



APA California Conference

September 11-14, 2011



HOSTED BY THE
APA CALIFORNIA CENTRAL COAST SECTION

FESS PARKER'S DOUBLETREE RESORT
SANTA BARBARA



CONFERENCE AT-A-GLANCE

SUNDAY, SEPTEMBER 11		
8:30 am - 12:00 noon	Student Registration	<i>Reagan Room Foyer</i>
9:00 am - 1:00 pm	Mobile Workshop #1 Multi-Purpose Trails and Watershed Planning: The Ojai Valley/Ventura River Trail	CM 3.0
	Mobile Workshop #2 Reuse and Reinvention in Urban Centers - Downtown Ventura	CM 3.0
9:30 am - 4:30 pm	APA California Board of Directors Meeting	<i>Fiesta</i>
10:00 - 11:30 am	What's Next? Planning Students and the California Planning Foundation (CPF Session)	<i>Sierra Madre North</i>
11:45 am - 1:00 pm	Student Awards Luncheon (Students Only)	<i>Reagan</i>
12:00 noon - 5:00 pm	Mobile Workshop #3 Santa Ynez Valley Sustainable Wine Making and Tasting Tour	CM 3.0
12:00 noon - 6:00 pm	Conference Registration	<i>Reagan Room Foyer</i>
	Exhibitor Setup	<i>Santa Barbara Ballroom Foyer and Lobby</i>
Student Sessions 1:15 - 2:45 pm	Planning 101: I Have a Degree, What Now? Insights Into Professional Planning	<i>Sierra Madre North</i>
	Introduction to CEQA and Careers in Environmental Planning	<i>Rodney's</i>
1:15 - 4:30 pm	Student Posterboard Display	<i>Grand Ballroom Foyer</i>
3:00 - 4:00 pm	PEN Annual Membership Meeting	<i>Sierra Madre South</i>
Student Sessions 3:00 - 4:30 pm	Resumes and Interviews for Students	<i>Reagan</i>
	Charting a Career in Sustainability - Steps Students Can Take Before Graduating	<i>Sierra Madre North</i>
4:00 - 5:00 pm	CPR (California Planning Roundtable)	
	Board of Directors Meeting	<i>Sierra Madre South</i>
4:00 - 10:00 pm	Opening Reception - Santa Barbara Zoo Trolley available from Grand Ballroom Foyer Entrance, 4:30 - 10:30 pm Zoo opens for guests at 4:00 pm, Wine & Appetizers at 5:00 pm, Dinner served at 6:30 pm	

MONDAY, SEPTEMBER 12		
7:30 am - 6:30 pm	Conference Registration	Reagan Room Foyer
7:30 am - 8:30 pm	Exhibits Open	Santa Barbara Ballroom Foyer and Lobby
8:00 - 10:15 am	Opening Plenary Breakfast - Susan Anderson, City of Portland Bureau of Planning and Sustainability	Plaza del Sol CM 1.0
9:00 am - 12:00 noon	Mobile Workshop #4 Downtown Santa Barbara Architectural History Tour	CM 3.0
10:30 am - 12:00 noon	Diversity Summit	CM 1.5 Rodney's
Session Block #1A 10:30 - 11:45 am	Yes, History Can Be Modern! Understanding the Next Wave of Historic Resources	CM 1.25 Sierra Madre North
	Redevelopment and Realignment: To Be or Not To Be	CM 1.25 Sierra Madre South
Session Block #1B 10:30 am - 12:00 noon	Mediation: A Better Way of Resolving Land Use and Environmental Disputes	CM 1.5 LAW Reagan
	The California Silo Effect: Sustainable Community Strategy; Climate Action Plans; Regions, Subregions and Cities (Oh my!)	CM 1.5 Anacapa
	Building Your Career: Resumes, Interviews, and Lessons Learned From Both Sides of the Counter	CM 1.5 Santa Cruz
	Working with Religious Land Uses	CM 1.5 LAW Santa Rosa
	Public Engagement: Making the Distinction from Public Relations and Developing Critical Tools for Success	CM 1.5 San Miguel
	Translating Sustainability into Practice: Tools for Measuring Community Sustainability	CM 1.5 Fiesta
12:15 - 1:45 pm	APA California Awards Luncheon	Grand Ballroom
2:00 - 6:00 pm	Mobile Workshop #5 - Art and Wine in Santa Barbara's Funk Zone	CM 3.0
Session Block #2A 2:00 - 3:30 pm	Annual CEQA Update	CM 1.5 LAW Reagan
	Inclusionary Housing Ordinances: What's Next?	CM 1.5 LAW Anacapa
	Planting New Seeds: Sustainability and the Growing Popularity of Urban Agriculture	CM 1.5 Santa Cruz
	ENGAGE! Putting the Crowd to Work	CM 1.5 Fiesta
	Retail and Your Community	CM 1.5 San Miguel
	The Two Sides of Going Green - Ethical and Environmental Dilemmas in Sustainability Planning	CM 1.5 ETHICS Rodney's
Session Block #2B 2:15 - 3:30 pm	Local Climate Change Planning in 75 Minutes	CM 1.25 Santa Ynez
	Planning Undercover: Land Use As An Art Form	CM 1.25 San Rafael
3:30 - 4:00 pm	Afternoon Break - CPF Silent Auction Opens	Exhibit Area
Session Block #3 4:00 - 5:30 pm	LEED-ND Celebrity Jeopardy! Or...Who's Smarter Than a Planner?	CM 1.5 Santa Ynez
	Technology Natives vs. Technology Immigrants	CM 1.5 Anacapa
	Greening the Supply Chain – Problems, Prospects, and Plans	CM 1.5 Santa Cruz
	Ethics Planning: Real World Scenarios	CM 1.5 ETHICS Reagan
	No Shoe Phone Gimmicks Here! Tips to Avoid CEQA/NEPA Meetings with Your Attorney	CM 1.5 LAW Sierra Madre North
	Beyond Buildings: New Models to Provide Affordable Housing and Break the Cycle of Homelessness	CM 1.5 Santa Rosa
	The Evolution of Green Building: What's Next for Tomorrow's Sustainable Communities?	CM 1.5 Sierra Madre South
	Sustainable and Restorative Community Development with Form-Based Codes	CM 1.5 San Miguel
	Working Towards Effective and Efficient Conservation and Mitigation of Habitat and Open Space	CM 1.5 Fiesta
5:30 - 9:00 pm	California Planning Foundation (CPF) Reception & Silent/Live Auction CPF Reception - Silent Auction closes at 7:00 pm Live Auction begins at 7:30 pm	Exhibit Area Reagan

TUESDAY, SEPTEMBER 13		
7:30 - 9:00 am	Continental Breakfast	<i>Exhibit Area</i>
7:30 am - 6:30 pm	Conference Registration	<i>Reagan Room Foyer</i>
7:30 am - 7:30 pm	Exhibits Open	<i>Santa Barbara Ballroom Foyer and Lobby</i>
9:00 am - 12:00 noon	Mobile Workshop #6 Santa Barbara Affordable Housing Tour	CM 2.5
8:00 am - 12:30 noon	Mobile Workshop #7 LEED by Example	CM 4.0
Session Block #4 8:00 - 9:15 am	How to Combine Sustainability & Green Building Principles with Grassroots Organizing Techniques to Get Controversial Projects Entitled	CM 1.25 <i>Sierra Madre North</i>
	How Can Planners Be Leaders: Getting Beyond Permit Processing (CPR Session)	CM 1.25 <i>Sierra Madre South</i>
	Thinking Inside the Box: Best Practices on an Innovation to Improve Traffic Safety and Encourage Bicycling	CM 1.25 <i>Santa Rosa</i>
	Smart Growth: Successes and Challenges on California's Central Coast: Lessons of Infill Development from the Cities of San Luis Obispo, Santa Barbara and Ventura	CM 1.25 <i>Fiesta</i>
	Renew and Rebuild - Strategies for Addressing the Foreclosure Crisis	CM 1.25 <i>Reagan</i>
	A Tale of Two Cities, A Tale of Two Rivers	CM 1.25 <i>San Miguel</i>
	Making Science Relevant to Policymakers	CM 1.25 <i>Rodney's</i>
	Complete Streets: From Policy to Implementation	CM 1.25 <i>Anacapa</i>
	What Planning Directors & Managers Want Their Planning Commissioners to Know	CM 1.25 <i>Santa Cruz</i>
Session Block #5 9:30 - 10:45 am	Passing the AICP: Planning Jeopardy!	<i>Rodney's</i>
	Momentary Metropolis: City Planning Lessons from Burning Man	CM 1.25 <i>Anacapa</i>
	FAR Wars: In a Community FAR, FAR Away...	CM 1.25 <i>Santa Cruz</i>
	The Future of Redevelopment - Transition Planning for Expiring Agencies	CM 1.25 <i>Reagan</i>
	Campus and Community Life: A Collaboration That Works	CM 1.25 <i>Santa Rosa</i>
	Workforce and Rental Housing ... Myths and Realities	CM 1.25 <i>Sierra Madre South</i>
	Model People-Oriented Street Manual	CM 1.25 <i>San Miguel</i>
	Zoning and Stormwater 202: The Nitty-Gritty of Coding for Water Quality	CM 1.25 <i>Sierra Madre North</i>
Session Block #6 11:00 am - 12:15 pm	The Once and Future General Plan (Planners Emeritus Network)	CM 1.25 <i>San Miguel</i>
	Preparing Successful Planning Grant Applications	CM 1.25 <i>Fiesta</i>
	The Value of Green Building Programs: GHG Savings or Catalysts for Climate Action Plans?	CM 1.25 <i>Santa Rosa</i>
	Everything You Wanted to Know About APA California	CM 1.25 <i>Rodney's</i>
	Urban Design Review: Santa Barbara's Process History, Practice, Enhancement, and Ideas	CM 1.25 <i>Santa Cruz</i>
	Got Water? Prove It!	CM 1.25 LAW <i>Anacapa</i>
	The Wet/Dry Conundrum: Reconciling Water Conservation and Stormwater Regulations	CM 1.25 <i>Reagan</i>
12:30 - 2:00 pm	Keynote Luncheon - Panama Bartholomy, California Energy Commission	CM 1.0 <i>Grand Ballroom</i>

TUESDAY, SEPTEMBER 13

2:00 - 6:00 pm	Mobile Workshop #8 The Gaviota Coastline and Platform Holly	CM 2.75
Session Block #7A 2:15 - 3:45 pm	ECAT Update - What's New With the CEQA Improvement Effort	CM 1.5 LAW <i>Rodney's</i>
	Property Rights, Takings, and Exactions: A Legal and Practical Update for Planners	CM 1.5 LAW <i>Reagan</i>
	Greening Communities: Using LEED To Guide the Design of New Housing and Improve Existing Communities	CM 1.5 <i>Fiesta</i>
	More Than a Mission – Respecting Historic Resources Under CEQA	CM 1.5 <i>Anacapa</i>
	Cracking the Code: Making a Form-Based/Traditional Hybrid Code Work for Your City	CM 1.5 <i>Santa Cruz</i>
	Electric Technology & Community Sustainability: A Planning Partnership	CM 1.5 <i>Santa Rosa</i>
	Creating a Complete Community- The Real Benefits of Affordable Housing	CM 1.5 <i>San Miguel</i>
Session Block #7B 2:30 - 3:45 pm	LED Signs: The Future Is Now - Is Your Sign Code Ready?	CM 1.25 <i>Sierra Madre North</i>
	Lighten Up	CM 1.25 <i>Sierra Madre South</i>
3:45 - 4:15 pm	<i>Afternoon Break</i>	<i>Exhibit Area</i>
Session Block #8 4:15 -5:45 pm	Using Public Health Data and Information for Planning	CM 1.5 <i>Santa Rosa</i>
	The Man With the Golden Gun (aka. Sound Level Meter)	CM 1.5 <i>San Miguel</i>
	Ethics 101: Testing What We Know About Ethics	CM 1.5 ETHICS <i>Santa Ynez</i>
	Options After the Downturn: What CEQA Analyses are Required When an Entitled Project is Changed?	CM 1.5 LAW <i>Sierra Madre South</i>
	APA California 2011 Legislative Update	CM 1.5 LAW <i>Reagan</i>
	A New Dialogue for Beneficial Habitat Restoration	CM 1.5 <i>Fiesta</i>
	Station (Area) Planning and Design for Transit Stations	CM 1.5 <i>Anacapa</i>
	Climate Adaptation - Acting In the Face of Uncertainty	CM 1.5 <i>Sierra Madre North</i>
	Mobile Home Park Conversions: Lessons Learned and Challenges Ahead	CM 1.5 LAW <i>Santa Cruz</i>
	Cycle Scene Investigation: Go Undercover in Exploring Santa Barbara's Bike Scene First-Hand <i>Bring \$25 in cash to subsidize bike rental cost.</i> <i>Meet near the swimming pool and look for the bikes.</i>	CM 1.5
6:00 - 7:30 pm	Wine and Cheese Consultant's Reception	<i>Exhibit Area</i>
8:00 - 11:30 pm	State Street Pub Crawl <i>Meet in the hotel lobby at 7:45 pm following the Consultant's Reception</i>	

WEDNESDAY, SEPTEMBER 14		
7:30 - 9:00 am	Continental Breakfast	<i>Exhibit Area</i>
7:30 - 11:00 am	Exhibits Open	<i>Santa Barbara Ballroom Foyer and Lobby</i>
7:30 am - 12:00 noon	Conference Registration	<i>Reagan Room Foyer</i>
Session Block #9 8:00 - 9:15 am	Grand Boulevard Initiative: Advancing Regional Planning Through Local Collaboration	CM 1.25 <i>Santa Cruz</i>
	Infill Development and CEQA under SB 375	CM 1.25 <i>Fiesta</i>
	Successes and Challenges of the Mission to Revitalize the Los Angeles River	CM 1.25 <i>Anacapa</i>
	RFPs Exposed	CM 1.25 <i>Sierra Madre South</i>
	Bag the Plastic Bags - State and Local Efforts to Restrict Plastic Bag Use	CM 1.25 <i>Sierra Madre North</i>
	You Just Don't Understand Me: Making Public/Private Communication More Effective	CM 1.25 <i>San Rafael</i>
	Reaching Community with Student Assistance: Augmenting Public Outreach at Cal Poly SLO	CM 1.25 <i>San Miguel</i>
	A Small Project with a Big Personality	CM 1.25 <i>Santa Rosa</i>
	The Baseline Inventory: What You Should Know Before Preparing a GHG Reduction Plan	CM 1.25 <i>Reagan</i>
Session Block #10A 9:30 - 10:45 am	Moving Forward: A Tool for Estimating VMT Reductions	CM 1.25 <i>Anacapa</i>
	Going Green When You're in the Red: Sustainability on a Budget From San Joaquin to Sonoma	CM 1.25 <i>Fiesta</i>
	3D Modeling in Planning	CM 1.25 <i>Santa Cruz</i>
	Creating Centers of Innovation: Economic Development and Place-Making	CM 1.25 <i>Sierra Madre South</i>
	Land Assembly in a Post-RDA World	CM 1.25 <i>Sierra Madre North</i>
Wind Energy Ordinances in California: Facing Issues & Discussion Actions to Overcome Them	CM 1.25 <i>Santa Rosa</i>	
Session Block #10B 9:30 - 11:00 am	Ethics in Planning: Real World Scenarios	CM 1.5 ETHICS <i>Reagan</i>
11:00 am - 12:15 pm	Closing Plenary Session - Census 2010: Where Did My People Go?	CM 1.25 <i>Santa Ynez & San Rafael</i>
1:00 - 3:00 pm	Exhibitor Tear-Down	<i>Santa Barbara Ballroom Foyer and Lobby</i>
1:00 - 4:00 pm	Mobile Workshop #9 Lotus Land - A Tour of California's Premier Estate Botanic Garden	CM 2.5