

## APA CENTRAL COAST | 2019 Report

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### Rachel Raynor, Section Director, AICP Candidate

2019 has been a whirlwind – to say the least. I was appointed as the Central Coast Director in May; the APA California Conference took place in Santa Barbara in September, with approximately 1,500 attendees. It was San Luis Obispo's turn to host the Citizens Planning Academy, which followed the conference and continued up until Thanksgiving. Each of the subsections hosted multiple events, ranging from mixers, guided hikes/educational walking tours, housing discussions, and collaborations with nonprofit organizations.

With our conference profits, we as an Executive Board are excited to turn those funds back over to our membership in the form of additional Section events, as well as our first annual Central Coast APA 'Mini-Conference', which we will be pairing/combining with our Annual Awards event in 2020! We are beyond excited to try something new and provide additional educational, networking, and CM credit earning opportunities to our membership.

With 2019 coming to a close, 2020 is already kicking off with a bang and we are excited to what the year ahead has in store. We would love to hear from you – what events / programs you would like to see and how we can better serve you as an APA member.

### Section Elections

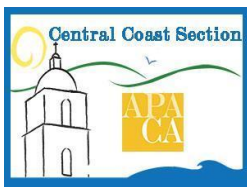
Kyle Jordan, the Board's Webmaster will be leaving the Board as he has accepted a new position outside the Central Coast Section; Paul Fields has been appointed to the Public Information Officer, as Clay Downing, who held the position previously, has been elected as the Ventura County Subsection Director. Addition, Spencer Johnson, Tess Harris, Denice Thomas and Tanner Shelton have also been re-elected to remain on the Board for another term.

### Sponsorships

With the State Conference coming to the Central Coast Section, the Executive Board approached sponsorships in a second-priority manner for 2019, so not to duplicative asking sponsors for both the Section and the Conference. Collectively, we received \$3,500 in sponsorships and we would like to thank Brownstein Hyatt Farber Schreck, Jacobson and Wack, Jensen Design and Survey, Rincon, RRM Design Group, and Suzanne Elledge Planning and Permitting Services, Inc. we greatly appreciate your continued support in the Central Coast APA Section.

### Annual Awards Program

On May 4, 2019, the Central Coast APA Board hosted the 2019 Annual Planning Awards Program. The theme for the event was a Casino Night benefiting CPF. The event was held at the scenic Crowne Plaza Ballroom in Ventura CA. The ballroom boasts 360-degree views of Ventura and Oxnard coastlines. There were five Award of Excellence's awarded, along with four Award of Merit's. \$970 was raised for CPF through the Casino night and one silent auction item. One project that won an Award of Excellence went on to win an Award of Excellence at the 2019 State APA Conference. That project was for the City of Oxnard's "Power Struggle: How Oxnard Turned the Tide of California's Energy Future". We are planning for our next Central Coast Planning Awards program for 2020, which will be held April 11th, 2020, which will be held in conjunction with our Central Coast APA Conference.



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2019 Annual Awards Winners [APA Central Coast Board]



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### Membership Inclusion

As the Central Coast APA Section was the host Section for the 2019 APA Conference, the Membership Inclusion Officer was responsible for organizing this year's Diversity Summit. This year's summit was titled "Representation Matters: A Panel on Diversity in the Planning Profession". The summit gathered four professionals with differing backgrounds and varied professional experiences to examine the planning profession internally, taking an honest look at where the profession stands on diversity, inclusion, and equity and how the field can improve diversity. The program was well received by attendees and spurred meaningful conversations about inclusion and equity. The summit was followed by a mixer at Dargan's Pub, where professionals were able to network and relax with old and new friends and colleagues.



### Professional Development

On behalf of the Executive Board, I would like to extend a congratulatory note to our newest AICP members/ Candidates who passed their AICP certification exam in 2019: Brian Schwartz, David Christie, Nichole Garner, and yours truly, Rachel Raynor.

### Section Website and Communications

The Section continued to rely on its website as a clearinghouse of information with local news, event announcements, and other information updated regularly. A variety of upgrades were spearheaded by the Section's Webmaster to ensure fresh content and

readily available information for Central Coast APA members. Following the first full year of allowing organizations to submit job postings completely online, the Section helped connect planners with professional opportunities, sharing 46 job announcements in 2019.

The Section reached out to Central Coast members with 37 direct email communications over the course of the year, delivering each of those emails to approximately 910 people across Ventura, Santa Barbara, and San Luis Obispo Counties with an average open rate of 34%. Additionally, the Section took a more active role on social media this year, launching a Section Facebook page at [facebook.com/CentralCoastAPACA](https://facebook.com/CentralCoastAPACA), posting more actively to its LinkedIn group [Central Coast APA](#), and through the Section's Twitter handle [@CentralCoastAPA](#). This more active posture in social media channel resulted in 108 posts on Facebook (78 posts, 46 Followers), LinkedIn (16 posts, 427 group members), and Twitter (14 posts, 293 followers) which included the sharing of articles, announcements, events, and other opportunities for APA members.

### Subsections

#### San Luis Obispo Subsection Director: Spencer Johnson, CNU-A

In 2019, the San Luis Obispo Subsection of APA Central Coast provided local members with a variety of opportunities to engage with planning professionals and students, including mixers, workshops, and hikes. The Subsection had a large role in facilitating the California APA Conference in Santa Barbara and also led the 2019 Citizen Planning Academy, which aimed to empower local community members to become more active in regional planning issues and opportunities. Throughout the year, Cal Poly Associated Students in Planning and the Graduate Planning Students Association collaborated with the Central Coast Section by providing support at events and leading a local firm tour. This partnership



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provided future planners studying at Cal Poly with opportunities to expand their network and knowledge of the local planning industry.



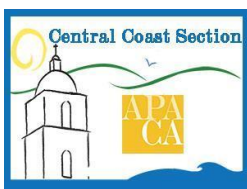
### **Santa Barbara Subsection Director: Tess Harris and Emerging Planning Professional Representative: Lexi Journey**

In September, Santa Barbara held the 2019 California APA conference at the Hilton Beachfront Hotel in Santa Barbara. Section members played critical roles on the Conference Host Committee for the two years leading up to the conference, with monthly meetings occurring over the past year prior to the conference. The conference included a wide range of programs and mobile workshops that showcased Santa Barbara. Over 1,500 people attended the conference.

The Santa Barbara section also held networking mixers in April at The Cruisery and May at Institution Ale for its members. Another networking event was co-hosted with AWEE (Association of Women in Water, Energy in August at Modern Times. In December, the Santa Barbara sub-section hosted a holiday party at Modern Times in conjunction with AEP, which gathered about 40-50 planning professionals together before the holidays.

### **Ventura Subsection Director: Michelle D' Anna and Emerging Planning Professional Representative: Kristina Roodsari Boero**

Over the course of the year, the Ventura County Subsection continued its tradition of hosting quarterly joint mixers with colleagues from the Association of Environmental Professionals, providing the events in March, June, September and culminating with the ever-popular holiday mixer in December 2019. In April, our Emerging Planning Professionals coordinated an Earth Day hike along the Santa Clara River. In August, the Subsection hosted a historical talk and garden tour at Pleasant Valley Historical Society. In October, the Subsection co-hosted a first of its kind joint event at California Lutheran University (CLU) that included a panel discussion of urban resiliency in Ventura County, break-out small group discussions, and a fast-paced Speed Networking exercise.



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The Central Coast Section of APA co-hosted a first of its kind joint event at California Lutheran University (CLU) on October 7th with strong positive feedback from numerous attendees. The event was a joint effort, planned and co-hosted with CLU's Masters of Public Policy and Administration Program. Amongst other attendees, the Program's Urban Planning and Policy class attended the evening event. Following appetizers and mingling at the Lundring Center at CLU's Thousand Oaks campus, guest panelists opened the evening with a discussion of urban resiliency in Ventura County and

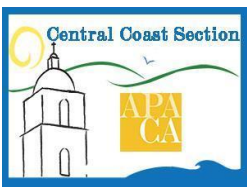


*Pleasant Valley Historical Society Educational Walk*

what the emerging concept has come to mean to each of them in their roles. The guest panel portion of the event welcomed Dave Ward (Ventura County Planning, Planning Director), Darren Kettle (Ventura County Transportation Commission, Executive Director), and Sandy Smith (Sespe Consulting, Land Use Consultant; California Lutheran University, Senior Adjunct Faculty). After listening to guest panelists respond to moderator-led questions, the students, alumni and APA members in attendance broke into small discussion groups to have their own voices added to those of guest panelists. At the end of the discussions, the groups reported out on the conversations in each of their groups. Finally, the evening wrapped up with a fast-paced Speed Networking exercise led by APA's Kristina Boero and CLU's Loredana Carson. With strong event, the Central Coast Section is looking forward to strengthening its relationship with CLU in the future and plans to find additional opportunities for APA to share experiences with CLU's Public Policy and Administration.

On behalf of the Executive Board, I would like to take the time to tell you how much we appreciate you as an APA Member. Your participation and involvement in the Section not only gives you opportunities for continued education and professional networking opportunities, but also a voice in the greater California Chapter APA context. We encourage you to stay involved in the organization and please let us know how we as a local Section can better serve you.

Yours truly,  
Rachel Raynor, AICP Candidate  
Central Coast APA Section Director



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