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Join us for the 2014 Planning Commissioners Academy  
For speaker information, go to [www.cacities.org/Plannersed](http://www.cacities.org/Plannersed)



# 2014 Planning Commissioners Academy

Wednesday, March 26 – Friday, March 28  
Marriott San Francisco Airport Waterfront Hotel  
Registration and Housing Deadline:  
Monday, March 3



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111 #

# Wednesday, March 26

9:00 a.m. – 5:30 p.m. **Registration Open**

10:00 a.m. – Noon **Pre-Conference Workshop**

**AB1234**

State law requires elected and appointed officials to receive training in specified ethics laws and principles every two years. Newly elected and appointed officials must receive this training within one year of becoming a public servant. This lively, example laden, two-hours will make this mandatory training more tolerable — if not outright enjoyable. Sign-in begins at 9:30 a.m. and you must be pre-registered online and present for the full two hours to receive the certification of attendance at noon.

1:00 – 2:30 p.m.

## OPENING GENERAL SESSION

### Planning Commissioners' Roles and Responsibilities and

#### How to Run a Meeting

You become a planning professional to make things happen in your city. Is your role advisory or decision making? Do you have direct financial accountability? What are the city's expectations? In addition, you will now be called upon to hold public meetings. However, there are do's and don'ts when it comes to leading them. Simple actions from the proper way to make a motion, administering Rules of Order, to, at times, dealing with people who will make progress difficult. Obtain the answers to these questions, understanding of the sources and limitations of your powers, with a focus on the Brown Act and useful guidance.

NEW PLANNING COMMISSIONERS TRACK

### Essential Planning Tools 101

2:45 – 4:00 p.m.

Are you a new planning commissioner, or need a refresher? Receive an overview of the basic topics that a planning commissioner needs to know when reviewing planning documents and land use cases. Some basics that will be covered are making findings to support your decisions, conditions of approval, effective use of design guidelines, design standards plus much more.

NEW! ADVANCED PLANNING STAFF AND COMMISSIONERS TRACK

### Using Modern Technology Tools to Engage Your Community on

#### Land Use Decisions – PlanningTalks

2:45 – 4:00 p.m.

With today's technology, communication capabilities, and constant connectivity at everyone's finger tips, there are many options when it comes to engaging your community. There are good ways, bad ways, and downright ugly ways, so why not make yours cutting edge? Discover the unique technological approaches taken by each of our four presenters when it comes to receiving constructive citizen input for your city's land use issues.

#### PlanningTalks

*PlanningTalks are 15 minute sessions with a mission to spread great, concise ideas. As mini-keynotes, they have a maximum of one speaker to share one concept with a goal to change attitudes and build creativity, city by city. These talks offer inspiration and creativity, grounded in substance and/or driven by data with a touch of humor and fun.*

NEW PLANNING COMMISSIONERS TRACK

### Essential Planning Tools 102

4:15 – 5:30 p.m.

Part two of the Essential Planning Tools series will explore regional issues, such as SB 375 and housing elements that affect your City and the connection between regional plans and local plans.

ADVANCED PLANNING STAFF AND COMMISSIONERS TRACK

### Marijuana Dispensaries, Sober Living Facilities and Massage

#### Establishments: Overview of the Problems and What Cities Are Doing

4:15 – 5:30 p.m.

This session will go over the issues surrounding these three areas of concern for planners and discuss past legislative bills as well as likely future attempts at revising existing laws. This session also includes a panel of city representatives and what they have done to address these issues.

5:30 – 6:30 p.m.

#### Networking Reception

Take this opportunity to network with your peers from throughout the state after a full afternoon of education sessions.

For additional information & speakers, go to [www.cacities.org/Planned](http://www.cacities.org/Planned)

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# Thursday, March 27

7:30 a.m. – Noon **Registration Open**

7:30 – 8:45 a.m. **Networking Breakfast**

**NEW PLANNING COMMISSIONERS TRACK**

**How to Make the League Work for Your City and Legislative Basics**

9:00 – 10:15 a.m.

This session will inform planning commissioners about the different ways cities can become involved in the League as well as examples of how the League can help you in your job. Finally, there will be an overview of the legislative process and how a bill becomes a law, including an overview of bills that may impact your city this year.

**ADVANCED PLANNING STAFF AND COMMISSIONERS TRACK**

**Collaborative Governance – Case Studies on How to Leverage Public, Private, and Non-Profit Partnerships to Drive Better Land Use Planning**

9:00 – 10:15 a.m.

Public/Private Partnerships are vital tools in the present day. Take this opportunity to discover the latest trends in forming successful partnerships to maximize the benefits to your community. All sides of this potential asset will be discussed and successful examples presented by academic and professional leaders.

**NEW PLANNING COMMISSIONERS TRACK**

**CEQA Basics**

10:15 – 11:45 a.m.

Whether you are a new or seasoned planning professional for your city, you know that CEQA impacts everything. With such a major player in day-to-day planning operations, it is often a good idea to go back to the basics. Discover for the first time, or rediscover, the history and purpose, terms/acronyms, statutory and categorical exemption, MND v. EIR. Define is the commissioner's role in the review and negative declarations.

**Bus Tours (Box Lunch Provided)**

The tours, by advance registration are \$35, limited to a minimum of 25, maximum of 48 attendees per tour, will be on a first-come, first-served basis. Once a tour is filled, it will be marked "Not Available." There will be no refunds.

**Presidio Restoration**

Noon – 4:00 p.m. Participate in a guided tour of San Francisco's magnificent waterfront treasure – the Presidio, part of the Golden Gate National Recreation Area. Learn how the Presidio Trust transformed a historic military post into a thriving business, cultural, residential and tourist district. Tour one of San Francisco's oldest buildings, the modern-day Officers' Club.

12:00 – 1:30 p.m.

**GENERAL LUNCHEON**

**A City Finance Update**

Get updated on the hottest topics in California municipal finance, delving more deeply into what you need to know about key issues in the economy, local revenues, state budget, legal issues, legislation, and new laws.

**JOINT — NEW PLANNING COMMISSIONERS/ADVANCED PLANNING STAFF AND COMMISSIONERS CEQA Application of Knowledge**

1:45 – 3:00 p.m.

While fresh in your mind, learn to apply this knowledge through case studies. Get exposed to project sample and review, exemptions, GHG, as well as recent CEQA trends, and the background information behind them.

**NEW PLANNING COMMISSIONERS TRACK**

**Congratulations on Your Appointment to the Planning Commission.**

**Now What?**

3:15 – 4:15 p.m.

As a planning commissioner, you are expected to serve your city and constituents, recognize differences between policy and political issues and uphold the general plan. It is vital that you are effective from the very first meeting. Come and listen to a seasoned commissioner speak about specific processes and techniques to facilitate change and progress in your city.

**ADVANCED PLANNING STAFF AND COMMISSIONERS TRACK**

**Burning Questions, No Judgment**

3:15 – 4:15 p.m.

Have a question that you are afraid to ask in a public meeting or think after a few years on the Commission you should know the answer to? Join us in a "safe" environment to receive answers to your most burning questions and hear questions from your colleagues. Planning commissioners, staff and council members are invited to receive answers to your questions, without judgment.

**JOINT — NEW PLANNING COMMISSIONERS/ADVANCED PLANNING STAFF AND COMMISSIONERS Planning in an Adversarial Environment**

4:15 – 5:30 p.m.

The Tea Party, the Occupy Movement and other similar organizations have become frequent attendees at public meetings, sometimes as vocal participants and sometimes hoping to disrupt the proceedings. This session will discuss how to anticipate engagement by these groups, while sharing strategies to ensure productive participation instead of process failure.

5:30 p.m. **Evening on Your Own**

H.13



# Friday, March 28

7:30 – 8:30 a.m.

## Networking Breakfast

JOINT - NEW PLANNING COMMISSIONERS/ADVANCED PLANNING STAFF AND COMMISSIONERS

### Joint Planning Commissioner/City Council Meetings: Good Idea or Bad?

8:15 – 9:15 a.m.

Many City Councils and Planning Commissions hold joint study sessions on proposed development projects. What are the benefits of holding these meetings? What are the downsides? How should they be run to achieve the best results? Do they help to advance a city's goals? Learn tips to make the most out of these meetings.

JOINT - NEW PLANNING COMMISSIONERS/ADVANCED PLANNING STAFF AND COMMISSIONERS

### The Future of Public Engagement in Planning

9:30 – 10:45 a.m.

Public engagement is an increasingly important part of planning in California cities. Bringing more residents, businesses, and other interested parties to the planning table can result in more productive meetings and more innovative ideas. Working with community partners, and connecting through social media and other interactive approaches, can encourage the participation of a broader array of view and voices and add to the likelihood of planning and economic development projects going forward with community support.

11:00 a.m. – 12:15 p.m.

## CLOSING GENERAL SESSION



### The Future of Transportation: Technology Mega-Trends that will Soon Disrupt Public and Private Transportation

The next decade will see the most radical changes in transportation in a century. Exponentially improving technologies such as electric vehicles, autonomous (self-driving) vehicles, cars-as-appliance, the Internet-of-Things, electricity 2.0, and Big Data are converging at a rapid pace to cause the biggest disruption in transportation in at least a hundred years.

This keynote address focuses on the megatrends that are reshaping public and private transportation and how planners can stay one step ahead in rethinking and redrawing the transportation landscape in a clean, sustainable and budget-conscious way.

**SPEAKER:** Tony Seba, Lecturer in Entrepreneurship and Clean Energy, Stanford University

For additional information & speakers, go to [www.cacities.org/PlannersEd](http://www.cacities.org/PlannersEd)

## GENERAL INFORMATION

All attendees must register for the conference online prior to reserving a hotel room. Registration is not complete until full payment is received. The League is unable to accept purchase orders. Once registration is complete, you will be directed to the housing reservations page.

- For online registration, go to [www.cacities.org/events](http://www.cacities.org/events) and select "Planning Commissioners Academy".
- Registration must be received by Monday, March 3. After this date, please register onsite.

### COSTS/FEES Your full conference registration includes

- Two breakfasts, one luncheon and a networking reception

### FULL CONFERENCE

City Planning Commissioners/City Planning Directors/Staff .....	\$525
All Others – company, consultant, League Partners .....	\$650
Non-Member City Planning Commissioners/City Planning Directors/Staff .....	\$1525

### One Day Registration (select day)

City Planning Commissioners/City Planning Directors/Staff .....	\$275
All Others – company, consultant, League Partners .....	\$425
Non-Member City Planning Commissioners/City Planning Directors/Staff .....	\$1275
Spouse Reception Only Registration (Wednesday) .....	\$35

### AB1234 Workshop Registration

Workshop registration available only after conference registration is complete – No additional cost

### OPTIONAL TOURS

Pre-registration and payment for the tours is required (first-come, first-served – limited to a minimum of 25, maximum of 48 participants per tour). One tour per city attendee only. Guest/spouses are not eligible due to limited space.

Presidio Restoration Tour .....	\$35
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### CANCELLATIONS

Advance registrants unable to attend will receive a refund of rate paid, minus a \$75 processing charge, only when a written request is submitted to the Conference Registrar at [mdunn@cacities.org](mailto:mdunn@cacities.org) and received before 5:00 p.m. on Monday, March 3. Absolutely no refunds will be provided after this date. Sending an alternate/substitute onsite will avoid financial penalty.

If you require special accommodations related to facility access, transportation, communication and/or diet, please contact our Conference Registrar by Monday, March 3.

## HOTEL INFORMATION & RESERVATIONS

Hotel reservation changes, date modifications, early check-outs or cancellations must be done directly through the hotel's online reservation system prior to Monday, March 3. After this date, all changes will incur a financial penalty, a minimum of a one-night room charge and attrition fees.

**Marriott San Francisco Airport Waterfront Hotel**  
 1800 Old Bayshore Highway, Burlingame, CA 94010  
 Hotel Rate (per night): \$159 – Single/Double Occupancy (plus tax and fees)  
 Valet parking: \$28 per day/Self-parking \$10 per day (subject to change without notice)

\*Please DO NOT book outside of the League hotel block

This will cause an increase in event costs, liabilities and higher registration rates.

**PLEASE NOTE:** The information you provide to the League when registering for a League conference or meeting may be shared with the conference or meeting hotel(s). The hotel(s) will also share with the League the information you provide to their hotel(s) when you make your hotel reservation for the conference or meeting. The information shared between the League and the hotel(s) will be limited to your first name, last name and date/length of stay in the hotel.

5-114