

APA CENTRAL COAST

Christopher Williamson, AICP, Section Director and Rachel Raynor, Section Director Elect

Last year for this report, I quoted Charles Dickens, "It was the best of times, it was the worst of times..." This year I could use the same quote. We started 2018 with a large amount of rainfall, resulting in the Montecito mudslide in Santa Barbara County that closed the 101 Freeway for over a week. Two wild and windy fires in Ventura County closed the 101 again. Once again, we managed.

Many Central Coast members attended the State APA Conference in San Diego in October 2018 and participated in conference panels. The Section held two in-person Board meetings.



APA CA Central Coast Board

APA State Conference 2019 - Santa Barbara

Tess Harris and Bret McNulty, Co-Chairs for the 2019 State APA Conference to be held in Santa Barbara, were joined by Jeff Wilson as a third Co-Chair. They and about 25 other volunteers kicked off committees and subcommittees following the State's conference play-book. They have a very busy 2019 ahead of them. As 2019 has begun, conference planning efforts have started moving in full force. The Conference Host Committee (CHC) has been in touch with their 2018 counterparts to get advice and understand lessons learned. Recently approving the Conference budget at the State Board meeting Sacramento, the CHC is next ironing out the details for the Keynote Speakers, Opening Reception, Sponsorships, and Mobile Workshops.



**CALIFORNIA APA CONFERENCE
SANTA BARBARA
SEPTEMBER 15-18**

APA CA Santa Barbara 2019 logo



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We look forward to having the conference at the Hilton Santa Barbara Beachfront Resort and our Opening Reception at the Santa Barbara Courthouse Sunken Gardens. The CHC meets every month in person and each subcommittee reports to the CHC Chairs on progress made and next steps. We are pleased to have about 10-12 Mobile Workshops well under way and are aiming to add a few before the conference. The sponsorship brochure is completed and spots are already starting to fill up. With "A Resilient Future" as the theme, the Programs Subcommittee has prepared four tracks for the 2019 conference: ***The Future is Now – Innovation and Emerging Issues, Come Together – Encouraging Cooperation and Partnerships, Nuts and Bolts – Preparing the Planning Office of the Future, and Riding the Wave – Adapting to New Realities.***



APA CA 2018 Conference Booth

The Call for Proposals went out on December 1, 2018 and the deadline is **January 31st**. Our Programs Committee will be busy reviewing the proposals and making selections in the next two months. This month the Programs Committee led by Andy Newkirk and Brian Smith completed the on-line training of the APACA Chapters scoring system set up for reviewing conference proposals. They recommended changes to the criteria to the State Board's Chair of Conferences Hanson Hom who was receptive. The criteria are:

Transferability. How transferable are the lessons to other cities and communities?

Diversity. To what degree does the session address changing demographics and plans for diverse types of communities?

Timeliness. How is the topic or case study(ies) reflective of an important and relevant current trend?

Diversity of Presenters. Does the proposal include a diversity of panelists to ensure that various perspectives will be included in the topic discussion?

Innovative Format. Sessions that involve creative use of technology, interactivity or alternative format will score favorably.

Consistency with Conference theme and/or conference track. Sessions that fit within the scope of one or more of the four conference tracks will be prioritized.



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The Co-Chairs and CHC selected a short list of opening and closing session speakers and will be announcing the selections as soon as they are available and confirmed.

Key Conference Dates At a Glance

- During **January**, State APA will be utilizing the services of a consultant and redesigning the conference website and its registration pages.
- In **February** and **March**, the Program Subcommittee will review and recommend sessions; and contact session organizers as needed to adjust sessions. The Mobile Workshops Subcommittee will organize, set prices, and draft a write-up for each of the mobile workshops. Draft write-ups for the Opening Reception and Hotel Reservation Information will be prepared by Hollee King, Opening Reception Chair and the State.
- In **April**, the State VP of Professional Development will review the recommended sessions and the Program Subcommittee will finalize the sessions and proposers will be notified by the State. The Conference at a Glance, Mobile Workshops, and Opening Reception announcements and Hotel Reservation information will be finalized for the website.
- On **May 1st**, early conference registration opens and ends on June 14th.
- By the end of July, the Programs Subcommittee will assign session rooms and the session descriptions will be posted on the website by the State.
- **September 2nd**, the Opening Reception final details to be complete
- **September 15-18**: 2019 APA CA Conference in Santa Barbara

We are excited to host the conference on the Central Coast this year and hope to see you there!

Sponsorships

The annual sponsorship income totaled \$4,750, which was \$2,250 below our 2018 budget estimate reflecting the loss of a few sponsors. On a more positive note, the Santa Barbara Planning Academy proved very popular and the Section realized about a \$2,700 net gain, making up for the sponsor shortfall. Overall, the Section budget expenditures were about \$2,500 greater than revenues. This in part reflected a significant unexpected investment into the Section website, to allow for online payments. However, the Section had adequate cash reserves and did not need to access funds in the brokerage account. The Board contributed \$2,000.00 to the California Planning Foundation (CPF).



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Annual Planning Awards Program:

The 2018 Central Coast APA Awards Program was a less emphasized event given years past awards event, given the lower than normal nominations from the many jurisdictions recovering from the 2017 Thomas Fire and subsequent 2018 Montecito mudslide. The awards program was held in San Luis Obispo to coincide with the 50th anniversary of the Cal Poly SLO Planning program. The awards lunch had approximately 40 attendees.

Legislative Watch:

As most planners in California know, 2017 was the year of housing legislation that took effect in 2018. Our Section is particularly impacted as many cities and counties have initiative-based voter-approval requirements for converting farmland to urban uses. The coming years will be interesting as we are all subject to being "SB35-ed".



Cal Poly Student Group Accepts Award at APA Central Coast Awards Luncheon – San Luis Obispo, CA (April 2018)

Planning and Emerging Planning Professionals Outreach:

The previous Young Planners Group (YPG) of the American Planning Association (APA) Central Coast Section amended its bylaws in 2018 to change the name of the group to Emerging Planning Professionals (EPP) as a response to some members of not feeling 'young enough' to participate. The Subsection's EPP Coordinator, Kristina Boero, coordinated three different hiking event opportunities in eastern Ventura County's Santa Monica Mountain National Recreation Area, which occurred in March, June and August. The EPP group in San Luis Obispo did a myriad of activities and events in 2018, most of which coincided with the happenings of the greater SLO Subsection. Worth mentioning though are the September Coastal Cleanup participation volunteers and the December Linked-In Peer Review event. We look forward to 2019 and for more events to be happening on the Central Coast and especially for involvement in Santa Barbara APA 2019.



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Membership Inclusion

The Membership Inclusion Officer focused largely on identifying interested contacts and representatives to support inclusivity on the Central Coast, as well as support of Subsection events, including preparing promotional material and facilitating events. Additionally, the 2019 Diversity Summit has been made a large priority, directed by the State Board, which will continue to be planned and completed in conjunction with the Local Host Committee.

Professional Development

The Section offered 41.75 CM credits, plus 2.25 LAW CM credits at five events during 2018. These events included three multi-part events on topics ranging from housing, climate change, and transportation.

Section Website and Communications:

The Section's website performed flawlessly during the year and received an upgrade that allows job posting applicants to more quickly and seamlessly post their job postings to the Central Coast Section website for a nominal fee. The Central Coast Section's Public Information Officer issued 31 e-mail blasts with a 31.6% open rate and reached more than 900 recipients across Ventura, Santa Barbara, and San Luis Obispo Counties.

SubSections:

Each county has a series of local social and professional events during the year.

The San Luis Obispo (SLO) Subsection had a very good year! We celebrated Spencer Johnson of Lisa Wise Consulting joining the APA CC Board as Membership Inclusion Officer, as well as Sarah Howland as the EPP Rep for SLO. We hosted several events, including several mixers, hosted at esteemed and fun new locations in the SLO area, including: Spikes Pub and Luis Wine Bar, as well as outdoor event opportunities, such as a hike in Los Osos, Coastal Cleanup participation in September, Trivia Night with other planners and environmental professionals. The SLO Subsection looks forward to 2019 and the involvement with the State APA conference in our region, as well as ways to further engage in and with the community and the students/young planning professionals in the area.



August Mixer at Luis Wine Bar, San Luis Obispo, CA (August 2018)



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The Santa Barbara Subsection held a Citizen Planning Academy. The Academy had 70 registered participants, including 8 planning commissioners, and ran for seven weeks in October and November covering 14 unique and mostly planning issues. The Planning Academy included a variety of courses including: Santa Barbara's urban history and historic structures, housing and policy incentives, cannabis, Santa Barbara's energy production platform, CEQA, Santa Barbara's water supply, transportation history, Montecito rebuilding, etc. The Santa Barbara Subsection was very pleased with the turnout for the Planning Academy and we look forward to continuing to offer planning academies in each subsection frequently.

In addition, the Santa Barbara Subsection held mixers for local planning professionals in July and November 2018, and we look forward to hosting more mixers and professional development events during the first half of 2019. The Santa Barbara Subsection is also gearing up for the 2019 conference in Santa Barbara.

Over the course of the year, the Ventura County Subsection continued its tradition of hosting joint mixers with colleagues from the Association of Environmental Professionals (AEP), providing events in February, August and December 2018. In September, the Subsection hosted a Resiliency Speaker Panel event that invited four guest speakers from the local agencies and firms to share their experiences with APA members interested in learning more about resiliency.



Santa Barbara Planning Academy, October 2018



Ventura Resiliency Speaker Panel, September 2018



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Section Elections:

The Section welcomed a new Director-Elect, Rachel Raynor, and a new Professional Development Officer: John Novi, AICP. The Board thanks Lilly Rudolph, AICP for her many contributions over the past several years as the previous Professional Development Officer. The Board has shuffled a couple positions, with Spencer Johnson, CNU taking the SLO Subsection Director Role and Tanner Shelton, AICP being nominated as the new Membership Inclusion Officer. Hollee King, AICP was elected again as the Board's Awards and Events Officer, making this the 7th term on the Board for Hollee. Additionally, the APA Central Coast Board also welcomed back Steve Welton, AICP as Finance Officer and Clay Downing as the Public Information Officer. We are very excited about these new and veteran Board members!

The Board thanks Planetizen, Jacobson & Wack, Suzanne Elledge Planning and Permitting Services, Rincon Consultants, Urban Planning Concepts, Rick Engineering, Jensen Design and Survey, Lisa Wise Consulting, City of Ventura, Stantec, RRM Design Group, and Recon, as well as Brownstein Hyatt Farber Schreck for your many contributions over the past several years.



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