



American Planning Association
CALIFORNIA CHAPTER
Central Coast Section

2023 PLANNING ACADEMY SYLLABUS OUTLINE

The American Planning Association Central Coast Section is excited to announce the 2023 Planning Academy. The planning academy is a series of six meetings which has the common theme of social equity, environmental justice, and California based planning.

The Academy will feature speakers that are leading the industry in the respective topics. The cost of admission is \$50 for non-members and will be free for APA members. We will be holding these meetings on a digital platform which will be shared upon registration. We're looking forward to the 2023 Planning Academy and hope that you can join us!

**MARCH 16,
2023 SPEAKERS**

TOPIC: PUBLIC OUTREACH AND ENGAGEMENT



JESSI STEELE

Jessi Steele is a Senior Planner in the County of Santa Barbara's Long Range Planning Division. During her seven-year career with the County, Jessi has managed numerous planning projects focused on reducing regulatory barriers to the development of affordable and special needs housing, including accessory dwelling units, agricultural employee dwellings, supportive housing, and transitional housing. Jessi is currently serving as a project manager for the County's 2023-2031 Housing Element Update. Before becoming a planner, Jessi was a planning intern for the County and graduated from UCSB with a B.A. in Geography with an emphasis in GIS.



DEBBIE RUDD

Debbie Rudd delivers 35 years of urban design experience with RRM Design Group, advancing projects from the early visioning and policy stages to construction. She undertakes urban design plans and policy documents with a realistic approach that brings about implementation. As principal and a co-leader of the urban revitalization team, Debbie is well-versed in community, commercial and streetscape planning principles that maximize design, minimize costs, and materialize community consensus. She excels in public outreach, identifying public concerns and preferences and translating them into cutting-edge workable designs and policy documents easily understood by the public and implemented by the jurisdiction.

ABSTRACT

Public engagement is one of the most critical components to successful planning projects, but what does successful public engagement look like? Hear from representatives in the private and public sector about the digital and in-person engagement strategies they have employed and the types of engagement tools that work most effectively to reach the community.

**MARCH 23,
2023 SPEAKERS**

TOPIC: BRAVE NEW WORLD, CA STATE HOUSING LEGISLATION



JAY HIGGINS

Jay Higgins, AICP, has represented landowners and government agencies in a property development capacity for over 30 - years. His public sector experience includes the California Coastal Commission and the Cities of Ojai and Culver City. He is a former City of Santa Barbara Planning Commissioner. For 10 years he traveled nationally as a project manager and land planner in the telecommunications, public affairs and mining industries; and internationally in Honduras on an Inter-American Development Bank coastal resource management program. Mr. Higgins worked for Capital Pacific Homes (Development Group, Holdings, et. al.), from 2004 – 2012, as their Vice President of Land Acquisition. During that time his primary focus was land acquisition and proforma project financial analyses, forward planning, affordable housing obligations and land entitlements. He negotiated land purchase and access transactions, interfaced with capital partners and lenders, conducted property due diligence and CEQA related impact reviews, negotiated or restructured development agreements, entitlement commitments, development impact fees and conditions of approval. He was CPH's primary point of contact with land sellers, design professionals and countless public agencies, special districts and community groups from acquisition to construction of +900 housing units in Santa Barbara County. Currently, Mr. Higgins independently represents farmers, commercial and residential land developers who require his perspective and determination related to entitlements, property acquisition, public engagement and/or project management.



DAN KLEMMANN

Dan Klemann has been a land use / environmental planner for approximately 25 years. Mr. Klemann has worked for a number of public agencies (e.g., Ventura County and City of Oxnard) and Rincon Consultants, Inc., and currently serves as the Deputy Director of the Long Range Planning Division for Santa Barbara County's Planning and Development Department and a lecturer for the University of California, Santa Barbara Environmental Studies Program. Mr. Klemann represented the County with regard to the Sixth Cycle Regional Housing Needs Allocation (RHNA), and manages a team of planners who implement State housing law and currently are preparing Santa Barbara County's housing plan for the Sixth Cycle RHNA.

**MARCH 23,
2023 SPEAKERS
(continued)**

TOPIC: BRAVE NEW WORLD, CA STATE HOUSING LEGISLATION



JOHN PARKE

John Parke is a member of the Santa Barbara County Planning Commission from the 3rd Supervisorial District. He will be serving as the Chair of the Planning Commission this year at a time when housing is at the forefront in local land use planning. He is a native Santa Barbaran who has resided in the Santa Ynez Valley for the past 25 years. He recently retired from 45 years of practicing law, primarily in litigation with some land use experience.

ABSTRACT

Jay Higgins, John Parke, and Dan Klemann will present an update on 2023 California Legislation that includes legislation related to parking reductions, by-right housing in commercial zones, non-discretionary permit streamlining, housing elements, minor adjustments to State Density Bonus Law, further amendments to ADU law, and several others important to highlight. There will be time for a question & answer session at the end of the session.

**MARCH 30,
2023 SPEAKERS**

TOPIC: CLIMATE CHANGE AND THE CHANGING ENVIRONMENT



LYNN RODRIGUEZ

Lynn Rodriguez has been a water resource professional since 1981. Since 2005 she has managed the Watersheds Coalition of Ventura County (WCVC) Integrated Regional Water Management (IRWM) Program. Her focus is on collaboration and stakeholder engagement, IRWM planning, program development and implementation. Other programs she's managed include regional water use efficiency, drought response, long-range water planning and water policy development.



CHRIS READ

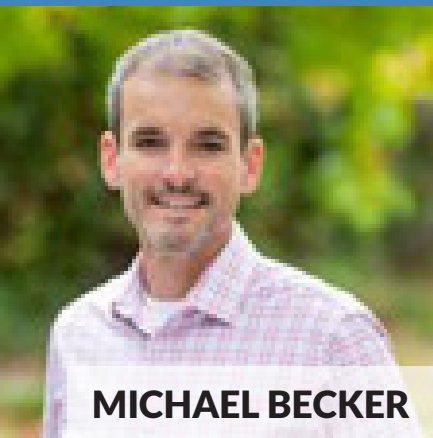
Chris Read is the Sustainability Manager at the City of San Luis Obispo and is committed to collaboratively creating a carbon neutral, equitable, accessible, and prosperous community. Mr. Read has worked with local governments for over a decade and is deeply driven to address the causes and impacts of climate change.

ABSTRACT

Climate change continues to modify planning practices as jurisdictions and consultants look to new strategies and projects to innovate. Learn about a jurisdictional climate action plan update, water conservation and grant projects and what we can expect with a changing environment in the future.

**APRIL 6,
2023 SPEAKERS**

TOPIC: TRANSPORTATION PLANNING ALONG THE CENTRAL COAST



MICHAEL BECKER

Michael Becker is the Director of Planning for the Santa Barbara County Association of Governments (SBCAG). In this role, Michael manages the development of the Regional Transportation Plan and Sustainable Communities' Strategy, the Regional Housing Needs Allocation, and many other planning projects undertaken by SBCAG. Prior to coming to SBCAG in 2014, he worked for eight years at the regional planning agency for the Greater Philadelphia region. While in Philadelphia, he also earned his M.A. from Temple University. In his free time Michael enjoys cycling the hills of Santa Barbara and spending time with his family, including his two young daughters.



ADAM FUKUSHIMA

For nearly 20 years, Adam Fukushima has helped communities be more people focused by improving how people get around. Trained at UCLA and the University of Groningen in the Netherlands, Adam began his career as the Executive Director of Bike SLO County before serving the Central Coast region as a transportation planner at Caltrans. In 2016 he became the Active Transportation Manager at the City of San Luis Obispo and took the lead in creating a 10-year plan to significantly improve bicycle and pedestrian connectivity in the City and link transportation goals with the City's Climate Action Plan. On his time off, you'll find him hanging out with family, paddling the waters of the Central Coast, or kicking around a soccer ball.

ABSTRACT

Transportation is critical to think about for any planning project. Learn about the changing nature of transportation, new modalities and best practices, recent state law (AB 2097) and its impact on development, and active transportation planning throughout the Central Coast.

**APRIL 13,
2023 SPEAKER**

TOPIC: AFFH & HOUSING ELEMENTS



ALEXIS BUENO

Alexis Bueno holds a Master's Degree in Urban and Regional Planning with a specialization in Community Development from Cal Poly Pomona. Alexis has assisted in the preparation of a range of housing and community development projects including Housing Elements, Consolidated Plans, and Analyses of Impediments to Fair Housing Choice (AI). She has worked on the Sixth Cycle Housing Elements for jurisdictions across California including Culver City, El Centro, Imperial Beach, Long Beach, Oceanside, Pasadena, Ventura, Thousand Oaks and Santee as well as San Diego County, Santa Barbara County, and Marin County.

ABSTRACT

When housing choices and access are limited due to someone's protected status, the impacts are far reaching. Access to housing impacts job opportunities, access to education and one's mental and physical health. While overt forms of discriminatory practice have been prohibited for decades, many jurisdictions struggle with creating real housing choices by affirmatively furthering fair housing (AFFH). AB 686 creates new requirements for all housing elements due to be revised on or after January 1, 2021 and requires that jurisdictions ensure fair housing is part of their planning process and guiding documents. In this session, Alexis Bueno and her associate Jamie Power from Veronica Tam & Associates will be discussing their work on AFFH and housing elements during the 6th cycle update process.

**APRIL 20,
2023 SPEAKERS**

TOPIC: DIVERSITY EQUITY & INCLUSION (DEI) AND VENTURA COUNTY'S DESIGNATED DISADVANTAGED COMMUNITIES (DDC) STUDY



LILLY RUDOLPH

Ms. Rudolph has a 20-year career in planning, community development, and economic development, and has developed a broad background of experience ranging from processing development applications to overseeing civic engagement and outreach strategies. Lilly holds a Master of Public Administration from Baruch College, City University of New York and a Bachelors of Art in International Relations from University of California, Davis. She is an alumnus of National Urban Fellows, a leadership program that aims to develop accomplished and courageous professionals of all ethnic and racial backgrounds, particularly people of color and women, to be leaders and change agents in the public and non profit sectors, with a strong commitment to social justice and equity.



JESSICA NGUYEN

Jessica has nearly ten years of experience in land use planning, permitting, public policy planning, and environmental planning in the public sector. Jessica started her career along the western coastal zone of Los Angeles County as a National Park Service ranger and then a project manager to protect public access, sensitive habitat, and open space. She has recently transitioned to county planning, focusing on implementing General Plan programs, including those related to quality-of-life improvements for the community, climate adaptation, and diversity, equity, and inclusion. Jessica holds a Bachelor of Science in Environmental Science and Resource Management, and a Master of Science in Civil Engineering. She is also certified with the American Institute of Certified Planners.

ABSTRACT

Why is DEI as a framework important to the Planning field? Lily Rudolph, Diversity Equity and Inclusion officer for Central Coast APA will start this session outlining what is DEI as a framework and discussing how viewing projects through a DEI lens can be a beneficial tool. Next, Jessica Nguyen, lead project planner for Ventura County's General Plan implementation of the Designated Disadvantaged Communities (DDC) program. The Ventura County Planning Division is researching potential disadvantaged community designations in unincorporated areas near the cities of Ventura, Oxnard, and Santa Paula. Designated disadvantaged communities (DDCs), as defined by state law, are low-income communities that are disproportionately burdened by environmental pollution. The presentation will discuss the development of the project with a focus on the project's approach to incorporating diversity, equity, and inclusion (DEI) throughout the process.



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