and influence of numerous grassroots organizations dedicated to growing and sharing knowledge and access to healthy foods in their communities. Examples will include: a family-run urban homestead in Pasadena that has sparked a growing resurgence of the Victory Garden movement; an organic farm in Goleta that demonstrates the economic viability of sustainable agricultural methods for small farm operations in suburban communities; and a community-based organization in West Oakland that focuses on centralizing the needs of the urban poor by developing programs that produce and distribute fresh foods, nutrition education and create local jobs. This session will draw from these experiences and explore strategies and tools that planners can utilize to effect positive change that reduces greenhouse gas emissions, conserves natural resources, supports local and regional economies, and builds stronger communities by tackling problems associated with inequitable access to nutritious food.

Pamela Arifian, LEED AP, RBF Consulting

Heather Rosenberg, LEED AP, Director, Sustainable Community Services, CTG Energetics

Heather Wooten, Planning and Policy Associate, Planning for Healthy Places at Public Health Law & Policy

Places for Everyone Track

Emigrant Peak

Building on Preservation

The defining character of California's cities and towns is informed by the preservation and adaptive use of their historic resources. But too often a comprehensive understanding of those resources is neither fully understood nor utilized to maximum advantage. The singularity and patina of a place that evolves over generations of built history can easily be lost. The result in growing urban areas is a generic, "anyplace, anywhere" feeling. While the ultimate objective is implementation of smart planning policies, our panelists will start by explaining their experience with the cornerstone of the planning process: surveys. Surveying benefits planners and community residents alike as it establishes the groundwork for planning efforts through documentation of the quantity, quality, and location of an area's historic resources. This survey data then can inform planning decisions that incorporate historic buildings, districts, and landscapes into contemporary development and redevelopment.

Preservation Planner Matt Weintraub and Planner Amy Feagans will present case studies on the real-world planning processes in San Francisco and Folsom: what works, what doesn't, and what best contributes to making smarter planning decisions. Architect and planner Ruth Todd, who spearheaded Page & Turnbull's recent Charleston, S.C., Preservation Plan, will discuss the collaborative process used to assemble the plan and how the document interacts with and influences other city planning efforts. The fact-finding and recommendations of such a plan present planners with data to help them interpret and implement historic preservation and adaptive use as critical components of city growth and economic development. The session will also examine the distinctions of stand-alone preservation plans versus incorporating preservation into broader planning strategies.

Amy Feagans, Redevelopment and Housing Director, City of Folsom

Matt Weintraub, Preservation Planner, San Francisco Planning Department

Meg Glynn, Preservation Planner, Page & Turnbull, Inc.

Ruth Todd, AIA, AICP, LEED AP, Architect and Planner and Principal, Page & Turnbull, Inc.





8:15 - 9:45 am

Adaptation/Sustainability Toolkit Track

Pyramid Peak

Exploring GHG Production, Land Use, Transportation and the Economy Through Models, Maps and Visuals

Planning practice has changed dramatically with the introduction of new data systems, visualization tools and models. California has become a national and world leader with SACOG’s pioneering efforts in Blueprint Planning, San Diego’s Regional Comprehensive Plan, the San Joaquin’s revolutionary change in aspirational goals and other stellar efforts. Behind these great processes are tools that have revolutionized professional, political and civic concepts of resources, space and time. Explore the models, data and visualization tools that have captured public imagination and delivered valuable decisions support information to the most important projects of our young century.

Mike McCoy, Director, Urban Land Use and Transportation, UC Davis

Bob Johnston, Professor Emeritus, UC Davis

Marty Tuttle, Deputy Director, Planning and Modal Programs, California Department of Transportation

Adaptation/Sustainability Toolkit Track

Castle Peak

City Green Building Programs

Urban areas, because they are centers of intense resource consumption and waste generation, offer some of the greatest opportunities for environmental innovation. Organic, integrated, and tenacious; natural systems weave themselves through, over, and below our built environments. Green Urbanism, the practice of creating communities beneficial to humans and the environment, recognizes this synergy and shapes a theory at the intersection of environmentalism, planning, and urban design.

As California tightens its belt on carbon emissions and sets reduction targets with AB-32 and SB-375, municipalities will need to create and implement effective green building programs which will help them realize the goals of this legislation. Because of these laws, regions will feel compelled to create new planning exercises, different than regional plans of the past, ones which focuses more on catalytic local actions as a way to start the process of transforming neighborhoods and cities into more sustainable places.

In addition to making the case for the need of Sustainability/ Green Urbanism to function as the foundation of planning in the future, this presentation will explore the findings of Global Green’s Green Urbanism Leaders Summit, to occur in February 2009, which will identify the key principles of green urbanism, and their corresponding processes for implementation. This landmark meeting will bring together roughly 25 leaders in sustainable community development to discuss and develop a clear framework for the effective and efficient realization of Green Urbanism.

The goal of this presentation is to educate members of the green building and construction industry on how to integrate green design strategies into overall site design effectively, and how to identify and overcome obstacles that may present themselves. Using sites and projects in Southern California as examples, we will discuss in depth the lessons learned from our experiences in the green building sector for the past 10 years. Global Green is currently working on 3 LEED-ND projects in California and will bring this experience to the discussion. The presentation will highlight the critical need for environmental responsibility in city building, the need to restore a connection between people and nature, and how cities can effectively incorporate these necessities into a single plan.

Walker Wells, AICP LEED AP, Director of the Green Urbanism Program, Global Green USA





Wednesday, September 16

8:15 - 9:45 am

Visionary Planning Track

Sierra C

General Plans - Keeping it Real

The session will present approaches in General Planning for adapting necessary and managed change in developed communities. The session will use the draft City of Long Beach 2030 Framework Element and implementation strategies in Sacramento County's updated General Plan as case studies to illustrate the session themes: keep it real, manage change, address specific challenges and apply innovative tools.

The City of Long Beach is preparing a significant, integrated update to portions of its General Plan in the form of a Framework Element. The Framework Element represents a vision of the City to be realized during the next 20 years. It will integrate the City's updated land use, mobility, economic development and urban design policies. Environmental, economic and social sustainability principles are woven throughout the Framework Element. Using a tiered approach to planning citywide, growth and change will be directed to strategic opportunity areas, while the majority of the City will be maintained and enhanced. Growth and change will be emphasized in identified opportunity areas, focused planning areas and corridors. Policy guidance for prioritizing public infrastructure and facilities investment will reduce shortcomings throughout the city to enhance quality of life and get areas identified for growth and change ready for it. The result is an overall framework for development and reinvestment in the City's physical framework, guiding both public and private projects.

Sacramento County is one of those unusual cases where most of the post-WWII urban/suburban development occurred in the unincorporated county area. The County now has to figure out how to transitional these communities, representing over 560,000 people, to be more sustainable. The Sacramento County case study will focus on the various implementation strategies the County is pursuing under its updated General Plan, including corridor plans, infill development strategies, transit-oriented development planning, and low impact development/stormwater management strategies, to achieve its sustainable development objectives. One emphasis of this strategy is the transformation and greening of existing communities to contribute to overall sustainability in the County.

Jeffrey M. Goldman, Principal, EDAW AECOM

Mary Wright, AICP, Deputy Director, Planning Division, City of San Diego

Manjeet Ranu, AICP, Senior Planner, EDAW AECOM

Leighann Moffitt, AICP, Manager, Long-range Planning Division, Sacramento County

Adaptation/Sustainability Toolkit Track

Alpine A & B

Planning Ethics in the Workplace (CM Ethics Credit)

Planners are regularly confronted with ethical pressures and challenges in their workplace. Join in a lively forum with fellow planners to commensurate and share ideas and solutions on topical ethics issues. The session will be structured as an interactive workshop on planning ethics with specific reference to the AICP Code of Professional Ethics. Following a short overview of the Code of Ethics, the panel will facilitate an audience discussion of scenarios that have been selected to highlight common ethical dilemmas faced by planners. The scenarios will apply and interpret the key "aspirational principles" and "rules of conduct" contained in the Code of Ethics. Participants are encouraged to briefly review the Code of Ethics prior to the session as a "fun quiz" will be offered at the beginning to stimulate discussion. Participants will also have an opportunity to share questions and real-life situations for panel and audience feedback as time permits. This session will satisfy the required 1.5-unit AICP Ethics CM credit for certified planners, but is also appropriate for planners preparing for the AICP exam.

Hanson Hom, AICP, Director of Community Development, City of Sunnyvale

Colette Meunier, AICP, Planning Consultant and APA California Northern Section Ethics Review Director

Daniel Iacofano, Ph.D., FAICP, Founding Principal, MIG, Inc.





10:00 - 11:30 am

Sierra Ballroom

Closing Brunch, Keynote Speaker

Peter Goin, Author, Photographer, Professor, University of Nevada Reno

Peter served as editor of *Arid Waters: Photographs From the Water in the West Project* (University of Nevada Press, 2002) and also as co-author of the *Atlas of the New West* (Center for the American West, University of Colorado, Boulder), a collaborative effort with members of the Center of the American West at the University of Colorado at Boulder.

Peter's photographs have been exhibited in more than fifty museums nationally and internationally, and he is the recipient of two National Endowment for the Arts Fellowships.

Peter's video work has earned him an EMMY nomination as well as the Best Experimental Video Award at the 2001 New York International Film & Video Festival. At the turn of the new century, Peter was awarded the Nevada Governor's Millennium Arts Award for Excellence in the Arts.

He lives with his family in Reno, Nevada.



Professor Goin prepares to rephotograph an historic view of Lake Tahoe, May 2009.

11:30 am

Ballroom Foyer

Exhibitor Tear-Down

